Candy Crowley gives the 2012 commencement address
The potential of every human brain is unbounded, infinite. Everyone is equipped with the physical machinery in his brain physiology to experience that level of intelligence which is the ocean of all knowledge, the ocean of all energy, intelligence, and bliss.

“Fragmented, intellect-predominant education in universities today does not utilize the total creative potential of the brain. Utilizing only a small part of the brain, such education over time disables other parts of the brain from functioning.

“Through Consciousness-Based education, Maharishi University of Management will take away the inadequacies of education by offering Total Knowledge to unfold the total brain potential of everyone so that man may use the full creative potential with which he is really born to live perfection in life.” — Maharishi Mahesh Yogi

For More Information on the Transcendental Meditation Technique, visit tm.org.

MESSAGE FROM OUR PRESIDENT

This year’s University Report comes to you in a new format. We had so many achievements this past year that we expanded the publication to give you a full picture.

Personally, I wanted to share news of my trip to Africa and tell you about the many schools there that are incorporating the Transcendental Meditation technique in order to take advantage of its numerous benefits for students and teachers.

I also wanted you to know about how the leaders of Mongolia have sought our assistance in helping their country be more sustainable, successful, and enlightened. We are also excited about the Department of Defense grant for $2.4 million, in partnership with the San Diego Veterans Administration Medical Center, that will fund research on the benefits of the Transcendental Meditation technique for post-traumatic stress disorder among veterans.

It was a remarkable year in other respects as well, with Oprah Winfrey visiting and doing an hour-long documentary about our K–12 school on campus and our community’s embrace of Vedic knowledge. This issue also highlights the many cultural leaders who have stepped forward to help raise funds for bringing the Transcendental Meditation program to those who are suffering the most.

We also wanted to describe the opening of our unique Sustainable Living Center, which was greatly appreciated by US Senator Tom Harkin when he visited here last August. And we wanted to describe some of the other developments on campus, including our rapidly expanding online education offerings.

For the first time this year, we are also sending our University Report to college and university administrators across the country. We are proud of what we have achieved this past year, and we wanted to share our unique approach and our successes with the higher education community.

What we do here wouldn’t be possible without the many people throughout the country who support the University. We honor you, and we thank you.

Dr. Bevan Morris

MESSAGE FROM OUR FOUNDER

“...” — Maharishi Mahesh Yogi

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BOOKS

New publications from MUM Press

Ramayana in human physiology
Maharaja Adhiraj Rajarajam (Professor Tony Nader, MD, PhD), author of the groundbreaking work on the correspondence of the Vedic Literature and human physiology, has also now published a book on the Ramayan in human physiology. Titled Discovery of the Eternal Reality of the Ramayan in the Structure and Function of Human Physiology, the book was developed by Maharaja Rajadhirajam over a 10-year period, with the close attention of Maharishi Mahesh Yogi. It describes the mechanics of transformation of natural law into physiology, and how natural law, which governs the universe with perfect order, is lively in every grain of physiology. Maharishi said that the language of the Ramayan is the language in which total natural law is seen administering the universe.

It describes the mechanics of transformation of natural law into physiology, and how natural law, which governs the universe with perfect order, is lively in every grain of physiology.

In addition to this new book, MUM Press has been asked by Maharaja to publish an updated and revised version of his first book, Human Physiology: Expression of Veda and the Vedic Literature.

Book series on Consciousness-Based education
The largest published collection of scholarly work on Maharishi Vedic Science and Consciousness-Based education came out this past year—13 volumes covering 12 different disciplines. Each book collects articles published over the past three decades, from early foundational articles in the discipline to more recent research, theory, and pedagogy. Each book has an introduction to the series that explains Consciousness-Based education, and the first appendix in each book is an overview article by Ken Chandler that examines all aspects of Maharishi Vedic Science in relationship to Consciousness-Based education. Each is $29, or $300 for the whole set.

Full-color book about MUM
A 210-page, full-color book about Maharishi University of Management was published to coincide with the 40th anniversary of MUM’s founding. Maharishi University of Management: Education for Enlightenment, The Story of Consciousness-Based Education is a pictorial essay that describes all facets of the University, including the history, the successes, academic offerings, and outreach. In addition, it explains how an MUM education provides access to the unbounded creative potential of the brain combined with the intellectual understanding of total knowledge, the field of pure consciousness, and how it applies to all of the academic disciplines.

Illustrated with glossy photos of campus life, the book also covers the latest scientific research which demonstrates how Consciousness-Based education can provide a solution to educators and students around the world.

Conversations with Maharishi, by Dr. Vernon Katz
In Conversations with Maharishi, Dr. Katz has transcribed conversations about the highest potential of human life he had with Maharishi over a 40-year period. His questions inspired deep insights from Maharishi on the nature and development of higher states of consciousness. He began his work with Maharishi in 1962, when Maharishi invited him to help translate the Bhagavad-Gita. The book has been a bestseller at MUM Press, with over 3,000 hardcover copies being sold in less than a year.

Maharishi’s Science of Being available as ebook
Science of Being and Art of Living, by Maharishi Mahesh Yogi, is now available as an ebook on both Amazon’s Kindle Store and Apple’s iBookstore. This classic description of how the Transcendental Meditation technique can be applied to all areas of human life was first published in 1965 and has been reprinted more than 20 times.

Booklet on experiences of transcendental reality
Truth Is One is a 28-page booklet that records some of the descriptions of the ultimate, transcendental reality experienced by the wise throughout the ages. It explains that experiencing the Transcendent is no longer the domain of a fortunate few, and pays tribute to Maharishi Mahesh Yogi, who introduced the Transcendental Meditation technique to the world, thereby giving anyone the opportunity to experience the Self, Transcendental Consciousness, and have that become a living reality for all who desire it.

Maharishi Mahesh Yogi and His Gift to the World by William Sands
This new book, a simple, easy-to-read introduction to Maharishi and every aspect of his science of consciousness, uses a narrative style to help readers understand Maharishi through his teaching, as well as the programs he brought to light from the Vedic tradition of knowledge. These programs cover education, health care, agriculture, and government. Maharishi’s goal was nothing short of world peace, unrestricted progress, and the unfoldment of the full potential of every citizen of every nation. Author William Sands worked directly with Maharishi and with Maharaja Adhiraj Rajarajam for over 12 years.

TO ORDER BOOKS AND VIDEOS, GO TO WWW.MUMPRESS.COM

AROUND CAMPUS

Golden Dome Market expands by 50%
Thanks to the generosity of MUM supporters Doug and Francie Greenfield, new additions on the north and south ends of the Golden Dome Market have significantly expanded both the retail and dining space, as well as including a kitchen.

The impetus for the expansion was customer demand, with the new construction adding 1,000 square feet of retail space on the first floor. The second story of the north addition added 500 square feet of dining space, and the second floor of the south wing houses a kitchen that services the Golden Dome Market Café.

The new retail space has allowed the addition of self-serve bulk food, and has increased shelf space for a wide range of products, including a wider variety of produce and fresh fruit.

The Golden Dome Market first opened in February of 2005 and offers organic and GMO-free products.

$3 million in renovations underway
In June the Trustees approved spending $3.1 million to improve various areas of campus. Renovations include new roofs, fixing drainage around buildings, waterproofing foundations, refurbishing residence halls, repainting sidewalks, landscaping, and lighting.
“To get to where you want to go, you first have to stand and be who you are.”
— Candy Crowley

MUM RESEARCH INSTITUTE

$2.4 million grant to support research on PTSD

MUM Research Institute and a Veterans Administration center have together received a $2.4 million federal grant to study the effect of the Transcendental Meditation program on post-traumatic stress disorder (PTSD) in veterans. The randomized, controlled clinical trial will compare the Transcendental Meditation program to prolonged-exposure treatment — a trauma-focused cognitive-behavioral therapy considered to be the VA’s “gold standard.” A third group will receive health education. There will be a total of 210 subjects, with the entire study taking four years to complete.

There is a national crisis taking place with PTSD among the military returning from Operation Enduring Freedom in Afghanistan and Operation Iraqi Freedom,” said Sanford Nidich, MUM professor and the study’s principal investigator. “PTSD is a common, costly, and disabling condition among veterans, affecting 10% to 20% of this high-risk population.”

Two previous pilot studies conducted on PTSD and the experiences of veterans across the country suggest that the Transcendental Meditation program can have a significant impact on reducing PTSD.

