

Inside the Institute – 2006

The year in review and a look ahead to 2007

Steve Stockdale, Executive Director

January

- Received 2,500 copies (10,000 pounds worth in 250 boxes) of the 3rd Printing of the 5th Edition of *Science and Sanity*. This represents about a five-year supply, based on current sales rate.
- Received approval from the state of Connecticut on two updates to our Articles of Association necessary for property tax exemption in Texas.
- Began the year with 244 registered users on our online Discussion Forum after just one year of operation. Special thanks to Nora Miller and Ben Hauck for serving as moderators.
- *General Semantics Bulletin Number 72* for 2005 was sent to the printer.
- Nora Miller assumed responsibility for chairing the Publications Committee, which in addition to the *Bulletin* includes *ETC*, the newsletter, and the website.
- Procured and installed a 3-camera video surveillance system for monitoring and recording activity around the perimeter of Read House.
- Received newly-purchased carpet and furniture, made possible by gifts to the Capital Campaign. This includes an eight-foot conference table with six chairs, twenty-four classroom tables, and 40 stackable classroom chairs.
- Met with Tommy Thomason, Ed.D., Director of the TCU Schieffer School of Journalism (named for CBS anchor Bob Schieffer, a TCU alum and Fort Worth native). Dr. Thomason indicated a strong desire to offer general semantics in the Schieffer School, as well as grow a program in GS, including raising funds for an endowed chair in general semantics. I agreed to teach a course in the fall, specifically designed for students in journalism, advertising, and public relations.
- Announcement and call for papers for the October “Making Sense” international conference on general semantics was sent to the printer. Signed the contract with the Hilton Hotel in Arlington to host the conference, and invited Professor Renee Hobbs, Ed.D., to deliver the 54th AKML during the conference.
- The first “Berman Scholars” (Jane Arrowsmith, Erica Gann, and Cristina Martinez) began their 4-month internship at IGS.



February

- *General Semantics Bulletin Number 72* for 2005 was mailed to members the first weekend in February.
- IGS Board President Andrea Johnson and I visited the University of Missouri’s School of Journalism in Columbia, MO. Michael Fuhlhage has continued the school’s tradition of teaching general semantics and invited us to attend a class. Had dinner and discussions with Michael, retired professor Don Ranly, current graduate student and teacher Chip Stewart, and associate professor John Schneller.
- Received the printed announcements for the conference and mailed out copies with the *Bulletin*.
- I gave a 60-minute presentation to 275 employees of the Fort Worth Public Library system at their annual Staff Development Conference.

March

- Hosted five Open Houses for Read House in March, for local neighborhood groups, nonprofits, and the general public. Attendance was disappointing, but those who did attend were very enthusiastic in their praise of Read House.
- Exhibited at the one-day Fort Worth Entrepreneur Expo trade show on March 17th at the Fort Worth Convention Center. Distributed about 75 copies of *ETC*, brochures, etc.
- Erica Gann accepted our offer of full-time employment beginning in May, in charge of "New Program Initiatives."

April

- Received legal notice from the Victor Kay Estate of a bequest he left to the International Society, which could potentially amount to \$75,000 or more.
- With Tommy Thomason, visited long-time IGS member Dr. Robert P. (Bob) Holston at his retirement home in Florida. We briefed him on the plans that Dr. Thomason and I have discussed regarding establishing an endowed chair in general semantics at TCU.
- Met with IGS Honorary Trustee Sanford Berman in Las Vegas to also discuss our ongoing program plans with TCU.
- Received permission to reprint excerpts of the Donald Lazere textbook, *Reading and Writing for Civic Literacy*, in *ETC*, and an excerpt from Dr. Leon Pomeroy's book, *The New Science of Axiological Psychology*. Both Lazere and Pomeroy are IGS members and each book includes something about GS.
- Hired a contractor and landscaper to begin installing an eight-foot privacy fence around the rear yard of Read House.
- Completed the plaques made to commemorate the Honorary Trustee designations for Harry Maynard and Sanford Berman.
- Attended and gave a guest lecture to a Principles of Public Relations class at TCU taught by IGS member Dr. Douglas Ann Newsom.
- Assisted by my daughter Stacy, staffed an exhibit booth at the annual convention for the National Science Teachers Association in Anaheim, CA, attended by over 10,000 science teachers.
- IGS members Jim French and Jeremy Klein spoke to the Sacramento Humanist Society in Sacramento, CA.
- Sent about 100 brochures, conference announcements, bookmarks, and other materials to IGS member Lou Iacobelli in Toronto. For the second year, he presented a GS-based program at the annual conference for at-risk students in Ottawa. As a result of his presentation last year to about 40 participants, he was asked to give a one-day workshop to teachers in the area and had 65 participants pre-registered for this year's conference presentation.
- Erica and Cristina received notification that their Program Proposal for the 2006 National Council of Teachers of English (NCTE) convention was accepted. The title of their proposal is: "Completely Understanding 'Diversity': Recognizing that Individuals Bring Their Own Knowledge, Experience, and Research to the Classroom." See page 63 to read the proposal and Erica's review of their presentation.
- The brother of Dr. Louis Paul, who attended the August 1940 seminar with AK and wrote extensively in the 1940s on psychosomatic issues, sent us several folders of archive materials that Dr. Paul kept, including some correspondence with AK and Dr. Paul's copy of S&S.

