

Dear Friends,

A lot has happened since we were together last October. At a global level we are experiencing change and economic challenge at an unprecedented rate. At a political level we have seen the election of a new President who clearly represents a kind of change we are all calling for as a collective. At a personal level I am now living into the new position as President/CEO of our beloved organization.

Since my appointment in December, I have worked with the team, the staff and one primary consultant, Andy Behar, to begin a strategic realignment, new business modeling, revised membership model, brand clarity, and alignment of all our communication vehicles. I have surveyed the staff, the board, the circle members, the community groups, and the member council. In this process, I have been seeking input and advice on how to grow the Institute of Noetic Sciences. In this process, we are returning to our roots while empowering ourselves to be a force of positive change in the future. At the coming board meeting we will present our ideas for your consideration and dialogue.

Please join us in holding Board Member Bruce Roberts in healing love and support. He will not be joining us for this weekend due to some medical treatments. Blessings to Bruce.

We look forward to seeing all of you and engaging in this moment of rebirth.

Sincerely,

Marilyn Mandala Schlitz, PhD
President/CEO

Intended Results
January 08-June 09
Marilyn Mandala Schlitz

Personal Goals:

- Empower, create opportunities, and provide leadership for the IONS community (including board, staff, members, community groups, colleagues, and networks) to offer a clear, powerful, and unified voice for the powers and potentials of human consciousness.
- Work closely with board, program staff, colleagues, and members to complete a strategic planning process that will set new programmatic priorities, shape the activities of the Institute, offer brand clarity, and create a more sustainable business model.
- Model intellectual rigor, heart-felt compassion, and an open-minded curiosity by co-creating a learning organization that values social and emotional intelligence.
- Invite a fundraising consciousness on the part of the board and all staff that can help us to achieve our goals.
- Complete my existing writing, research, and speaking commitments and continue to be a leader in the field.

Strategic Goals:

- Strategic Planning: Work with a team of specialists to co-create specific new directions for our business plan while returning programs to our roots in the noetic sciences. Be prepared to announce this new direction at the June Conference.
- Mission and Vision: Revise IONS mission and vision statements as needed to more accurately reflect the refocusing of the strategic plan.
- Organizational Structure: Realign the organization to reflect outcomes of the strategic planning process and the newly identified business lines. A draft organizational chart will be available during the executive session at the March board meeting.
- Budget: (1) Submit a transitional budget for the remaining six months of this fiscal year by mid January, 2009; (2) Present draft budgets for years ending 6/30/10 and 6/30/11 at the executive session of the March board meeting; (3) Submit a formal budget for board approval in June, 09; (4) Acknowledge that we entered the year with a large deficit and that the economic climate, combined with a failure to launch two new member acquisition campaigns under Stephen's leadership, is likely to result in a deficit balance in FY 08-09. We are seeking to cut costs, restructure programs, and develop new revenue lines.

- Fund Raising: Actively engage in communicating about raising funds: (1) Focus on attracting donations, bequests, gifts, corporate sponsorships, grants or contributions from (i) members, donors and the IONS community, both currently existing and prospective, and (ii) organizations (both profit and nonprofit), universities, government and nongovernment entities. (2) Realize the goals set out in the current budget and establish new goals for FY 09-10; (3) Develop plan to refocus fundraising by growing our Circle member base from 500 to 1000 over five years; (4) Develop the infrastructure and team to launch an aggressive grant writing program; (5) Develop a funding portfolio to support the development of a program campaign; (7) Convene a large fundraising lunch at the IONS Conference in Tucson; (8) Begin business planning for new sources of income based on our current intellectual property.
- Communications: Focus communications and develop brand consistency: (1) Merge the look, feel, and function of our various websites to better reflect ONE IONS, present a “soft launch” of that site by June 1, and then finalize the platform by Fall 2009; (2) Combine communications and marketing into one department to promote consistency and coherence; (3) Redesign collateral materials to reflect new directions and develop a new member benefits package; (4) Review the cost, mission-relevancy, and strategic value of current outreach and communication vehicles including the magazine, e-letter, book imprint, etc., and make changes as appropriate; (5) Refine our online assets and develop a plan to better promote them and to attract people to our site (such as the meditation bibliography and our online experiments).
- Research: Strategically focus the program to increase effectiveness and mission clarity: (1) Develop specific benchmarks for the completion of existing projects, prioritizing completion of backlogged projects. (2) Establish criteria to assess the mission relevance and feasibility (staffing and resource needs) for all newly proposed projects. (3) Work to meet restricted fundraising goals.
- Education: Translate core research findings into educational programs for youth and adult learning: (1) Move the worldview literacy program forward to develop a set of three lesson plans and initiate pilot testing in six schools in several countries for grades 9-12. (2) Conduct weekend-long signature education programs with the retreat center, beginning in February; (3) Create a plan to evaluate feasibility of developing and marketing year-long blended learning educational programs to launch in 2010-2011.
- IONS Conference: Be responsible for organizing and promoting the large IONS Conference in June, where our goal is to bring in approximately 800 participants for a break even budget and create the stage for a large fundraising lunch where our goal is to raise \$800K to \$1.3 million over five years. Evaluate our conference model and decide if such large events every other year can be replaced by a smaller event every year.

- Community Building/Membership: Maintain and create plan to grow the membership with a sustainable model: (1) Initiate a new member campaign in Spring 2009 to bring in new members and a dollar amount that is now being evaluated; (2) Concurrently evaluate existing membership program and premium package for cost and relevancy and modify as appropriate; (3) Develop a plan to expand international membership; Anticipate and be prepared for a potential drop in membership due to changing benefits package and plan accordingly.
- Strategic Partnerships: Continue to build strong partnerships: (1) Identify organizations with whom IONS shares vision, values, and common purpose; (2) Lead the way in identifying common interests; (3) Seek synergies and coordinated activities that extend the Institute's and our strategic partners' effectiveness.
- Staff Development: Create a benchmark in 2009 to assess job satisfaction and to set annual goals to improve our effectiveness as a team.

Communications Department

Matthew Gilbert

The past few months have been taken up primarily with creation of the newest issue of *Shift* magazine, design of marketing collateral for the Retreat Center and the upcoming conference, and evaluation sessions around the evolution of the Institute's content vehicles and web presence.

Shift Magazine

Despite the uncertainty around the future of the magazine, the Communications staff has remained committed and creative and another excellent issue of *Shift* (#22) has been completed (a copy will be available at the meeting). The redesign of the interior pages along with content newly organized around the main programmatic areas of IONS – Consciousness & Healing, Extended Human Capacities, Emerging Worldviews / Transformation – have been well-received by readers and members.