The primary success of the treatment will be measured using a standard assessment called the Clinician Administered PTSD Scale. Other study areas will include depression, psychological distress, quality of life, substance usage, and physiological/biochemical mechanisms.

“The Veterans Administration acknowledges that it has a huge investment in mental health care, with the large numbers of veterans with PTSD in effect overwhelming the system,” Dr. Nidich said.

He said the VA wants to provide a variety of evidence-based treatments to more successfully treat all veterans. Only about 50% of the veterans who undergo treatment with its gold standard prolonged-exposure therapy receive meaningful benefits.

“The Transcendental Meditation technique would be welcomed by veterans reluctant to focus on past trauma through traditional psychotherapeutic approaches,” Dr. Nidich said. “In addition, it offers holistic benefits not widely seen in other treatment programs.”

The clinical trial provides further data on the efficacy of the TM program as a treatment for combat-related PTSD, and will inform future military mental health policy decisions. Other investigators include Robert Schneider, John Salerno, Maxwell Rainforth, and Carolyn King. Counseling on the research will be psychiatrists Norman Rosenthal and James Brooks. The research team will also include Paul Mills, who received his PhD in physiology from MUM.

FEDERAL AND PRIVATE GRANTS

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<tr>
<th>Year</th>
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<td>2012</td>
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<td>PTSD in veterans 680,000</td>
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<td>2009</td>
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“There is a national crisis taking place with PTSD among the military returning from Operation Enduring Freedom in Afghanistan and Operation Iraqi Freedom.”
— Sanford Nidich
Andy Bargerstock guides his MBA students to success in international competition

Andy Bargerstock has a simple goal: he wants to turn accountants into managers. And by objective measures, he’s succeeding. In an international management competition among students from universities around the country, teams of students from the MBA program that he heads have consistently finished among the top 10%, including a first-place finish last year. And this year, all four teams that entered the competition finished among the top 10%.

Learning to be decision-makers

“Our students learn how to think like an executive,” Andy says. “They see how the parts fit together in a whole, giving a comprehensive view. This results in a better ability to make decisions.”

He says higher education in the U.S. has the reputation of producing very good technical accountants who are not so competent as decision-makers. This problem can be traced to traditional teaching methodologies that require students to solve problems with definite answers. “In the real world, decision-makers face a complex world of uncertainties,” he says.

His students in the accounting MBA receive a solid grounding in accounting, as well as coursework in important management skills such as human resource management, marketing, and finance.

Putting their skills on the line

But then he takes things a step further, having them team up and participate in a computer-based simulation created by CAPSIM, the leading business game provider. The students were evaluated on the growth of their company based on financial results, customer perspectives, internal business development, and learning and growth initiatives.

For six weeks the students guide a fictitious company through four practice rounds of decision-making and then eight rounds of decision-making, with each round representing a year of business activity. The students analyze and assess a variety of reports about the industry, competitors, and the company’s own past performance results.

“The scope is daunting: They have to decide on research and development strategies, marketing tactics, sales and production forecasts, financing requirements, human resource management tactics, and quality management initiatives — all the while being alert to balancing a set of key performance metrics for both short-term and long-term growth.”

Topping most other MBA schools

And the students have performed brilliantly. For three consecutive years they’ve placed in the top 10, competing with 100 or more teams from schools such as Villanova University, the University of Maryland, the University of Wisconsin, the University of Texas at Dallas, and Drexel University.

In addition to last year’s first-place finish, this year’s impressive results had teams scoring in the 97th, 95th, 93rd, and 90th percentiles among university teams participating in the CAPSIM Foundation simulation for the six-month period ending July 1, 2012.

“When our students perform so well against some of the best business schools in North America, it validates the quality of our students’ skills in integrated decision-making,” Andy says.

What’s his secret?

What in their MUM education gives these students an extra edge?

Andy says MUM’s block system enables students to get to know one another because they have more contact time with both professors and fellow classmates. Also, the interactive teaching style encourages students to question and debate ideas.

In addition, during the MBA, students participate in various business simulations that require teamwork in which they have the opportunity to practice communication, negotiation, and consensus-building.

And Andy says that the students’ practice of the Transcendental Meditation technique is key: “It helps the students to maintain a broad comprehension. They say the practice helps give an expanded awareness and sharper focus — qualities essential in the competition and in successful management.”
And as he speaks, he’s surrounded by tree trunks that provide the structural support for the high roof of the central corridor of the building — tree trunks that rise some 20 feet in the air.

Standing there, he says this building dissolves the artificial distinction between the manufactured world and the natural world. And as he speaks, sunlight trickles in from above, almost as if he were standing among a grove of trees.

The Sustainable Living Center accomplishes the vision of faculty member David Fisher, who wanted a building to house MUM’s Sustainable Living major that would completely honor sustainable living: low carbon footprint, local materials, natural and nontoxic. Made largely of earth walls, supported by tree trunks, and lit throughout by daylight, the building is a perfect marriage of function and sustainability.

And it’s the perfect building to reflect the goal of reconstruction of the entire campus: to be in accord with natural law, with the profound principles of Maharishi Vedic architecture.

Illuminated by daylight

Ideas and planning for a state-of-the-art green building began as early as 2002, with various possibilities discussed before settling on the idea of a classroom and office building. An initial design for the current building was created in 2005. But that design got major modifications along the way, due in part to the annual EcoFairs that brought inspiring speakers to campus with expert knowledge in sustainable design.

One of those was Mike Nicklas. His company, Innovative Design, has designed hundreds of energy-efficient buildings. He feels that a key feature is strategic use of daylighting, which reduces the amount of electricity and creates a superior environment. Research shows that students perform better, employees are more productive, and consumers buy more when buildings are daylit.

“I knew this,” Jon says. “But Mike was very inspiring, so we changed the design such that the building would be completely daylit.”

When the sun is out, no artificial lighting is needed in the Sustainable Living Center. All the classrooms are lit from two directions, so no shadows are cast on the students’ desks as they read or take notes. Two features are key:

1) large windows are placed high on the walls so that they cast light deeper into the room; and
2) the high, vaulted roof of the central corridor of the building that extends above the rest of the building is faced with windows. This light illuminates the center of the building, and trays that bounce the light into the classrooms through openings in the walls, provides a second source of light.

Even on overcast days, light permeates the building, and little electricity is needed for the supplementary artificial lighting using energy-efficient LED bulbs.

Made of earth

When another EcoFair speaker extolled the value of using earth blocks made of local clay for the walls, the design got changed again. Think adobe. Earth has been used for thousands of years as a natural means of heating and cooling, and as a way of controlling humidity.

In a remarkable coincidence, the speaker noticed a pile of earth across the street from the site of the Sustainable Living Center, the result of digging the foundation for the new Argiro Student Center. The expert said it had exactly the right amount of clay for earth blocks, and exactly the right composition.

So MUM rented a pneumatic earth block machine, and over the summer students and staff members made 25,000 blocks from that earth.

“The building is almost entirely constructed of earth from across the street,” Jon says. “What could be more sustainable than building a building using material from its site?”

Another speaker explained how natural plaster can control humidity. So the plan became to plaster the walls using that same clay mixed with cow dung. This type of plaster absorbs the extra moisture in the room and, when the air is drier, releases the vapor back into the room.

The earth blocks also help moderate the temperature, as they traditionally
The central corridor of the Sustainable Living Center is held aloft by 20-foot-tall tree trunks. The natural cylindrical shape is much stronger than dimensional lumber, and nearly as strong as steel.

have in many cultures. If exposed to periods of heat or cold, they gradually rise or fall to that temperature. So during a hot summer day, they become warm, absorbing some of the heat in the room and radiating back the cooler temperature they absorbed during the previous night.

Plus, as Jon says, having a building made mostly of earth gives it a special feeling. “My own experience over my lifetime when I’ve been in buildings made of stone or earth is that there’s a different feeling inside than in typical wood-frame houses.”

The central corridor of the Sustainable Living Center is held aloft by 20-foot-tall tree trunks. The natural cylindrical shape is much stronger than dimensional lumber, and nearly as strong as steel.