May

- Completed the fence and other landscaping work involving additional topsoil, Bermuda sod, and a retaining wall.

- Hosted three meetings of local groups in Read House to broaden our exposure within the community, including the monthly meeting of the Secondary School Language Arts Curriculum Directors for Fort Worth Independent School District.
- IGS Board President Andrea Johnson, Treasurer Lynn Schuldt, and Trustee Jackie Rudig attended a conference on nonprofit organization governance hosted by the Michigan Nonprofit Association.
- IGS Board Secretary Susan Kodish and her husband Bruce were invited to present the guest lecture for 2006 at the University of Nevada Las Vegas as part of that school's Berman Lecture series.
- Through IGS member Maureen Cervantes, I met Dr. Leslie Patterson, assistant Dean of the College of Education at the University of North Texas. Dr. Patterson is very interested in what we're doing and offered several suggestions for making contacts within the academic community, including inviting us to present at a reading conference hosted by the university in September.
- Erica Gann started her full-time position with IGS.
- Dr. Charles (Ed) Bailey, a new member and contributor to the July issue of *ETC*, presented a poster presentation at a medical conference and featured the Institute and our conference announcement as part of his display.
- Received a nice email from David Linwood in Nashville that he had re-connected with Maxine ("Mac") Mallach in Lime Rock, CT. "Mac" was a key contributor to the IGS staff from the late '40s until 1973. She's now 85 and still living in Lime Rock.

June

- Erica established a page for IGS on MySpace.com.
- Completed the June 12-16 seminar-workshop. We had 9 "full-time" participants for either 4 or 5 days (two had to miss Friday), plus another 5 who attended either one or two full days. Participants came from as far as California, Maine, Nevada, and Arizona, plus others from the surrounding area. See a report on the seminar by participant and educator Gary Chapin in the October issue of *ETC*, page 402.
- I was invited to give a guest-lecture to Dr. Thomason's mass communications class at TCU.
- Met with Ms. Sonyia Hartwell, Senior Vice President of the Safe Haven Shelter for Women of Tarrant County, to discuss a potential consulting opportunity for IGS to work with that group.

July

- Planted 13 trees and 17 shrubs around Read House, carefully tended to the new Bermuda sod, and finished the brick patio in the back.
- IGS Trustee Marty Levinson published his latest book, *Sensible Thinking for Turbulent Times*, available from Amazon, Barnes and Noble, and IUniverse.com. See a review of the book by Jackie Rudig in the January issue of *ETC*, page 92.

August

- Began the fall semester at TCU with 14 registered students in the General Semantics for Mass Communications course.
- Erica and I were invited to guest lecture in a Principles of Public Relations class (60 students) and an Inter-cultural Communication class (32 students), both in the Schieffer School of Journalism at TCU.
- Erica began the "Think Now!" series, a free monthly meeting for participants to enjoy a thought-provoking socializing opportunity at Read House.
- Erica had her proposal accepted for a presentation at the 38th annual conference for the International Visual Literacy Association in Fort Worth in October.

- Received the new IGS “Follow me ... I’m thinking” t-shirts, available in either khaki or purple, in adult sizes from S to XXL. Still cheap at only \$9.24 each, plus tax in Texas. Buy one now at <http://www.time-binding.org/t-shirts/index.htm>.
- I was contacted and interviewed by a freelance writer for the *Dallas Morning News*, who heard about the GS course in the Journalism department at TCU. The interview was scheduled to appear in the Sunday Life magazine published weekly by the paper.
- Established a cordial relationship with Columba Reid, Executive Director for the M.J. and Alice S. Neeley Foundation. Mr. Neeley commissioned the “Yearning to Know” sculpture on the TCU campus that is featured on the cover of the October issue of *ETC*.
- Read House began hosting a monthly working group of local mental health advocates (the Mental Health Connection). Their purpose is to promote an exhibit of photos that will be coming to the Fort Worth Museum of Science and History titled “Fine Line: Mental Health/Mental Illness” by Michael Nye. (See http://www.samhasa.gov/SAMHASA_News/VlumeXIV_1/article10.htm).
- A new IGS member, David Wright, Sr., joined the Institute last month after participating for several months in our online Discussion Forums. He recently had an article published in the Heinlein Journal that analyzes Heinlein's use of GS in his science fiction writing. (See <http://www.learn-gs.org/library/d-wright-heinlein.pdf>).

September

- Hosted a half-day in-service training program for six Advanced Placement (AP) English teachers from the Birdville Independent School District, a suburb of Fort Worth. This was set up in coordination with IGS member Maureen Cervantes.
- Began advertising the “Making Sense” conference and Erica’s “Think Now!” series in four local university newspapers, including TCU, the University of Texas-Arlington, University of North Texas (Denton), and Tarrant County College (Fort Worth).
- I accepted the invitation offered by Dr. Leslie Patterson at the University of North Texas (Denton, Texas), and gave a presentation to the annual conference for the North Texas Association for Improvement of Reading (T.A.I.R.).
- Erica Gann became Erica Gordon after marrying Eric Gordon in Austin.
- IGS sponsored The Nonprofiteers, a co-ed softball team playing in the Arlington recreation league, managed by Erica.