The next issue of *Shift* is now underway. Features will include:

1. An excerpt from Charles Tart's new book, **The End of Materialism: How Evidence of the Paranormal is Bringing Science and Spirit Together**
2. An article by Senior Editor Vesela Simic that examines the latest findings in research on the efficacy of specific mind-body programs in healing
3. Psychologist Kaisa Puhakka on the evolutionary tensions affecting shifts in consciousness
4. An excerpt from mythologist-anthropologist Michael Meade's latest book, **The World Behind the World**
5. A review of Cassandra Vieten's book, **Mindful Motherhood**

In exploring various growth scenarios for *Shift*, we examined several new channels and initiatives:

- The magazine was picked up by Barnes & Noble, and has a current sell-through of between 20-30% across approximately 200 B&N stores. This is slightly below industry average, but reasonable as a new entry in a challenging economic climate. The next issue will establish whether newsstand is a viable option, should the magazine stay in print.
- Under the assumption that the magazine would migrate to the web, we have looked at several digital delivery systems and are drawn to a company called Zinio that is aligned with B&N and appears to be emerging as the Amazon of digital magazine newsstands. A digital edition (only \$150 to convert) offers hotlinks, portability/sharing, revenue and new market potential, and considerable savings in printing and postage.

- A conversation is underway with Elsevier about a collaborative partnership around the publishing of *Shift* magazine and/or its merging with *Explore: The Journal of Science and Healing*. Elsevier is considered the world's leading publisher of science and health information primarily through books, journals, and monographs. Elsevier is also the publisher of **Consciousness & Healing**.
- *Ray of Light* magazine, a French-based consumer bi-monthly with Italian, German, and French-Canadian editions, plans to launch an English-speaking version in the U.S., and wants republication rights for *Shift* content in all of its print properties. With intentions of expanding our international presence, this is to be further explored

We have also been reviewing how the Institute's print vehicles could, in the absence of *Shift*, evolve and consolidate under a lower-cost scenario while still delivering value. To this end, we have mocked up an 8-page newsletter of what we're calling "Consciousness Matters." It would feature a blend of IONS content with other "noetic sciences" while potentially serving as a community-building tool. We are also evaluating strategies around the *iShift* e-letter and *Circle News* and how these properties could be further integrated and/or revised.

Noetic.org

Now that the Institute has begun to reshape itself around a specific identity and clear priorities, the integration and redesign of its websites can progress more quickly. Our current thinking:

- The Shift in Action site/identity will be folded into the main corporate site in order to unify our web brand; SIA assets reside in a database that will remain available to the new entity.
- The Retreat Center web presence will also be integrated into the main site, but will have its own landing pages.
- A beta version of the site will be ready by the June 2009 conference; complete build-out will proceed in stages

A site map and several design templates are being developed for evaluation purposes. When there is reasonable consensus on the overall look, feel, functionality, and organization of the site – including what works best on the homepage – a spec sheet will be created and circulated to several web developers for estimated build-out costs. Once a developer has been secured, the new website will go into production.

Noetic Books

- German, Spanish, *and* Chinese foreign rights have been sold for **Untethered Soul**.
- **Global Shift** will be used as a premium for the Spring 2009 membership campaign; an excerpt was featured in a “Finer Minds” email blast (or 120k) that promoted the June 2009 conference.
- Upcoming releases: **The End of Materialism** by Charles Tart (April 2009)
Mindful Motherhood by Cassandra Vieten (May 2009)
- Total sales (all published titles): 60+k

Service Bureau – Non-magazine design (and copyediting) work

- The 2009 Conference 30-page program-brochure
- Numerous other conference ads and collateral
- A four-page “educational workshops” advertorial
- A two and a four-page Retreat Center advertorial
- Patrons Plus package update
- Circle News
- End-of-year appeal
- Dozens of other misc. marketing pieces

Donor Relations Department Member Engagement Report

Deborah Breitbach

Fiscal Year Overview through February, 2009

As we move into the last quarter of the fiscal year, please join Marilyn, Deborah, Kathleen, and Celeste to pause and reflect on our successes and extend appreciation to those who have made so much possible thus far this year – thank you to our loyal Circle members! With gratitude, we acknowledge and honor your continued investment of time, talent, leadership, and financial resources.

Strategic Planning

All of us at the Institute of Noetic Sciences acknowledge that this is a breathtaking time to be alive! Back in December, Marilyn beautifully communicated to the noetic community how the Institute views this time, and we think it is important to repeat this here, as it is so germane to our refocusing efforts:

A spirit of change is in the air. Every sector of society has joined the chorus—teachers improving the quality of education, physicians are identifying solutions to our health care impasse, politicians rallying voters on the campaign trail, concerned citizens cleaning up our environment, and families seeking new economic opportunities.

But are we merely making surface changes or are we committed to a more **fundamental evolution of our society?** And how do we find the inspiration, skills, and supportive community to make change happen at the scale now required?

This is where the work of the Institute of Noetic Sciences is so vitally important. To paraphrase Einstein, we can't solve our problems working from the same frame of mind in which they were created. A collective evolution of our worldview is required.

It is in response to the need for fundamental evolution that the Institute is engaging a strategic planning process that will refocus the Institute's vision and mission in service to our noetic community and beyond. With gratitude, we acknowledge Sandra Hobson, Bruce Roberts, and Diane and Paul Temple for their very generous, additional financial contributions in support of our refocusing efforts so we can be of more service to a changing world.

We look forward to your participation in the strategic planning process as we appreciate the wisdom that emerges from the collective dialogue.

Donor Relations Department Updates

As the times change, we are all called to practice flexibility and ingenuity! What this has looked like for the Donor Relations department is the condensing of activities, for example, we now produce the *Circle News* once a year versus twice a year; additionally, we are producing the Patrons Plus, *Voices of Vision*, CD sets twice a year versus four times a year. Simple changes as these do make a difference in expenditures, which is especially important this year given the economy.

As we move forward in our strategic planning, your wisdom is of vital importance, and it is with this in mind that we sent out a Circle Member Benefits Survey to our Patrons Plus and above Circle members. The purpose of this survey is to find out how we can best serve Circle members' interest in and engagement with the Institute in the midst of a changing culture and economic challenges.

Additional updates for the Donor Relations department include that Deborah has extended her Director role to manage four additional staff in the Member Services department in response to Stephen Dinan's departure from the Institute this winter — the beauty of which is the opportunity for ALL member services to be under one person's overview. To date, Deborah continues to hold the events management that historically was held by an additional full-time person.

Kathleen Erickson-Freeman has reduced her hours in Donor Relations to focus some of her time on developing a robust education program — you'll hear more about the education program during our Saturday session.