Held aloft by tree trunks
Yet another EcoFair speaker during the planning period, Roald Gundersen, brought his vision of buildings using natural tree trunks as columns and beams. And the design changed again. Roald explained that wood is structurally more efficient when it remains in the cylindrical shape in which it grew. Slicing through the concentric rings, as happens when dimensional lumber is made, weakens it. Needless to say, building with tree trunks rather than the usual support beams requires a different set of skills, so construction manager Dal Louiselle hired Roald to design and implement that phase of the construction.

In addition to being attractive, the 20-foot-tall tree trunks line the central corridor and support a high roof that rises above the rest of the building so that the south side of that extended area of the roof can have windows that bring sunlight into the heart of the building. The tree trunks are nearly as strong as steel.

Creating a sort of promenade, the trees were harvested sustainably by Roald on his tree farm in Wisconsin.

A “Net-Zero Energy Building”
Daylight, earth, trees — these help make the Sustainable Living Center special. But the building is filled with additional features, all of which combine to make it unique and truly sustainable.

Faculty member Lonnie Gamble has brought to the project his expertise in wind and solar power. A 100-foot wind turbine and 58 solar panels provide power to the building — much more power than it generally uses. Early measurements during the spring found that the building was typically generating 5 to 50 times more power than it needs. Even during the unusual hot month of July, when energy demands were highest, the building was generating as much electricity as it was using. When extra electricity is generated, it’s fed back into the campus energy grid to help power other MUM buildings.

But that excess electricity is only possible because the building is so skimpy in its energy use. Thanks to the expertise of faculty member Mark Stimson, geothermal tubes and a heat pump help cool the building in summer and heat it in winter by taking advantage of the near-constant 55 degrees of the earth at a 6-foot depth adjacent to the building. Other energy savers include solar hot water tubes on the roof that are the major source of heating in the winter. The hot water is circulated under the floors, and a large tank stores hot water for those days when the sky is overcast. In addition, cooling in the summer is augmented by opening the high corridor windows at night to bring in cool air (called a night flush). Many other high-performance high- and low-tech features and fixtures in the building also help reduce energy use.

The result is that the Sustainable Living Center has the distinction of being one of the rate “net-zero energy” commercial buildings in the country, meaning that the building produces as much or more energy than it uses. “We’re net-zero for energy, including for electricity and for heating and cooling,” Lonnie says. “Many net-zero buildings are net-zero just for electricity.”

More to come
The building is a work in progress. It has been designed to eventually be completely off the grid, including for water usage and waste treatment once funding becomes available. Water will come from a rain catchment system, and waste will be treated onsite.

Eventually the building will be carbon neutral, which entails being completely off the grid. The carbon footprint is already much smaller than most new buildings because of the use of earth blocks, earth plasters, and many other low-embodied energy and low-carbon materials in construction.

Also coming as soon as funds are raised will be 8-foot verandas on the east and west sides. Not only are...
these verandas an important feature of Maharishi Vedic architecture, they also help reduce the sun’s heat streaming into the building during the summer. The east veranda allows the nourishing early morning light, but then shades the windows when the heat of the sun becomes excessive.

Step pyramids that sit atop the towers on the four corners of the building are also planned. Plus, a raft of improvements and other upgrades still need to be done as funds are raised, such as finishing the greenhouse, outfitting the research lab, laying Marmoleum flooring in classrooms and offices, putting Vedic and roof ornamentation on the verandas, and installing wiring.

There are also ambitious plans for the landscaping. This will include treating and retaining all external water — not only rainwater that falls on the building and grounds, but also water that flows down from the hill above. Other landscape features will be permeable parking, walkways, and vegetated areas, and planting native and edible trees, shrubs, and understory. Beautification plans include a built-in stream with a small waterfall and/or fountain with a bridge over it, rock gardens, and terracing where appropriate.

A community effort

Several years before the advent of the Sustainable Living Program, a few students organized the first EcoFair in 2000 and promoted their vision of living in a way that’s friendly to the environment, and healthier. Over the years, various students, faculty, staff, alumni, and community members stepped forward to organize the annual EcoFair and keep the tradition going. Each EcoFair brought more enthusiasm and embraced more members of the community with this vision. Various individuals began suggesting an academic major to take advantage of this energy and momentum, and eventually the biology department stepped into the breach and gradually evolved into the current program.

Early on, too, there were notions that the campus should have a sustainable building or dorm. Beginning in 2002, MUM supporter and alum Steve Guich along with administrator Tom Brooks and the late architect Henry Clark begin meeting and working on plans. In late 2004, at the suggestion of MUM founding president Keith Wallace, the focus became a classroom and office building, and meetings continued with Steve, David Fisher, faculty Brian Horsfield, Jon Lipman, and others. Mike Nicklas became involved in 2005, and his company did the engineering and construction drawings, with Steve Guich generously funding some of the early consulting and drawings.

Site preparation began in 2007, and thanks to large donations from Eric and Mary Sue Schwartz, Steve Guich, Brad Cooke, the Wege Foundation, and MUM Trustee Jeffrey Abramson, construction eventually began. The building has continued to be a collective effort, with many people bringing knowledge and skills, and construction managers Dal Loiselle and later Tim Messenger helping to shepherd things along with their expertise.

A model for the world

Even before it was built, the Sustainable Living Center began receiving regional and national media attention for its ambitious, innovative design, with the AP story calling it the “world’s greenest building.” It will eventually qualify for LEED Platinum certification by the US Green Building Council, and has met many of the requirements for the Building Biology and Living Building Challenge standards.

The building is also designed to incorporate the principles of Maharishi Vedic architecture from the Vedic tradition in India. This approach to architecture is said to create an influence of coherence, good health, success, and enlightenment. It is the only structure in the world to attempt to incorporate these four major sustainable building philosophies, and to be off the grid in all ways, to use daylighting throughout, and to use compact earth blocks for thermal mass and partition walls.

But most important, the Sustainable Living Center meets the high standards of the students — those who’ve come to MUM seeking to fulfill their vision of a sustainable world. It’s a building that teaches, that shows students every day an example of what a truly sustainable building can be.
The vignettes were remarkable: Oprah interviewing Fairfield Mayor Ed Malloy in the Dome, Oprah interviewing children at Maharishi School (and meditating with them), Oprah witnessing the Vedic Pandits performing in Maharishi Vedic City, Oprah visiting a Maharishi Vastu home — and Oprah meditating with the group in the Women’s Dome.

The effusive, hour-long program that aired March 25 on the Oprah Winfrey Network (OWN) led to an upsurge in people learning the Transcendental Meditation technique. Families from around the country have visited Maharishi School, Maharishi Vastu Architecture has received inquiries about building Maharishi Vastu homes. And 51 people attended the 10-day Experience the Self event held by MUM to offer a taste of our community to those who had seen the Oprah show and were curious.

Hundreds at Oprah’s studio learn Transcendental Meditation technique

Oprah had been aware of the Transcendental Meditation technique for years, and before her final season of the Oprah Winfrey Show had ended, she had decided to cover Fairfield and especially Maharishi School. However, she wanted to give it her full attention, so she decided to wait and do it with her new network. At that time, she also decided to start the Transcendental Meditation technique herself and to share it with her closest colleagues and advisers. When she saw the immediate results, she extended the technique, very generously, to her whole staff — hundreds of people.

Jetting into Fairfield

On October 19, 2011 Oprah jetted into Fairfield — in the largest jet ever to land at the Fairfield airport — arriving around 11 am. A small production staff had already been in town for several days prior to her arrival quietly filming and arranging interviews. Oprah went right to Maharishi School, which was expecting her, and interviewed a number of students and School Director Richard Beall. She meditated with the girls, and then interviewed several more students. There were many scenes from within the School, including the younger students practicing the children’s walking version of the Transcendental Meditation technique.

She was friendly and genuine, often hugging those she met. “The students were impressed with how natural and engaging Oprah was, and how she was able to draw them out,” said Andrea Beall, wife of School Director Richard Beall. As Oprah left the School, she paused to shake hands with each of the teachers, who had lined up to greet her.

She then filled the rest of her day with additional interviews — Vedic Pandits in Maharishi Vedic City, Mayor Ed Malloy, Carol Chesnutt and Paul Winer, whose Maharishi Vastu home she visited, and others. Late in the afternoon she spontaneously headed to the Fairfield square and walked around, warmly greeting surprised Fairfielders. Then her visit culminated with her attending the beginning of the group practice in the Women’s Dome and meditating with the group.