October

- Thanks to Arndt Richter, long-time IGS member in Germany, for his \$1,000 contribution to the Capital Campaign.
- Erica presented her program at the annual conference for the International Visual Literacy Association.
- I gave a short GS talk to the TCU Toastmasters group.
- Conducted the “Making Sense” pre-conference workshop at Read House, a unique format with 13 participants. See page 3 for Erica Gordon’s report.
- Hosted the “Making Sense” international conference on general semantics in Arlington, Texas. Professor Renee Hobbs, Ed.D., from Temple University gave the 54th Alfred Korzybski Memorial Lecture on “Literacy in the 21st Century.” You can read the full text of her presentation beginning on page 40. The commemorative “Making Sense” CD may be purchased for \$10. This includes the full text of all conference presentations plus a lot of extras. Details online at www.time-binders.net/ms-videos or contact the office.
- IGS Trustee Laura Bertone from Buenos Aires, Argentina, presented a guest lecture to a TCU media writing class.

November

- Gave two guest lectures in two classes at TCU.
- The *Dallas Morning News* published the article that resulted from the August interview, "The head of the semantics institute takes little at face value." See page 65.
- Traveled to Nashville to attend the annual convention for the National Council of Teachers of English. Erica and Cristina presented their program. Maureen Cervantes and I gave a presentation on how GS fits into an Advanced Placement English curriculum, and all four of us staffed the IGS exhibit booth. This was the fourth year that IGS has had a presence at NCTE.
- Created DVDs of all the conference presentations, including PowerPoint slides where used. These are now offered for purchase, individually or as a set. See <http://www.time-binders.net/ms-videos/>.

December

- Guest lectured at the University of Texas at Arlington in a graduate class on Urban Planning and Public Administration.
- Wrapped up the semester at TCU with final exams. See page 55 for a report on the class and several illuminating responses from students to some of the questions on the final exam.
- Hosted a visit to Fort Worth by Bob Holston from Florida.
- Visited Sanford Berman in Las Vegas.
- Unfortunately, Erica Gordon resigned to join her husband in making a new home in Austin.
- We ended the year with 409 registered users on our Discussion Board, an increase of 68% over the previous year.
- As we're finalizing this issue for publication, we learned that Anatol Rapoport, 95, died January 19, 2006, in Toronto. Look for more on this significant, if controversial, historical figure in general semantics in upcoming issues of *ETC*.

Go online to
view excerpts of
the conference
presentations:
[time-binding.org/
ms-videos](http://time-binding.org/ms-videos)

Looking Ahead to 2007

In the three years since moving the Institute to Fort Worth, we've been able to accomplish a great deal. Now that we've spent our first full calendar year at 'home' in Read House, we've begun to settle in even as we move on out in our efforts to increase our visibility and influence. We completed a week-long seminar-workshop, a unique three-day workshop, and our 13th international conference. And we wished Paul D. Johnston and his wife June a healthy and sincere "happy retirement" after almost twenty years of service.

Looking ahead to 2007, we plan to take advantage of some of the opportunities that have come our way while we keep an eye out for new opportunities.

- With the January issue of *ETC* and this issue of the *GSB*, Nora Miller takes over as editor of our publications. Nora has ably assisted Paul with *ETC* for the past two years and we look forward to her editorship.
- The potential for collaborating with the Schieffer School of Journalism at TCU seems to expand each month. There are four professors on staff who studied GS during their graduate-level education, including two at Missouri and one at Iowa, who studied with Wendell Johnson. They have a great appreciation for how general semantics can be applied to the journalism profession and have welcomed what we bring to campus.
- In addition to TCU, we plan to expand on existing university relationships. We recognize that we must develop new materials, specifically books and new media that can be easily adaptable for use in 21st century classrooms.

- IGS has been invited to participate in the Sky Radio in-flight audio entertainment program for American Airlines. During the month of April, every American Airlines flight with in-flight entertainment will carry a short interview with me about the Institute on their business channel. We'll also get a listing in their in-flight magazine.
- While we've received favorable comments and reactions to our website, we recognize that the current look/feel is approaching its third birthday. In Internet years, that's well past mid-life so we need to start updating it.
- At the moment, we don't have a specific schedule set for seminars or the 2007 Alfred Korzybski Memorial Lecture. But we will certainly let you know as soon as dates get set.
- While we 'lost' Erica as a staffer due to her marriage and move, we expect her to stay in touch and continue as an active member of the Institute.
- And I'm very happy to report that Kristen Harford is expecting a baby girl in late March or early April. Kristen plans to return to the Institute after her maternity leave.

Thanks to you and your fellow IGS members for your continued financial support and participation. If you would like to have an IGS representative speak at one of your community group or professional associations, or teach a class or guest lecture, please contact the office.



IGS booth at National Science Teachers Association convention in Anaheim, CA