Celeste Jackson is also sharing her talents by bringing her marketing communications and editing expertise to the retreat center marketing efforts.

Fundraising Initiatives to Date

Responsible for a little under one million in revenue this year, the Donor Relations department is cognizant of the global economic environment today and the effects of such on our efforts.

With projected revenue of \$570K through the end of January, we feel immense appreciation to those members who chose to support the Institute in the midst of these uncertain times and help us to realize \$556K. Daily we hear from our colleagues that they too are feeling the impact of these times, sometimes much more deeply. Hearing from our colleagues affirms that we are all in this together, which may catalyze all organizations that are in service to humanity and the planet to a new level of cooperation.

This year heralds the successful closure of the Institute's Fund for the Future Wisdom Circle pledges. We honor those who made Wisdom Circle five-year pledges — it is through the sharing of their abundant blessings that the Institute made the transition to the Petaluma property, built a research lab, seeded transformational activities

through the retreat center rentals to groups engaging in transformational work, and developed a more robust multi-media presence.

We also note that nearly ninety of the Institute's approximately three hundred Circle members who we hoped would renew their giving by December 2008, have not renewed thus far and approximately sixty others chose to renew their giving at a lower level. The Donor Relations team is cognizant that this may be a sign of the economic times we are living in; additionally, we are keenly aware that this dropping off of support at the Circle level will have an impact on future year's revenue projections. This is an important piece of financial information to include in our strategic planning process. In the meantime, the Donor Relations Department implemented a special lapsed member mailing with a special letter from Marilyn encouraging people to continue to support the Institute's vision and mission.

We are happy to share that the Patrons Plus Circle members are the saving grace in the face of lapsed or lower levels of giving at the Circle level. In their second year of giving, it looks to us that those who joined the Patrons Plus Circle level at the August 2007 conference fundraising luncheon are holding steady in their giving right now.

Last but not least, the Donor Relations Department is moving into full gear in anticipation of the June conference. The conference offers Donor Relations a unique opportunity to connect with community — one of the many joys of our work. We host four events during the conference — Board and Circle member pre-conference meeting, table host rally, fundraising luncheon, and Sangria with the President.

Visionary Circle Spotlight

The Donor Relations team needed to reduce staffing for our Visionary Circle program marketing when staff cuts were made this fiscal year. Our ability to conduct outreach has thus been curtailed, and we have seen a downturn in the number of new members joining the Visionary Circle as a result. Likely we will see only 25–50% of the new members joining the Visionary Circle this year compared to last year.

However, we are keeping activities moving forward on several fronts. These include:

1. The Spring 2009 *Circle News* will feature an honor roll list of Visionary Circle members, (those who have provided for IONS in their estate plan) and two stories highlighting those who have done so recently.
2. We continue to keep communications about options for providing for IONS on our web site, in magazine ads, and notices in renewal acknowledgement packets.
3. So far in this fiscal year our results are:
 - Four new members have joined the Visionary Circle;
 - One new Charitable Gift Annuity was set up for \$13,500;
 - Eighteen members are currently actively engaged in the process of setting up a bequest gift for IONS;

- Eight members are actively considering setting up a Charitable Gift Annuity with IONS.
- Forty members have requested information on estate planning from IONS.

If you have any questions or would like more information about the Visionary Circle program, please contact Kathleen at kfreeman@noetic.org.

IONS Transformative Learning University

Kathleen Erickson-Freeman

The world is changing at an accelerating rate. The methods, techniques and worldviews of the 20th century are quickly becoming inadequate to navigate the challenges of the 21st century. We live in a time where wisdom, creativity and flexibility are needed for growth as a civilization. Now more than ever the program legacy of the Institute's 36 year history is needed in more widely accessible and easily digestible forms that educate, inspire and nourish personal and collective transformation and healing. Below is an overview of our current and future proposed transformative learning projects.

Current Education Programs:

1. **Worldview Literacy Program:** This new multi-media learning program on worldview literacy is grounded in an interactive global collaboration that invites students and teachers to co-create curriculum while developing an understanding of and appreciation for their own and others worldviews through guided classroom activities and immersive learning experiences. To date, we have created three lesson plans designed to meet the California State Standards. We have pilot tested it with a small group of adults and have a classroom at the Petaluma High School scheduled for pilot testing. We have also identified over two dozen educators in classrooms around the United States and the world who are interested in participating. We have also begun work with a digital gaming team in Hong Kong to design a 3-D interactive game entitled, My World, to advance the curriculum. Our goal is to continue to expand the lesson plans in blocks of three. The first three are basic concepts; the next three will focus on skill sets including emotional and social intelligence and non-violent communication, the next on comparative religion, and comparative healing traditions.
2. **Public Workshops:** In collaboration with the Retreat Center, in early 2009, we are pilot testing six Transformative Learning weekend workshops offered in the Esalen/Omega/Kripalu business model. We are assessing the viability of this business model as a potential new business line for the IONS Retreat Center, as well as furthering our education mission to offer these excellent programs to IONS members and friends.

3. **International Conference:** Our 2007 Conference is gearing up! This year participants will hear from fascinating scientists, inspiring spiritual leaders, and exciting social entrepreneurs. Some of our speakers include: **Bruce Lipton**—Pioneer in epigenetics; author, *Biology of Belief*; **Barbara Dossey**—author or coauthor of 23 books and eight-time recipient of the American Journal of Nursing Book of the Year Award; **Luisah Teish**—Yoruba Priestess; author, *Jambalaya* and *Carnival of the Spirit*; **Van Jones**—uplifting speaker and *NY Times* best-selling author, *The Green Collar Economy*; and **Chip Conley**—Author, *PEAK*; voted “most innovative CEO” in the San Francisco Bay Area. We have also made sure to save time for all the brilliant individuals like you, to bring wisdom to the group through interactive activities in the plenary, café sessions, poster sessions, table talks and more. Our marketing is well on its way with ads in many magazines, emails, and a beautiful easy to use website. The brochure has been mailed and is arriving in members’ mail boxes now. Susan Cooper has spearheaded an amazing effort in the Tucson area to get the word out early! We are focusing on cost cutting efforts this year. We are keeping our printing and production costs down by re-using our brochure onsite with a small printed addition, we are able to take fewer staff by using more volunteers, and have cut costs for presenter expenses.

Membership & Marketing

Cyndia Biver

Overview

Along with new leadership, much energy and effort has been placed on our strategic planning for the coming fiscal year, and it has been a collaboration of the different stakeholders under the current structure, including Finance, Membership & Marketing, Donor Relations, Communications and of course Research & Education.