Tremendous response to broadcast

On March 25 an estimated 285,000 viewers watched her hour-long documentary titled ‘America’s Most Unusual Town.’ The program continued to air at different time slots throughout the week.
Among those Oprah met with during her visit to Fairfield was Mayor Ed Malloy. In the photo at left he meets with her in one of the two Golden Domes on campus where everyone comes together twice a day to practice the Transcendental Meditation and TM-Sidhi® programs — one dome for the men and one for the women. Mayor Malloy is among those in Fairfield who attend the daily meditations.

In the week following the show, inquiries about the Transcendental Meditation technique increased from a typical 560 per week to 7,200. The second week also saw an increase to 1,860. In addition, traffic to the TM.org website, which would typically have 25,000 unique visitors, increased to 215,000.

Interest in the community skyrocketed, and many steps were taken to meet the increased interest: expanded hours at an information center near the highway interchange, tours, a new website (www.discoverfairfield.org), and more. MUM scheduled the 10-day Experience the Self course for July (www.experiencetheself.org), which brought 51 visitors. Over half learned the Transcendental Meditation technique as part of the event, and many of the rest received an advanced technique. Families from around the country visited Maharishi School, and by mid-July seven families from as far away as New York, Connecticut, and Florida, with a total of 10 children, were planning to move to Fairfield and enroll their children in Maharishi School this fall. And five or six additional applications were in process.

Visitors snap up houses
Untold others may also be making a move. In early May the Fairfield Ledger reported at the top of the front page: "Fairfield real estate market gets boost from national spotlight." The article reported that because of the increased interest, many houses had been sold, resulting in the number of houses currently for sale falling to a historic low. Real estate agents said that while they don’t ask people why they’re moving, some buyers had explicitly indicated it was because of the Oprah show.

One real estate agent told the Ledger that from the vantage point of his office on the square, he’s noticed that there are more tourists in town. “I watch as clusters of people gaze around, cameras in hand, wearing bemused expressions,” the Ledger quoted him as saying. “Many of them head toward the Fairfield Arts & Convention Center. Every parking space and restaurant seems full. And many people walk into our office to learn more about the town.”

Oprah joined the late afternoon meditation session during her visit to Fairfield and practiced Transcendental Meditation with the group. She was instructed in this form of meditation in 2011.

Experiencing the stillness within
In the end, though, it’s not about celebrity, but something larger — as Oprah herself realizes. It’s about a technique that brings stillness, about contacting the source within. In the February 2012 issue of her magazine (titled O), Oprah wrote a profound editorial about her experience meditating in the Dome and the value of that stillness:

• Housewives, shop clerks, engineers, waitresses, lawyers, moms, single ladies, and me — we all gathered in our Dome for the sole purpose of being still. Knowing that stillness is the space where all creative expression, peace, light, and love come to be.
• It was a powerfully energizing yet calming experience. I didn’t want it to end.
• When it did, I walked away feeling fuller than when I’d come in. Full of hope, a sense of contentment, and deep joy. Knowing for sure that even in the daily craziness that bombards us from all directions, there is — still — the constancy of stillness.
• Only from that space can you create your best work and your best life.
Oprah Winfrey, Dr. Mehmet Oz, Jerry Seinfeld, Clint Eastwood, Martin Scorsese, Ellen DeGeneres, Russell Brand, Gary Shandling, Candy Crowley — these are names you may recognize. They appreciate what the Transcendental Meditation technique has done for them. And this past year they, and many others, have embraced the mission of the David Lynch Foundation to bring this experience of inner silence to those most in need: at-risk students, veterans with PTSD, the homeless, and women and children who are victims of violence.

“it’s been great to see so many prominent people standing up to support the good works of the David Lynch Foundation,” said Bob Roth, the Foundation’s executive director. “There’s a growing consensus among thought leaders that Transcendental Meditation is needed in society — and they’re stepping up to do something about it.”

Seinfeld, Shandling

This past June some of the biggest names in comedy appeared at a benefit in Los Angeles to honor George Shapiro on his 80th birthday and raise funds for the Foundation. Shapiro is the beloved agent for many top comedians, including Jerry Seinfeld — and a 30-year meditator. The event featured stand-up routines by meditators Seinfeld, Brand, and Shandling, as well as Sarah Silverman and Jay Leno.

“George was very eager to help out the Foundation by having this event in his honor,” Bob said. “He’s long promoted this technique among his friends and clients, and is eager to see it be made available to those who need it most.”

News anchor Candy Crowley

Candy Crowley, the Emmy Award-winning host of CNN’s “State of the Union with Candy Crowley,” continues to lend her support. Last May, she hosted a national summit on “Resilience, the Brain, and Meditation” in Washington, D.C., which was attended by more than 130 military and governmental leaders and medical researchers.

The summit was sponsored by Operation Warrior Wellness, a division of the David Lynch Foundation. She was also the commencement speaker at the 2012 MUM graduation.

CNN’s Soledad O’Brien and Rita Cosby

In March, a fundraiser focused on bringing the Transcendental Meditation technique to abused women and girls featured a panel of distinguished educators, researchers, and media personalities, including Soledad O’Brien, the award-winning host of CNN’s morning news program “Starting Point with Soledad O’Brien,” and Rita Cosby.
an award-winning news anchor and a special correspondent for the CBS syndicated program "Inside Edition."

"Those in the news business are confronted with the worst of society’s problems on a daily basis," Bob Roth says. "It can actually be a traumatic experience to continually deal with that, to feel powerless to do anything about it, so they really support a solution that's been shown to help society's victims."

**Russell Brand and Ellen DeGeneres**

Actor/comedian Russell Brand has been a tireless DLF supporter, appearing at many events and speaking out boldly in interviews on how the Transcendental Meditation technique has changed his life — and how it can change the lives of others. Russell hosted a solo benefit in San Francisco in late November 2011, with tickets selling out in two hours. And a few days later he co-hosted the third annual “Change Begins Within” benefit gala in Los Angeles with TV talk show host and comedienne Ellen DeGeneres and Russell Simmons, co-founder of the hip hop record label Def Jam. DeGeneres began the Transcendental Meditation technique in 2010, and in an interview on the "Today Show," she spoke about her practice of the technique and said that it’s “Kinda like when you have to shut your computer down. Just sometimes when it goes crazy, you just shut it down and when you turn it on, it’s okay again. That’s what meditation is for me.”

**Beatles Paul McCartney and Ringo Starr**

The inaugural “Change Begins Within” event that launched the David Lynch Foundation was held in 2009 in New York City’s Radio City Music Hall and featured former Beatles Paul McCartney and Ringo Starr, as well as top musicians Donovan, Sheryl Crow, Moby, and Eddie Vedder of Pearl Jam. Also appearing were Jerry Seinfeld, talk show host Howard Stern, actress Laura Dern, and others.

**Dr. Mehmet Oz, Donna Karan**

In 2010, the second annual “Change Begins Within” featured Brand; Dr. Mehmet Oz, the Emmy Award-winning host of the Dr. Oz Show; Candy Crowley; fashion designer Donna Karan; and filmmakers Martin Scorsese and Clint Eastwood.

“The momentum grows with each passing day,” Bob Roth says. "More and more thought leaders in society are learning to meditate and enjoying their practice. There’s such a groundswell of interest that we want to bring the Transcendental Meditation technique to everyone who wants to meditate — including those in our world family who are suffering the most."
MONGOLIA CALLS ON MAHARISHI UNIVERSITY OF MANAGEMENT FACULTY TO AID DEVELOPMENT

From September 19–21, 2012, Mongolian University of Science and Technology (MUST), Mongolia’s largest university, sponsored a national conference on Consciousness-Based education, leadership, and sustainable development.

At the conclusion of the conference, MUST president Dr. Damdinsuren Bayanduuren signed an agreement with Maharishi University of Management president Dr. Bevan Morris for exchange of faculty and students as well as for joint research.

The highly successful conference came as the result of two senior leaders from MUST’s departments of computer science and business administration visiting Maharishi University of Management in June 2012. They returned to Mongolia, learned the Transcendental Meditation technique, and immediately set up the conference.

The conference was attended by 120 leaders from government, higher education, and business and industry, and exclusively featured presentations by MUM faculty. The focus was on benefits to Mongolia that could be achieved through Consciousness-Based educational programs — to develop total brain potential of the individual and create harmony in national consciousness.

President Dr. Damdinsuren opened the conference, and Dr. Tom Stanley, vice-chair of the MUM Board of Trustees and director of Consciousness-Based programs in Mongolia, served as program moderator and participated in several panel discussions. He and the nine Mongolian teachers of the Transcendental Meditation technique helped organize the event and to warmly welcome the MUM delegation.

In his keynote address, Dr. Morris described how the Transcendental Meditation technique is being incorporated on a large scale into school curricula at all levels of education and in countries around the world, supported by many governments — with outstanding success.

MUM neuroscientist Fred Travis conducted a live EEG measurement of Mongolian meditators, showing the audience how the Transcendental Meditation technique integrates and improves brain functioning. Neuroscientists at MUST asked Professor Travis to help them create an EEG lab similar to the lab at MUM’s Center for Brain, Consciousness, and Cognition. Dr. Travis is working on this.

MUM faculty were invited to Mongolia to give presentations at a conference on Consciousness-Based education, leadership, and sustainable development. Above: a government building with a statue of Ghenghis Khan. At left: a group of Mongolians meditating together.
Sustainable development for Mongolia

Lonnie Gamble, MUM professor of sustainable living, addressed the issue of how Mongolia can rapidly develop economically in a way that protects the country’s immense natural beauty and integrity. He presented sustainable practices in agriculture and energy that have the least environmental impact.

Dr. Professor Punsalmaagiin Ochirkhainbat, the first president of democratic Mongolia (he served as president for eight years) and currently the director of the Center for Ecology and Sustainable Development at MUST, invited Professor Gamble to document Mongolian sustainability practices for a report to the United Nations as well as to help develop a UN World Heritage site in the Gobi desert. He was also invited to help create a building similar to MUM’s Sustainable Living Center.

Consciousness-Based solutions for business

International leadership consultant and MUM adjunct instructor Jim Bagnola spoke about the qualities that define top leaders and showed how Transcendental Meditation practice develops exactly those qualities.

MUM management professor Jane Schmidt-Wilk, speaking via videoconference, summarized the comprehensive research on the benefits of the Transcendental Meditation program in business. The research shows that the technique improves the individual’s integration of mind and body, leading to significant improvements in health and performance.

Also via videoconference, Dr. Harald Harung, MUM adjunct professor of business, presented his research findings on brain integration, showing that high level managers and world class athletes have much higher brain integration than managers and athletes generally— but long-term Transcendental Meditation practitioners have an even higher level of integrated brain functioning.

Enlivening traditional values

The conference also focused on the important issue of enlivening traditional values and maintaining the country’s natural splendor, even in the midst of the rapid national economic development now unfolding.

Dr. Travis was impressed by how important this latter issue is to the Mongolian people.

“The Mongolian people are close to nature and have a strong awareness of natural law,” Dr. Travis said. “Most have spent part of their lives in the countryside and are first-generation city dwellers. They often refer to their ‘nomadic perspective.’ At first I thought it was just flowery language, but I came to realize they think differently. They have a more holistic perspective and a deep appreciation of their place in nature.”

Following the MUST conference, more than 500 people attended an introductory lecture on the Transcendental Meditation technique held at National Independence Hall, in the center of the city near the Parliament.

MUM faculty were hosted by Mongolian University of Science and Technology, located in the capital city and the country’s largest university. The conference was attended by leaders from government, education, and industry.

MUST leaders visit Maharishi University of Management

“We are very grateful to the two senior Mongolian women leaders who visited the University in June 2102 for organizing this great visit to their beautiful nation,” Dr. Morris said.

These leaders are Dr. Luvandondov Oyunnesseg, deputy director of research and innovation in the School of Computer Science & Management at MUST, and Dr. Enkhruya Buvuudorj, director of the business administration department.

During their visit they spoke with our 16 Mongolian students, met with business and computer science faculty, visited the Center for Brain, Consciousness, and Cognition, and toured Maharishi School of the Age of Enlightenment.

“When we arrived at Ulaanbaatar,” Dr. Morris said, “we were pleased to find that these two academic leaders not only had learned Transcendental Meditation but that during the conference they were able to speak deeply about Consciousness-Based education and Maharishi University of Management. We look forward to continuing to work with them and to have an expanding friendship with the universities and schools of Mongolia, to make Mongolia a shining light of peace and prosperity in the heart of the Asian continent.”

Mongolia has a population of 2,800,000 — less than the population of Iowa by several hundred thousand — in an area that would reach from West Virginia to the western border of Utah. The Gobi desert occupies a third of that and 80% live in the traditional nomadic way.
This year I have visited 34 countries to speak about Maharishi University of Management and Consciousness-Based education, including 14 countries in Africa: Ghana, Ivory Coast, Togo, Senegal, South Africa, Botswana, Kenya, Uganda, Mozambique, Tanzania, Seychelles, Ethiopia, Tunisia, and Mauritius.

I met with top officials, including the President of Mauritius, the former President of Botswana, the Prime Minister of Togo, the Vice-President of Uganda and of the Seychelles, 15 government ministers and parliamentary heads, and heads of universities and other educational institutions.

Especially significant was my meeting with Dr. Joaquim Alberto Chissano Rama, who was President of Mozambique for 18 years, and who now chairs the organization of former heads of state of Africa. In the early 1990s President Chissano introduced the Transcendental Meditation technique to 18,000 soldiers (3,000 of whom also learned the advanced TM-Sidhi program) to bring peace to his war-torn nation.

President Chissano, who was our commencement speaker in 1998, informed me of his plans to build two Consciousness-Based education schools—one for boys and one for girls—in Maputo, along with a Maharishi Ayurveda clinic and a Maharishi Peace Palace (for the teaching of the Transcendental Meditation program). He is being helped in these projects by Celio Mondjane, a graduate of Maharishi University of Management.

He has also begun an organic agriculture project on 1,500 acres of land north of Maputo. He requested that Maharishi University of Management send faculty there to train the youth of Mozambique in organic agriculture. He has already built houses for them at the organic farm and is starting to build dormitories and other facilities there.

All the students in President Chissano’s educational institutions will practice the Transcendental Meditation and TM-Sidhi programs, including Yogic Flying, to develop their own creativity and intelligence and to create harmony and peace in national life.

President Chissano in his role as the dean of African statesmen also strongly recommends to the presidents of other African nations to follow his example and create coherence-creating Consciousness-Based educational institutions in their countries.

Actually, the receptivity to Consciousness-Based education everywhere in Africa is very encouraging. It indicates that world consciousness has changed for the better.

This great interest in Consciousness-Based education is clearly a response to the many intractable academic and behavioral problems that countries have not been able to resolve. When the leaders I meet see the results in Consciousness-Based schools worldwide, the scientific research, and the openness to this approach by the leaders of many nations, they immediately respond—this is what we need.

For example when I met the Prime Minister of Togo, within 20 minutes he simply said, “This presentation speaks for itself”—and sent us to four of his

The honorary title “Rama” was bestowed on President Chissano by Maharishi Mahesh Yogi in 1998 to honor President Chissano’s role as an ideal leader of his nation.
government ministers with the recommendation that all the programs be introduced in the different channels of national life.

In South Africa, our sister institution, Maharishi Invincibility Institute (MII), a university with 500 students (including about 200 who practice the TM-Sidhi program), is full of joy and energy. The students, typically from the most underprivileged sectors of the country, are supported by grants from 70 foundations and corporations. At MII, they find a new beginning to their lives by developing their brain potential through Consciousness-Based education. They find they can focus, and can achieve great things in their education. Their anxiety is gone. Their harmony and kindness toward each other are growing day by day. The students call it “bliss-based education.” We send congratulations for this success to Dr. Taddy and Annie Blecher and to all the MII faculty and administrators.

Three public schools in Durban have also adopted the Consciousness-Based education program. The students and the principals report that students have grown in their ability to do their academic work and to understand difficult concepts and that there is greater kindness and peace in the whole school environment. The students’ main question has been, “Why didn’t you teach us this last year?”

The head of the Education Committee of the Parliament of South Africa, immediately upon hearing the results, said this should be introduced in their three worst schools and then soon to the whole nation.