In early January we held a kickoff meeting with a broader group of about 15 or so, and Marilyn shared her vision for the organization moving forward. We spent the day together doing various exercises in defining who we are as an organization, and each department had an opportunity to share their feedback and input. Since then we have been meeting in smaller groups on a regular basis to flesh out various phases of our planning. In early February we held an all-staff meeting, where Marilyn shared her vision to the entire staff along with a Q&A session, and managers provided departmental updates.

In the fourth quarter, longtime Director of Membership & Marketing Stephen Dinan phased out of his role here at the Institute, and in January Cyndia Biver assumed his responsibilities.

Revenue Generating Programs

In the Membership & Marketing 08/09 budget we planned for three key membership campaigns in the fiscal year, which would drive a cultural creative-type audience to sign up as a member, via the Shift In Action website. However, the second campaign, which was slated for October 08 did not happen. It should be noted that this may have possibly been influenced by the marketing staff reduction earlier in the year.

Implementation for the third membership campaign in this fiscal year began in January, and the campaign will launch the week of April 13, 2009. In the original plans, the third campaign was to have launched in March, however, due to the change in staff and responsibilities, it was not possible to launch the campaign any sooner.

The financial implications are that projected revenue for the second half of FY 08/09 will be down by approximately \$125,000 from the missed second campaign and delayed third campaign, with the lion's share of income from the third campaign falling into FY 09/10.

Also, the revenue loss has been offset by cutting marketing costs (below) by approximately \$50,000.

Premiums & Member Outreach

In an effort to mitigate the impact of lost revenue on the Institute, we have looked very closely at ways to minimize expenses for the April 09 campaign, with an eye toward reaching our goals and not jeopardizing our expected results. We have cut way back on the free premium offerings, and the key premium is a free book, along with other downloadable files from our various partners.

Additionally, we are looking at our broad premium-based approach and cutting corners wherever possible. After much deliberation, we decided not to offer a free book this year to the membership base.

However, we continue our efforts to stay connected and engaged with our members via email communications, multi-media offerings which are housed on the website, and other traditional marketing functions.

Live Teleseminars: We concluded the *Living Deeply* series and in the fall offered three special teleseminars on the economy with Catherine Austin Fitts, in addition to our regularly-scheduled Wednesday night teleseminars. Guests included Ervin Laszlo, Luisah Teish, and Hazel Henderson.

Weekly Radio show: The Institute's new *Shift in Action* [radio show](#) is a free internet broadcast that showcases the voices of an emerging conscious culture, and is hosted by Stephen Dinan every Tuesday at 9 am PST (rebroadcast at 9 pm PST) on Voice America. Our weekly show offers access to inspiring leaders, bright minds, and top innovators who are committed to building a better world.

Monthly Videos: The focus of the monthly *One Minute Shift* videos is now on promotion for upcoming International Conference featuring conference speakers Larry Dossey, Chip Conley and Luisah Teish. Upcoming videos may include Bruce Lipton and Catherine Austin Fitts. These get posted on the SIA website and are attractors in our monthly emails. The *One Minute Shift* webpage has had over half a million views, and the conference promotion on this site has generated 512 views to our Conference webpage.

CD Premiums: We have created and mastered CD premiums: *A Quest for Meaning* by James O'Dea, *The Paradigm Shift* by Willis Harman, and *An Inside View* by Marilyn Mandala Schlitz.

As a cost-saving measure, we created our first 'double set' for the Patron's Plus offering which delivers in April, *Voices of Vision* volumes 7 and 8, with 12 interviews on six discs. This dynamic set includes dialogue with Marilyn Schlitz, Dean Radin and Cassandra Vieten; Robert Thurman, Joanna Macy, Van Jones, Dacher Keltner, and Ervin Laszlo.

Monthly Newsletter: We continue to stay connected with almost 30,000 people with *iShift*, our monthly email newsletter. In February we greatly condensed the format in an effort to streamline our messaging.

Shift In Action Website:

In addition to continuously updating our multi media on an ongoing basis, we have also added more pages for the Community Group and Member Council and note increased use in Member posting activities.

Internet Marketing: We currently have 23 videos on our *YouTube* channel with over half a million views and over 19,000 channel views. Additionally, our videos are posted on over 20 other internet sites, which generate traffic to our website. We also completed our fifth *YouTube* contest in the first quarter.

Member mailings: Managing member fulfillment is an ongoing process to serve our members, which includes the internal membership staff, plus our relationship with the fulfillment house, large postal mailings, and creating marketing materials and premiums.

Communications: We code HTML emails and administer ongoing email “blasts” such as *Shift in Action* newsletter (weekly), *iShift* (monthly), Community Group emails (monthly), and various other communications, including Board & Circle Member Experiential Weekend, promoting other programs such as the International Conference, Transformative Learning Workshops emails, etc.

International Conference

As a way to further promote this year’s June conference, we created a four-minute video, with highlights from the last conference, which has been set up on our website registration page.

We are continuing our marketing push for the conference even in these difficult financial times. With a reduced budget we are looking to pay for fewer magazine ads and instead focus our efforts on the local Tucson, Arizona NPR radio station. We are hoping this will lead to an interview with Marilyn Schlitz and possibly other conference presenters. We have shifted our strategy to include a stronger public relations push in the Arizona market and surrounding states. The local community groups have taken the lead in community outreach and we have enlisted a vast number of fervently motivated volunteers!

Since October, we have:

1. Co-partnered with 18 organizations and magazines nationwide.
2. Created and included conference postcards in *Shift* magazine.
3. Placed two invitational conference ads in *Shift* magazine.
4. Designed, created and sent out 50,000 high quality conference brochures.
5. Designed ten full-page ads running in national magazines (free advertising).
6. Gone live with a fully informative conference website.

7. Gone live with registration on December 15, 2009.
8. Created a conference video which is highlighted on the conference website.
9. Created an *Ambassador Program* in which we are offering a free conference pass to anyone who enlists ten registrations and a special rate for those who sign up 5 people.
10. Enlisted the assistance of our community groups using a Global Outreach format in which they receive a CD, brochures and assistance with marketing the conference.
11. Sent out brochure packets and Ambassador Program information to 230 integrative health practitioners, healing centers, educational institutes, yoga practitioners, bookstores and health food stores throughout Arizona.
12. Sent out brochure packets and Ambassador Program information to 110 Unity, Science of Mind, and other new thought churches in Arizona, Colorado, Texas, New Mexico, and southern California.
13. Sent out three dedicated emails to our members and regular inclusion ads in monthly *iShift*.
14. Created an incentive program for the first 100 registrants to receive an audio CD.
15. Identified local media including online calendars, magazines and newspapers in which to run press releases and calendar listings.