In Kenya, the head of the Kenya Institute of Education, which sets the curriculum for all of Kenya, said: “I completely understand this — everything in modern education is about what is outside; there’s nothing about the relationship of me to what is inside of me.” — head of curricula for Kenya

During the two years prior to visiting Africa, Dr. Morris traveled twice around the world, visiting with leaders just as he did in Africa, as well as visiting 58 cities around the United States. Since visiting Africa, he has traveled to 17 countries in Western and Eastern Europe and the Mediterranean, as well as Korea, China, and Mongolia.
Host Sankari Wegman watches as chef Mangal Tamang prepares a dish in a distance education course on cooking using principles of Maharishi Ayur-Veda.

**MUM ramps up ONLINE EDUCATION**

Perry Bedinger’s long-range vision is this: the current financial model universities rely on for expansion, and even survival, is becoming increasingly unsustainable.

“To remain academically competitive, and even relevant, universities will have to couple modest expansion of the physical campus with bold expansion of their online presence,” he says.

His vision is shared by higher education leaders across the U.S., and Perry figures that within a few short years, online education will become the predominant paradigm. “This tsunami is coming — it’s a fact of life.”

He’s the right person to head MUM’s new distance education department. Having come to MUM from Harvard, he’s been moving quickly the past two years to catch the wave.

MUM now has a dozen courses online, and Perry’s goal is to raise that to 100 over the next two years. As of summer 2012, there had been 1,600 enrollments in distance education courses, and Perry expects online enrollment to eventually become a major focus of the University. Simply put, he feels distance education is the future of MUM.

**From Vedic green architecture to Maharishi Ayurvedic cooking**

The new courses have appeal. They include a 10-lesson course on cooking using principles of Maharishi Ayur-Veda, complete with TV-chef-style illustration videos, recipes, and a solid grounding on the nutritional benefits of the ingredients in the recipes and how to prepare them. The course also covers the effects of the prepared dishes on the physiology and the doshas.

A course titled “Vedic Green: Building Your Maharishi Vastu Home & Community” offers a unique opportunity to gain some of the applied knowledge of Maharishi Vedic architecture. The course combines live presentations and discussions along with taped materials from previous conferences and seminars held in the U.S. and Europe. Also included are the best talks and documentaries from 15 of the world’s leading experts in Maharishi Vastu architecture and planning.

Dr. John Hagelin’s popular course on consciousness and the unified field, which combines videos, webinars, and live question-and-answer sessions, drew over 300 students when first offered. Some courses are self-sufficient, with the materials available online and students able to enroll at any time. They are available for as little as $150. Other courses, especially the credit-bearing courses, entail the active involvement of a professor, and include live interaction. These credit-bearing courses are offered at the regular University rate and have a specific start date.

**Online MA in Maharishi Vedic Science**

The courses offered so far have included a mix of courses that offer simply knowledge for fulfillment and ones that are
credit-bearing, should the student want to apply the course toward a degree.

MUM will soon be offering the full MA in Maharishi Vedic Science via distance education, with three credit-bearing Maharishi Vedic Science courses already available. Each course extends over 10 weeks and includes about 11 hours of work each week.

The courses include short videotapes from the professors explaining the topic of the week, video- and audiotapes from Maharishi, and readings from the Science of Being, Maharishi’s translation and commentary on the Bhagavad-Gita, Introduction to Maharishi Vedic University, and other texts by Maharishi. The courses also include supplementary readings, learning activities (chat room text-based), webinar (video-based), and an assessment every other week.

MUM is also currently discussing online master’s degree programs in business and computer science.

From videoconferencing to online chats

While a dozen courses so far may not sound like a lot, the startup phase has entailed putting a state-of-the-art technical infrastructure in place. That includes Adobe Connect for videoconferencing, as well as a “learning management system” — a software package that allows a professor to create a virtual classroom. It enables the easy creation of a course-specific website that provides video, ebooks, PDF files, chatrooms, interactive forums, course assignments, and other materials.

To satisfy the requirements of credit-bearing courses, the software also includes instructor tools that help with details such as logging attendance, tracking progress, grading quizzes, recording grades, and printing reports.

Perry said the use of videoconferencing was especially effective in Dr. Hagelin’s webinars. Students could submit questions in advance, as well as ask them live. Dr. Hagelin would offer a webinar presentation and then engage the students in a live question-and-answer session.

In addition, a course on wellness consulting took advantage of videoconferencing to include guest instructors and Maharishi Ayurvedic doctors from India in addition to the all-star lineup of Drs. Keith Wallace, Robert Schneider, Paul Morehead, and Stuart Rothenberg.

Up to 50,000 students

In a traditional educational setting, substantially increasing the number of students at a university entails the huge cost of new buildings and facilities. But with online education, MUM can dramatically increase enrollment with minimal cost.

Perry says that an online infrastructure could accommodate up to 50,000 students. And he cites examples of online courses at other universities that have had over 100,000 students enrolled.

Attracting more people to campus

There’s a large, worldwide pent-up demand for Maharishi’s knowledge. Perry says, “Many people who’d like to come to Fairfield to take courses are simply unable to. Distance education gives these individuals an opportunity they otherwise wouldn’t have.

But he also expects that some of these distance education students, having had the opportunity to take a course, will eventually enroll on campus. He sees distance education as an important outreach and as a tool for on-campus enrollment.

Also, he says that many people are arriving at the distance education website who have clearly never heard of Maharishi University of Management or the Transcendental Meditation technique. They may find the website via search engines, or may have heard a presentation by Dr. Hagelin. Distance education is therefore also serving as a gateway for introducing more people to Maharishi’s knowledge and programs.

Offering options to on-campus students

While MUM’s online courses are intended for distance education students, many universities are now offering some online courses as an option to on-campus students.

“All things being equal, if you had to choose between a school that offered this option and one that didn’t, which would you choose?” Perry asks. “Even if a student ends up never taking advantage of an online course, he or she feels that his school is progressive and with the times.”

Regardless of whether on-campus MUM students eventually have an option of taking online courses, the state-of-the-art infrastructure promises to enrich the number of ways available to teachers for introducing content to students and facilitating interaction.

Desire for education exceeds schools

Clearly, online distance education is the trend: “It’s happening right now,” Perry says, “The ground is shifting under our feet. The desire for education exceeds schools’ ability to provide it, and the demand is increasing. The number of people who can physically go to a campus is small, so they’re turning to online offerings. That demand has to be filled.”

Maharishi always envisioned that a Maharishi University of Management education would be available worldwide, and now it’s happening.
For the first time, a study that compares the EEG patterns during the transcendental meditation technique with the patterns during the TM-Sidhi program has been published. The study found higher alpha1 and beta1 EEG amplitude in frontal executive areas during TM-Sidhi practice compared to transcendental meditation technique. The results suggest that practice of the TM-Sidhi program stabilizes the experience of pure consciousness while it supports the ability to think and act within the transcendent,” said faculty neuroscientist Fred Travis. His random-assignment study was published in the International Journal of Psychophysiology.

Study on brain waves during TM-Sidhi program

Dr. Travis presents to Oprah employees and internationally

Federal government taps Ken Daley for health council

MUM Rotarians win grant to build well in Nepal

Library director gives presentation at state conference

Management faculty present at conferences

Researcher Bruce Lester receives best paper award

Professor Bruce Lester, professor of computer science, received the best paper award as a result of his presentation on parallel processing at the 2011 International Conference of Parallel and Distributed Computing in London. Dr. Lester’s paper titled “Improving the Performance of Collection-Oriented Operations through Parallel Fusion,” introduced a technique for using multiple processors to make computer programs run faster.

Professor Robert Schneider, MD, FACC, dean of the Maharishi College of Perfect Health, continues to present Maharishi’s paradigm for health at national and international events. His presentations this past year included a two-hour afternoon seminar on Maharishi Ayur-Veda and heart health at the annual meeting of the National Ayurvedic Medical Association in Bellevue, Washington; an invited talk on how the transcendental meditation technique fosters resilience in the face of stress at the Library of Congress in Washington, D.C.; and an invited plenary talk at the largest international congress on yoga in contemporary society held in Bangalore, India.

Dr. Schneider presents at national and international meetings

MUM Rotarians win grant to build well in Nepal

A community of 10,000 people at the base of the Himalayas in Chitwan province in Nepal will now have a well, thanks to a winning grant proposal submitted to the Rotary International Foundation by professor Andy Bargerstock and MBA alum Naya Raj Baral. The grant of $45,700 will cover the costs of a borehole well, pumps, 400,000-liter reservoir tank, and training on the use and maintenance of the water system for the Jaluke Community in Gaidakot, Navalparasi, Lumbini Zone, Nepal.

Iowa Public TV features landscape photography of Ken West

Iowa Public TV featured the digital photography of faculty member Ken West in an eight-minute segment on the Iowa Outdoors program. The segment interviewed Mr. West about the special techniques he uses in his landscape photography and showed many of his images. The video is available at tinyurl.com/3qjlzqg. Mr. West’s skill as a photographer has led to his being selected to photograph five of Iowa’s state-designated Scenic Byways. He has also had a number of gallery exhibits. His photography is online at www.ioscapes.com.

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PhD student receives national award, grant

Manjunath Rao, a PhD student in management, received one of two national student-of-the-year awards from the Institute of Management Accountants and the Lean Enterprise Institute — the two leading organizations in the area of lean accounting. He was presented with the award during the 2011 Lean Accounting Summit in Florida.

Mr. Rao was chosen because of the importance of his dissertation research project: a survey of the members of these organizations to determine how many have actually replaced traditional cost accounting with the more state-of-the-art lean system of accounting. In addition, his survey explores why companies haven’t yet adopted this system.

He subsequently also received a $4,000 grant to support his research. He also coauthored a paper with professor Andrew Bargerstock that was published in the fall 2011 issue of Management Accounting Quarterly, the refereed online journal of the Institute for Management Accountants.

Mr. Rao is a certified Cost and Works Accountant from India, and a Certified Management Accountant, with MBA and Master’s in Accountancy (MSA) degrees from U.S. universities.

First place in 10-state clean tech competition

Competing for the chance to win $100,000 in startup funding, a team of four MUM students was selected as one of six finalists out of 25 entries in a 10-state clean technology business plan competition, thanks to the strong pitch and marketing plan they created for an innovative solar hot water heater developed by Fairfield inventor Joel Price.

The final stage of the competition entailed an all-expenses-paid trip to the University of Colorado in Boulder for the finals. Although the students didn’t win, they made a number of contacts, several of whom expressed interest in furthering or licensing the technology.

First place in 5K races

A very enthusiastic group of runners competes regularly in local and regional races, often winning medals.

The running club won the timed team award in a 5K run in May in Ottumwa, competing against 47 other teams. Nine-teen members of the club took part in the race, with the combined times of the top five runners of 1:39:58 besting all other teams. In addition, five club members won trophies for first place in their respective age divisions.

Team members also won the top trophy in a 5K race in Washington, Iowa, and were the three top finishers out of 75 runners in Fairfield’s annual Turkey Trot. In the past four years club members have won 51 medals, 19 trophies, and 14 turkeys.

The students are coached by Peter Mannisi, who typically finishes first in the 65–69 division — and ahead of most of the younger runners. He finished first in the 65–69 age group in the Marion, Iowa Freezefest 5K and came in 18th overall out of 316 runners, beating out all runners in the 60–64 and 55–59 groups as well. He is a retired schoolteacher and coach from St. Louis who participated in the Invincible America Assembly for four years. He is currently a part-time security guard for MUM.

Champions in Ultimate Frisbee

The MUM Flyers Ultimate Frisbee team won the championship at the Western Classic Ultimate tournament hosted by Western Illinois University. Ultimate is a competitive team sport in which a seven-person squad must traverse the length of a field stringing disc passes together. The sport demands stamina, a sprinter’s instinct, and a quarterback’s mental agility under pressure when handling the disc.

Third in national mediation tourney

A team of three students earned third place in the 12th Annual National Intercollegiate Mediation Tournament held at Drake Law School in Des Moines, Iowa — despite being from the smallest school in the tournament. Twenty teams from 16 schools around the country competed in the tournament, including schools such as Boston University, the University of Wisconsin at Platteville, and the University of Texas at Dallas. The tournament was organized by the International Academy of Dispute Resolution.
Maharishi School of the Age of Enlightenment: Another extraordinary year

Top awards in science

This past year science achievements were again a highlight at Maharishi School of the Age of Enlightenment, with the sibling team of Pearl and Surya Sawhney winning a number of state science competitions.

They won first place at the Iowa Junior Science and Humanities Symposium in Iowa City; won first and an Outstanding Achievement award in the Senior Division at the Eastern Iowa Science & Engineering Fair in Cedar Rapids; and won first place in the Senior High Team Seminar and first in the Behavior and Social Sciences Category at the State Science and Technology Fair of Iowa in Ames.

Their project, based on lab experiments and a survey, studied the relationship between obesity and diet and explored solutions for a healthy lifestyle, including the value of a vegetarian diet.

World creativity competition

After winning top scores at the state Destination ImagiNation creative problem-solving competition, six teams from Maharishi School competed with 1,276 of the world’s best teams from 12 countries at the international competition in Knoxville, Tennessee.

A team of high school girls came in seventh place overall in the science category. The challenges confronting the teams involved science, technology, engineering, math, theater, and community service. All challenges required problem solving, critical thinking, creativity, and teamwork.

High scores on ACT exams

Last year Maharishi School graduates met and exceeded state and national averages in English, math, reading and science on the ACT exams, with an average composite score of 27.9 out of a possible 36. Iowa’s average composite score was 22.3, and the national average was 21.1. Iowa’s score was just behind number one-ranked Minnesota’s 22.9 average.

All-state speech festival

Two Maharishi School teams won a regional competition and were selected to perform at the prestigious All-State Speech Festival in Ames: a choral reading and an improv group.

Boarding school

The outstanding education offered at Maharishi School is bringing students from around the world, with 22 boarding students last year from China, Germany, Canada, South Africa, the Netherlands, California, Washington, Texas, and New York City. The students live with host families in Fairfield. The program is expanding in 2012/2013.
Alumni Website’s First Anniversary

Since its launch in November of 2011, the alumni website at alumni.mum.edu has served as the portal for registering members to the Alumni Association and the new Alum Card benefit program.

Three levels of membership are available: Alum, Associate Alum, and Friends of MUM. The Alum membership, free to graduates, offers campus discounts at the Dome Market, Bookstore, Press, and Rec Center, as well as discounted meal passes for Annapurna Dining Hall. Website registration also activates access to the ‘members only’ pages that include an alumni directory and an extensive online discount network. All website visitors can update their address, read news about alumni, learn about upcoming events, and join various alumni social media groups.

Let Us Work Together — Lotus Job Network Launched

To serve its mission of promoting alumni prosperity and career advancement, the Alumni Association Board has partnered with Fairfield’s Ideal Community Group in creating an online jobs board dedicated to alumni and the TM community. Leslee Goldstein ’77, President of the Alumni Association Board, and Dr. Rachel Goodman ’86, board member, have worked closely to bring the Lotus Job Network from concept to implementation. In the initial phase, the Network has been enlisting Fairfield area employers to regularly post their open positions. Alumni and friends of MUM from across the United States are invited to post their job openings and resumes at lotusjobnetwork.org.

Alumni Distinction Award

In recognition of outstanding alumni achievements, the Alumni Association Board presented the inaugural Alumni Distinction Award to Hal Goldstein at the Graduation Awards Ceremony in May. This award honors alumni who exemplify the principle of Knowledge, Action, Achievement, Fulfillment.” Mr. Goldstein received an MA in Interdisciplinary Studies in 1975. He is the founder and senior editor of iPhone Life magazine. Since 1985, when he founded Thaddeus Computing, Mr. Goldstein’s leadership, creativity, intelligence, and fullness of heart have enriched and inspired Fairfield and the alumni community. Would you like to nominate someone for this award? Please submit his or her name to amcornell@mum.edu.

1975 Burt Chojnowski, Fairfield, IA. Iowa Motion Picture Award for Best Documentary - Kora-Movie.com.

1979 Calvin Moore, Clarksville, TN. Recorded a CD, Grandpa Was a Hippie.


1980 Joe Proto, CEO and Chairman of Transactis, was elected to serve as the B2C Co-chair on NACHA’s Council for Electronic Billing and Payment Steering Committee.


1985 Dr. Raul Calderon, Fairfield, IA. Traveled to Turkey, Greece, and South Africa to plan locations for his next MUM Leadership and Adventure Sports running university course. Selected to serve a three-year term on the American Cancer Society Leadership Council of Iowa.

1988 David Leffler, Fairfield, IA. Performs with Dave Leffler Quartet. Activist in helping veterans heal war trauma through TM.