We will continue to actively seek organizational partners and conference cosponsors to send out our dedicated conference email. We have an individual available to personally provide assistance for registration to conference attendees and answer any questions they may have.

Registration is slow but steady and we are hearing from people that the financial crisis is taking its toll. All in all however, we are looking forward to a successful conference in which everyone can enjoy this exciting line up of speakers and award-winning venue.

Education

Marketing has been actively working with Education to support the launch of the Transformative Learning Workshops series which begins in March 2009. We have taken a multi-faceted approach to market this series, which began with a full page ad in the Fall issue of *Shift*, followed by a four-page ad in the Winter issue, a series of emails and inclusion in two issues of *The Retreat Center e-news*, and monthly ads in *iShift*, as well as a direct mail program to 1,500 members locally. And we are doing a bi-weekly one-minute advertisement about the Workshops on the ongoing *Voice America* radio show. Additionally we are teaming with the American Holistic Nursing Association (AHNA) to get coverage through their email list.

We are now getting local online coverage via the **major regional media websites**. The hope is that our workshop series will reach a wider audience and improve both the enrollment for this series as well as visibility for the Retreat Center and the Institute.

Listed below are the newspapers and their corresponding websites, where one can search the “THINGS TO DO” or “ENTERTAINMENT” section on the home landing pages to find out about upcoming events (workshops, in this case) in the greater Bay area. Each of the Workshops are listed in full detail, with photos of the presenters and a link to the Retreat Center, which is also listed on these sites as a retreat center venue.

San Francisco Chronicle <http://www.sfgate.com>

Oakland Tribune <http://www.insidebayarea.com/oaklandtribune>

San Jose Mercury News <http://www.mercurynews.com>

San Mateo County Times <http://www.insidebayarea.com/sanmateocountytimes>

Contra Costa Times <http://www.contracostatimes.com>

Petaluma Argus Courier <http://www.petaluma360.com>

Press Democrat <http://www.pressdemocrat.com>

Freemont Argus <http://www.insidebayarea.com/argus>

Hayward Daily Review <http://www.insidebayarea.com/dailyreview>

Partnerships

The Institute has built numerous relationships over its 36 years, with individuals, organizations, institutions and others in a variety of disciplines. There is a new effort underway to consolidate this information into one place and begin to look at these relations from an overall perspective to see how this can benefit the organization at many levels. Over the years our partner relationship strategy has probably varied considerably, and presently we have ongoing commitments and paid relationships with several partners. We are actively building a database of many categories of partners in an effort to collaborate and team at a variety of levels.

Infrastructure

We have been looking at the Institute’s internal email marketing system and processes, and evaluating it to ensure that it meets with industry standard best-practices. This includes the quality and quantity of communications that are sent out, the methods of opting in and opting out and how to best move forward with our current vendor in the context of our internal systems (database, Noetic.org website and SIA.org website).

Miscellaneous

We updated our business card layout for improved legibility and also included the definition of “noetic” on the reverse.

In a further effort to maintain our visibility and stay connected with our supporters, friends and clients in the increasingly competitive online world, we have recently added a profile for the Institute on the social networking sites *Facebook*, and will be adding profiles to more sites soon. The Institute now also has a detailed profile listing on the professional networking site *LinkedIn*.

Research/Education

Highlights November 1, 2008 to February 28, 2009

Cassandra Vieten

Research & Education

New Projects

- Dean was awarded a grant by the Bial Foundation for €50,000 for “Experimental tests of the role of consciousness in the physical world.” A provisional patent application was filed for the process used in a portion of this experiment.
- Cassi was awarded a grant by the Bial Foundation for €45,000 for “Testing the ontological status of the experience of meditation-induced timeless states.”
- Dean was appointed Co-Editor-in-Chief for the scientific journal *Explore*.

Ongoing Projects

- Marilyn and Kelly conduct walkthrough first five lesson plans of the Worldview Literacy project, for Cassi, Dean, Liz Miller, Marina Illich, and others. Marilyn, Cassi, Liz and Kathleen complete progress report on this project for the Marin Community Foundation.
- Cassi submits interim progress report to Fetzer on Spiritual Engagement Project. We are half-way through this project being conducted in collaboration with California Pacific Medical Center studying 150 participants (nondual meditation, Religious Science, Centering Prayer) over the course of a year.
- Cassi is awarded a continuing grant for \$7,000 from the Mental Insight Foundation for the Mindful Motherhood Project toward completing and distributing the educational program and book.
- Marilyn, Dean and Cassi continue to move forward in updating the meditation bibliography.
- Marilyn, Cassi, Liz Miller and Noel Radcliffe (new intern) are making progress on the second volume of *Consciousness and Healing*. First phase of research contracted with John Astin on barriers to integration of mind-body medicine into healthcare settings completed. Sixteen *Consciousness and Healing* teleseminars transcribed. Progress report submitted to the Deutsch Foundation on *Consciousness and Healing II*, and the October 2008 Esalen invitational conference on “How Do We Get There From Here?: Advances in and Strategies for the Integration of Consciousness into Healthcare.”

Projects Nearing Completion

- Marilyn, Dean and Cassi submit final report on Placebo Effects of Distant Healing of Wounds to the NIH – manuscript for peer-reviewed publication in preparation.
- Marilyn, Dean and Cassi submit final report on Experimental Investigation of a Psi Training Program (the web staring project) to the Bial Foundation - manuscript for peer-reviewed publication in preparation.
- Cassi submits final report to the Fetzer Institute and Integral Transformative Practice on the results of the yearlong study with ITP participants – final analysis being completed and manuscript for peer-review publication in preparation.
- Cassi and Marilyn working on peer-reviewed publications for Transformation interview and survey projects.
- At Home Within project continues with six groups of participants in 2008. Final report to Mental Insight Foundation submitted, 2009 is dedicated to assuring sustainability for the local model program, encouraging its replication nationwide, and reporting results in peer-reviewed journal. New student from ITP completing her dissertation with some of the dataset.

Collaborations

- Scientific and programmatic collaboration established with the Institute of HeartMath and their Global Coherence Initiative.
- Consciousness Research association forming with Samueli and others.

Training Program

- Three new on-campus research interns recruited. Several more research volunteers working at a distance on transcriptions of teleseminars and other projects, coordinated by Charlene.

Presentations & Meetings

- Dean attended a meeting on Global Coherence Initiative at the Institute of HeartMath.
- Dean met with Russian scientists who are investigating mind-matter interaction.
- Dean spoke to a Science and Spirit group in Sebastopol.
- Dean presented a lecture to students at Sonoma State University.
- Dean was selected as an “Alumni Leader” by the University of Illinois Department of Electrical and Computer Engineering.
- Marilyn spoke on Living Deeply at the Sonoma Valley, Windsor and Guerneville branches of Sonoma County Library.
- Marilyn met with Rick Phillips of Safe Schools Ambassadors.

Presentations & Meetings continued

- Marilyn lectured at Harvard Divinity School.
- Marilyn met with Robert Kegan of Harvard University in Cambridge, MA.
- Marilyn spoke at the New York Open Center.
- Marilyn met with Monica Sharma, MD, at the United Nations.
- Marilyn spoke for The Living Edge at UC Irvine.
- Marilyn met with Chade-Meng Tan (Google's Jolly Good Fellow) at Google.
- Cassi presented at invitational Mindfulness conference in Toronto.
- Cassi and Dean met with dream expert Robert Moss.
- Cassi met with Robyn Frost, who will distribute At Home Within materials to homeless shelters in Massachusetts.
- Cassi and Dean met with Frank Echenhofer from CIIS, and Matt Baggott from CPMC to discuss EEG laboratory equipment upgrade.
- Cassi, Dean and Marilyn met with Maurizio Benazzo about Non-Duality conference.
- Cassi met with International Association for Transpersonal Psychology leaders from the US and Moscow University.
- Marilyn met with Michael Murphy to discuss collaboration with ITP and Esalen.
- Marilyn presented at Transformational Leadership Council conference on Big Island of Hawaii.
- Cassi met with Summer of Peace organizers to discuss Science of Peace and collaboration.
- Cassi met with Tish Jennings to discuss Garrison Institute collaborations.

Interviews

- SIA Teleseminar: Dean interviewed Diane Powell
- SIA Teleseminar: Dean interviewed Jim Walsh
- SIA Teleseminar: Marilyn interviewed Margaret Kemeny, PhD
- SIA Teleseminar: Marilyn interviewed Michael McCullough
- SIA Teleseminar: Marilyn interviewed Dacher Keltner, PhD
- SIA Teleseminar: Marilyn interviewed Jeremy Geffen, MD
- SIA Teleseminar: Marilyn interviewed Robert Kegan, PhD and Lisa Lahey, PhD
- SIA Teleseminar: Marilyn interviewed James Arond-Thomas, MD
- SIA Teleseminar: Cassi interviewed Luisah Teish
- SIA Teleseminar: Cassi interviewed Kenn Burrows
- SIA Teleseminar: Cassi interviewed Ervin Laszlo
- SIA Teleseminar: Cassi interviewed Daniel Siegel, PhD
- SIA Teleseminar: Cassi interviewed Wilford Welch

Media

- Dean, Marilyn and Cassi interviewed for Patron's Plus recording.
- Marilyn interviewed by Anthony Brice, Law of Attraction Radio Host.
- Cassi interviewed by radio host, Donna Seebo.
- Dean interviewed by Daniel Pinchbeck.
- Dean interviewed for podcast by host, Mitchell Jay Rabin.
- Dean interviewed by business author, Kim Reifel.
- Dean interviewed on a web show, "Beyond the Ordinary."
- Dean interviewed on a web show, "Through the Keyhole."
- Dean interviewed on a web show, "Shrink Rap Podcast" by David VanNuys, professor emeritus at Sonoma State University.
- Dean interviewed on the Gary Null radio show.
- Dean interviewed for a Unity radio show.
- Dean and Marilyn interviewed for Hollywood documentary with director Tom Shadyak.
- Dean interviewed by reporter Alana Kornfeld, from *Time* magazine.
- Dean interviewed by journalist Yelany Ekta for Russian magazine.

Publications

- Cassi completed final copyedits on the Mindful Motherhood Book, and it is off to the printer for May 2009 release. Progress on the accompanying website and manual is being made. Publicization strategy underway.
- Dean published an article on the "illusion of separation" in the journal *Subtle Energies & Energy Medicine*
- Dean's published an article on "emotions and psi" in the Bial Foundation's book series, *Above and Beyond the Brain*
- Dean published an article reporting a triple-blind experiment testing Dr. Emoto's water crystallization method in *Journal of Scientific Exploration*.
- Dean's article on presentiment effects observed in pupil dilation, funded by the Bial Foundation in 2006, was accepted in the journal *Explore*.

New Fundraising Efforts

- Cassi submitted a full proposal (one of 40 invited proposals out of a pool of ~ 240 letters of intent) to the Fetzer Institute. Request is for \$250,000 for a study on meditation training during pregnancy and its effects on mother-infant bonding, including observational and fMRI measures in collaboration with Phillippe Goldin at Stanford.
- Marilyn submitted a proposal on Worldview Literacy to MacArthur Foundation (\$250,000) for their novel digital technologies initiative
- Dean submitted an invited research proposal (\$26,000) on "Entangled DNA" to the Ireland-based pharmaceutical company, Canopus Biopharma.
- Dean submits invited proposal (\$25,000) for book on *Frontiers of Cognition*, funded by Samueli Institute.

New Fundraising Efforts continued

- Cassi, Marilyn and Liz submit grant proposal to the Google Foundation for website support for Worldview Literacy for kids entitled “My World: Teaching Kids About the Power of Perspective.
- Cassi submitted a proposal to the Colombe Foundation for the Science of Peace project (not funded), and submitted a letter of intent to Fetzer.
- Grant writing/fundraising strategy formalized, Foundation Center search for funding opportunities completed, binder of upcoming deadlines created, several new grant proposals for current projects in the works.

Property and Retreat Center

Cathy Coleman, Executive Director

As we approach this board meeting and offer this report on the financial well being, program developments, and land and facilities upgrades of the property and retreat center, I express gratitude for your confidence in my leadership and for my amazing staff: Randy Evensen, Site Manager; John Stample, Facilities Manager; Kay Thompson, Events Manager; Lisa Vanderboom, Bookings, Contracts, and Business Manager; Shannon Hughes, Executive Chef, and housekeepers Rey Hernandez and Carmen Dominguez. Cyndia Biver works with us part-time on marketing, and Robert McDowell has just joined our team to lead our development efforts.

These past few winter months have included heavy personal burdens for several of us, while others have given tremendous empathic, generous support, thus making sure that the work goes on and gets done. Our tribulations and triumphs are woven together into a beautiful fabric of productivity, creativity, compassion, and friendship against the beauty and poetry of the incredible landscape of this property. Each work day is a blessing.

Property

Fiscal

Property expenses as of January 31 are \$297,000 against \$285,000 budgeted, \$12,000 over budget. Expenses over budget include \$7,000 in property services (e.g., recent sewer problems); insurance \$4,300 higher than budgeted; supplies for upgrading the cottage, and paint purchased for dorm renovation.