1993 Shana Cordon, Boulder, CO. Starred in her own comedy show at the Seattle Fringe Festival in Seattle, WA.

1996 Nitya Huntley Rawal and Sunil Rawal, Encinitas, CA. Two children; Isha, 7 and Anjali, 2. Sunil is working for a late-stage start-up software company in Solana Beach. Nitya works as a realtor at Mission Equity Realty (encintasbeach-home.com).

2001 Heather Miller-Rodriguez, Fairfield, IA. Married to Gilberto Rodriguez ’85. Reached 102% of her Kickstarter fundraising campaign to record her first album. Her Alumni Spotlight is at alumni.mum.edu.


2006 Philip Rabalais, Fairfield, IA. Produced CD The Endless Prom as member of Trouble Lights with MSAE alumna Adrienne Daller. Currently on record promotion tour.

2008 Corey Morrow, Fairfield, IA. In partnership with Karen Aoki ‘06 opened Earth and Water Tea Lounge and Artisan Pottery Shop at 101 N. Main Street. Alumni Spot- light is at alumni.mum.edu.

2009 Denis Leal, Niteroi, Brazil. Baby boy, Malheus, turned 1 in October.

2011 Pam Lander, Fairfield, IA. Currently enrolled in the PhD in Vedic Science program.

2011 Ram Shrivastava, New Delhi, India. Working full-time for MAPI and teaching TM.

2014 Shana Cordon, Fairfield, IA. Produced CD The Endless Prom as member of Trouble Lights with MSAE alumna Adrienne Daller. Currently on record promotion tour.

2016 Philip Rabalais, Fairfield, IA. Produced CD The Endless Prom as member of Trouble Lights with MSAE alumna Adrienne Daller. Currently on record promotion tour.

The 2011/2012 Alumni Challenge

Congratulations to the Class of ’76 for winning the Alumni Challenge by having the highest percentage of graduates donating to the University during the last academic year. The Class of ’77 claimed second place and the Classes of ’82 and ’85 tied for third. The Class of ’92 finished fourth, and the Classes of ’75, ’80, ’86 and ’88 tied for fifth. Honorable mention goes to the Classes of ’79 and ’97 who came in sixth and the Classes of ’81 and ’84 who finished seventh. Many thanks to all our alumni who supported the University during the past year.

MIU Reunion 1977–1982

More than 60 alumni returned to Fairfield in May to celebrate their reunion. For many participants, this marked the first return to campus since graduation. The weekend was organized by alumni with help from the Alumni Relations office. Events included a campus tour, Concert Dance, Radiance Dairy tour, disk golf, and many trips down memory lane. Fairfield Mayor Ed Malloy and activist Jerry Yellin addressed the reunion during a luncheon in the Argiro Student Center.
Expand Enrollment — Year Five Goals
- Total Enrollment: 2,600
- Fairfield Campus: 1,200
- Distance Education Remote Site-based: 300
- Distance Education On-line: 300 FTE (full time equivalent)

Improved Financial Strength — Year Five Goals
- Total student revenues: $23 million
- Average revenue per student for standard program (on campus): $18,959
- Fixed costs/percentage of expenditures: 41%
- Cash reserves and lines of credit: 50% of expenditures
- $60 million in pledges and $20 million in cash for the Endowment Fund while maintaining the Annual Fund campaign

Student Learning — Goals for Years 1–5
GENERAL EDUCATION MEASURES
- Document high levels of student engagement using the National Survey of Student Engagement, to be administered every two years
- Document critical thinking, reading, writing, math, and information literacy using the ETS Proficiency Profile, particularly in light of new academic initiatives
- Monitor student learning through analysis of the Senior Project program, beginning in 2012–2013

INDIVIDUAL PROGRAM MEASURES
- Each academic program utilizes reliable measures of student learning specific to the discipline — administered and monitored annually

PLANNING, BUDGETING, AND ASSESSMENT
- Integrate assessment of student learning closely with strategic planning and budgeting
- Increased faculty compensation initiative

RECRUITING AND TRAINING
- Recruiting and training of new faculty to deliver consciousness-based education to accommodate enrollment growth

Growth of Consciousness — Year Five Goals
- 30% of students participate in the Brain Integration Progress Report (as freshmen and again as seniors), demonstrating longitudinal growth in brain integration
- Document improvements in student scores on the Development of Consciousness Questionnaire and the Happiness Scale
- Inspire faculty and staff for group program attendance — to reach 75%
- Inspire students to learn the TM-Sidhi program — participation reaching 60%
- Inspire number of students going to TTC — 25 per year
- Public Service — increase the contribution to Vedic Scholars support in India (see financial model)
Management is the world pioneer of Consciousness-Based education.

At Maharishi University of Management, students develop expertise in their chosen fields of study. At the same time, they develop their full inner potential — their creativity and intelligence, their capacity to learn, their ability to live healthy, successful, fulfilled lives, their ability to create a better world.

The core technology of Consciousness-Based education is the Transcendental Meditation technique. Through this simple, natural, and effortless procedure, students enliven the most creative, powerful, and blissful level of their own awareness, pure consciousness. The result: greater intelligence, greater creativity, greater learning ability, less stress, better health, better relationships — and a better environment.

The Transcendental Meditation technique is practiced 20 minutes twice daily while sitting comfortably with the eyes closed. It does not involve any attempt to control the mind or body, nor is it a religion or a philosophy. People of every religion, culture, and walk of life practice the technique. It is so simple that 10-year-old children can do it.

During Transcendental Meditation practice, the brain shifts rapidly to a state of integrated functioning, as measured by the EEG, especially in the prefrontal cortex — the brain’s “CEO” or “executive control center,” responsible for higher order thinking.

This elegant new mode of functioning, unique to the TM technique, reflects high-level coordination among different brain areas.

With regular TM practice, this integrated style of brain functioning gradually becomes the brain’s normal style of functioning outside of meditation. Research studies have shown that the higher one’s level of brainwave coherence, the greater one’s intelligence, creativity, field independence, moral maturity, emotional stability, self-esteem, learning ability, and grade point average.

Consciousness-Based education has more supporting scientific research than any other educational approach.

The results have been published in 150 leading scientific and scholarly journals. The US National Institutes of Health has invested more than $25 million in research on the Transcendental Meditation program, particularly on such beneficial effects for cardiovascular health, as reducing high blood pressure.

Benefits to society

A substantial body of research has found that when 1% of a population practices the Transcendental Meditation technique, the quality of life for the whole population improves — as reflected, for example, in reduced crime rate and automobile accident rate.

Other research has found the same result from even smaller numbers — just the square root of 1% of a population — when they practice the Transcendental Meditation program and advanced TM-Sidhi program, including Yogi Flying, in one group. Group practice of these technologies of consciousness has proven to be a powerful and highly cost-effective approach for defusing societal stress and markedly reducing violent crime and social conflict — including war and global terrorism.

This means that Consciousness-Based schools can be powerful forces of coherence, harmony, and peace for their cities and their nations.

Consciousness-Based education accomplishes this as well. In every course, students see how what they are studying has its roots in the underlying field of consciousness, intelligence, the unified field of natural law. This enables students to see the unity of all knowledge — and all knowledge as an expression of their own Self.

Consciousness-Based education may be the fastest growing approach to education in the world. Hundreds of schools have adopted this approach, and hundreds of thousands of students are enjoying its benefits.
### Visit the New MUM Website
The new MUM website went online in October. | [www.mum.edu](http://www.mum.edu)

### Watch Video Tours of Campus Buildings
The online interactive campus map offers video tours of almost every building on campus hosted by two students. | [www.mum.edu/map](http://www.mum.edu/map)

### Learn about MUM on Your iPhone or iPad
You can read MUM publications such as the Viewbook and the MUM Alumni brochure and watch videos via your iPhone or iPad. Search for “MUM Admissions” in the App Store. | [tinyurl.com/cx5b2kr](http://tinyurl.com/cx5b2kr)

### Sign Up for Monthly Visitors Weekends
For prospective students and parents. | [www.mum.edu/visitors](http://www.mum.edu/visitors)

### Join the Invincible America Assembly
Enjoy extended practice of the Transcendental Meditation and TM-Sidhi programs in the Golden Domes. | [invincibleamerica.org](http://invincibleamerica.org)

### Attend the Experience the Self Course
Immerse yourself in Maharishi’s knowledge for eight days. | [www.experiencetheself.org](http://www.experiencetheself.org)