To date, \$93,000 in deferred maintenance and capital expenses has been spent. The \$177,000 remaining in the budget has been allocated for other priorities that are in the budget. This list is available on request.

New Personnel

Claudia Holt and Bryan Singleton, Resident Caretakers

Bryan Singleton and Claudia Holt became our new resident caretakers December 1, and Bryan has also become our gardener. Bryan's former employment includes the renovation and property management of private homes. His skills are well matched to the demands of his job as resident caretaker. He is a gardener and is certified in Permaculture Design, through Occidental Arts & Ecology College. He is also a skilled carpenter, woodworker, painter, door and window installer, auto mechanic, and a 2nd Black Belt in *Aikido*.

Claudia Holt is an adjunct faculty member at Sonoma State University where she teaches and advises freshmen, focusing on cultural diversity, study skills, social skills, campus resources, personal values, social responsibility, and team building.

She is also an online course developer and online instructor for the Academy of Art University in San Francisco. Claudia is a pianist and a fiddler and is a member of the Scottish Fiddlers, which coincidentally is a client of the retreat center. Claudia is also working on the Worldview Literacy Project with Marilyn. They live on campus in the caretaker's cottage and serve as hosts/caretakers for the property and retreat center on evenings and weekends.

Robert McDowell, Director of Development for the Property/Retreat Center

As part of our re-structuring and commitment to the successful development of the property, Robert McDowell joined our team February 16th to lead the fundraising and business development efforts of the property and retreat center. He will focus his efforts on writing grants, fundraising, developing more retreat center clients, and identifying potentially profitable projects. Coming to us from Ashland, Oregon, Robert is a poet, writer, speaker, and teacher in addition to being a fundraiser, grant writer, and marketing professional. He recently published a book he took time off to write *Poetry as Spiritual Practice: Reading, Writing, and Using Poetry in Your Daily Rituals, Aspirations, and Intentions*. He came highly recommended by Jean Houston, one of our biggest clients. Robert began working this week and has already hit the ground running in preparation for the upcoming board meeting. The defining element of his job description is that the campus needs to be featured in development and marketing. IONS' land and facilities are the concrete enticements that can attract potential donors to campus growth and support of research and education. Robert brings collaborative, creative energy and originality to the work. He is passionate about fundraising and finds it satisfying to create a compelling story and match it to a prospective donor, thus making possible another step forward in an organization's master plan.

Modular Office Building Rental. *Veriditas: The Labyrinth Project* is now renting three spaces in the triple-wide building. They have also scheduled events and training programs at the retreat center, thus augmenting our income. They may be interested in building a labyrinth on the land. The following is taken from their website to describe their work: "The vision of **Veriditas**, The World-Wide Labyrinth Project, is to activate and facilitate the transformation of the Human Spirit. Veriditas' work to transform the Human Spirit centers around the Labyrinth Experience as a personal practice for healing and growth, a tool for community building, an agent for global peace and a metaphor for the blossoming of the Spirit in our lives. Veriditas offers events in the United States and the annual Walking a Sacred Path program at Chartres Cathedral in France."

Land and Facilities Projects Update

Green Business Certification: The major item needed for the certification has been completed: a new energy efficient HVAC system has been installed in the community building. This project has taken us from a less than 80% efficient heating system to 96% efficiency. We will see similar increased efficiency in cooling. We have also replaced the dishwasher and freezer with energy-efficient models. We are proceeding with other items on the assessment that need to be addressed.

Three of the four projects listed in active status from the last board meeting have been completed:

- A water diversion culvert extended to deal with erosion and provide water diversion from Dorm A
- Improving Trash Enclosure (rickety enclosure removed, and trash containers moved to the lower campus)
- Golf Cart purchased for easy, ecological, and cost-effective movement about campus

We have not yet gathered solar panel bids, which was also on the list.

Sheep and goats: Some 600 sheep arrived on campus last week to become semi-permanent residents, along with their shepherds and sheep dog. They will keep the grass trimmed as an ecological fuel and fire mitigation measure. This service is provided by Living Systems Land Management, a San Francisco-based business on the forefront of green and sustainable enterprise.

The Living Room will have new carpeting by the board meeting, a generous gift from Paul and Diane Temple.

Container/storage reorganization: We are purchasing two new dry storage containers to re-organize storage. One will be placed by the retreat center cottage, and the facilities materials will be moved from the old modular building, which will be removed from campus. We learned that its presence would force us to build a new fire road, thus blocking our ability to enhance the parking area. Also, it is unsightly and not worth keeping. The other container we plan to purchase will then house some of the things in the damp containers below, whose location has also invited vandalism.

Building protection and finishing. The chalets were painted Wilderness Green in December. Decks at retreat center have been power washed and sealed. We are now procuring bids for the staining of the upper campus wooden buildings, and for painting the cottages.

Parking lot. We are still working on a high priority goal to expand parking by tripling the spaces below the current West lot at the top of the road as you reach campus. We have had the surveying and architectural drawings done, and we're working with the architect on county permits.

Hot Tub/Spa/Yoga Space: I support the vision for a hot tub/spa, and adding a yoga deck to this project has been discussed. Yet, yoga may be better served through a multi-purpose building. Some work has been done on visioning and estimates, but these projects await further development and funding.

Retreat Center

Fiscal

Bookings, Contracts and Actual Revenue: Revenue booked is \$1,147,063. This is close to the budgeted amount of \$1,200,000 and it looks possible to realize this goal, though it is unknown how the current economic situation will affect actual numbers versus booked numbers in the next four months. Income on January 30th is \$23,000 under budget. Another unknown is that there is \$30,000 in our bookings number for 3 new IONS Integrated Education events taking place this fiscal year, and we have very few registrations to date. We continue to book events for this fiscal year and we have had some cancellations and some reductions in attendee numbers; however, we enjoy relative stability.

Net income January 30th is \$47,601 under budget. This shortfall combines the \$23,000 shortfall in income to date, and increased kitchen expenses.

Kitchen: As of the first seven months to January 31st, kitchen expenses were \$34,000 over budget. Kitchen expenses were budgeted at 30% of income, based on the experience of the kitchen operation in 06-07 and 07-08, but this did not include payroll benefits. The current expenses through January are at 35.5% of income for these seven months, but in this fiscal year the personnel line was charged 20% for benefits. Thus \$18,000 of this overage is for these benefits. Compared with last year's totals that did not include payroll benefits, expenses are 33% of income versus 30%. All kitchen staff are hourly, yet worker's comp and social security taxes still have to be paid. The correct amount that should be charged to the budget is 16%, and this will be corrected in next year's budget. Our current philosophy of using fresh organic food is costly, and this combines with increased food prices to make for greater challenges in meeting the kitchen budget. It is important to note that since December, Chef Shannon Hughes has been working hard to rein in kitchen costs. The January expenses were only 26% of income, showing signs of a promising course correction. We are working on carefully monitoring the food and labor costs in the kitchen, aiming to significantly address the extra expenses and bring this budget into alignment by year's end.

Marketing, Education, Events:

Marketing:

Cyndia Biver has been working part-time for several months on marketing for the retreat center, and we have made good progress in this area.

We have completed a detailed marketing plan for FY 09/10, which will be our template for moving forward. This will be embedded in the strategic plan.

E-newsletter: In January 09 we launched the first issue of the Retreat Center's monthly e-newsletter, highlighting briefly what's new at the Center, a little about our cuisine, upcoming events, art, culture and consciousness, and community news. We have also been including quotes from clients. The newsletter has been very well received, and we have had great feedback from clients and friends, including several calls into Lisa from clients who were "reminded" that they need to book an event. The January and February issues were viewed by 20,176 people, with 1,332 people clicking on one of many hotlinks within the newsletter for more detailed information. This vehicle has also been very supportive of the Transformative Learning Workshops, delivering 472 unique views to the website on this topic alone.

Brochure: We are beginning to work on a new Retreat Center brochure, in support of new business.

Advertising/Directory Listings

We continue to advertise the Retreat Center in the Institute's quarterly *Shift* magazine, and we have been experimenting with different approaches to support both the Center and the upcoming Workshops ads.

We have also started running ads in the monthly *iShift* newsletter, which promotes the center as a venue to host retreats as well as attending them.

In Q4 08 we reinstated our listing in the back of *Common Ground*, a regional magazine serving the LHOAS community. We will also be running a small ad in the marketplace section of the quarterly magazine *EnlightenNext*, beginning with the March 09 issue.

We are also ensuring that The Retreat Center is included in many online directories, so it appears in search engines.

We are now getting local online coverage via the **major regional media websites**. The hope is that our workshop series will reach a wider audience and improve both the enrollment for this series as well as visibility for the Retreat Center and the Institute. In addition to the workshops being listed in these papers, the Retreat Center is now also listed as a local venue in Petaluma, with a photo and description of the facility.

In a further effort to maintain our visibility and stay connected with our supporters, friends and clients in the increasingly competitive online world, we have recently added a profile for the Center on social networking sites *Facebook* and *MySpace*. The Institute now has a detailed profile listing on the professional networking site *LinkedIn*.

Education:

IONS Integrated Public Education Workshops

Marketing and the Retreat Center have been actively working to support the launch of the new *Transformative Learning Workshops* series which begins in March 2009. We have taken a multi-faceted approach to market this series, which began with a full page ad in the Fall issue of *Shift*, followed by a four-page ad in the Winter issue, a series of emails and inclusion in *The Retreat Center e-news* and *iShift*, as well as a direct mail program to 1,500 members locally. And we are doing a bi-weekly one minute advertisement about the Workshops on the ongoing VoiceAmerica radio show, hosted by Stephen Dinan. Additionally we are teaming with the American Holistic Nursing Association (AHNA) to get coverage through their email list.

2009 IONS Integrated Public Education Workshops		
Title & Description	Date	Workshops Presenter
The Healers Journey: How to reach maximal healing in your practice, increase joy in your work and reconnect with your life purpose.	March 27-29, 2009	Lee Lipsenthal, MD, & IONS Research Team
Creating Personal and Global Coherence: Skills and practices to participate in a path of wholeness and global transformation.	April 24-26, 2009	Howard Martin Heartmath
Alchemical Divination–Healing The Past, Envisioning Probable Futures	May 22-24, 2009	Ralph Metzner, Ph.D.
Extraordinary Dreams: Working Creatively with Dreams in Your Life and Practice	April or May 2009, Date TBD	Fariba Bogzaran with Guest Stanley Krippner, Ph.D.
Nine Gates Mystery School: Exploring Sacred Space	August 14-17, 2009	Gay Luce & Deborah Jones
Working with Fields of Consciousness: Practical Strategies for group leaders and teachers	September 18-20, 2009	Chris Bache, Ph.D.

Events:

In November we hosted a reception, co-sponsored by the Lucid Art Foundation, for the current exhibit of artist Jeremy Morgan of the San Francisco Art Institute. We had a great turnout of around 100 guests. Our next show, featuring painter Fritz Rauh, will be up April 1 - May 31.

In December The Retreat Center hosted a beautiful appreciation dinner here on campus for our clients in December. Though they hail from all over the country, we had an enthusiastic turnout of more than 80 people. Jean Houston was our keynote speaker; she encouraged people to continue their deep and transformative work—with even more fervor—during these challenging financial times. The San Francisco Scottish Fiddlers—some 24 of them!—provided wonderful, uplifting music during the reception. They are clients as well, and hold their April practice retreats here at the Center. Artist Jeremy Morgan, also a professor at the San Francisco Art Institute, spoke about his visually stunning show, *Realms of Being*, currently on exhibit here on our campus.

We are launching monthly dinners in March for the purpose of friend-raising, drawing people to campus in an effort to generate interest in our transformative learning workshops. Our first speaker March 12th is Dr. Lee Lipsenthal, who is leading the workshop *The Healer's Journey* March 27-29. On April 16th, Dr. Ralph Metzner will be the featured speaker, previewing his workshop May 22-24 on *Alchemical Divination*. Dinners begin at 6:00 PM with social time, poetry, music and a talk. The cost is \$25 (without wine) or \$35 (with wine). We invite all of you to join us on campus for these evenings. If you would like to attend, contact Lisa Vanderboom at lisavanderboom@noetic.org or at 707-779-8224.

Retreat Center Facilities Projects

Painting and refurbishing dorms. In addition to Dorm A that had floors repaired and rooms painted by the last board meeting, Dorm C has received this treatment now as well. We are scheduled to do Dorm B in the near future as it can be scheduled between groups. All rooms have now been refurbished with organic bedding. We still need to work on replacing the furniture in the rooms.

March through June 2009 Groups Scheduled at the Retreat Center:

March

New Equations
Eating Disorders Awareness Week
IONS Board Meeting
Friendly Favors
Gannet Healthcare
Laughter Yoga
Rejuvenate Training
Creative Memories
Veriditas
Journeywork (Harner)

IONS Transformative Workshop:
Lee Lipsenthal, Healer's Journey
Harthill

April

Courage and Renewal

Friendly Favors

Scottish Fiddlers

San Francisco Center for Meditation and Psychotherapy

IONS Transformative Workshop: Fariba Bogzaran, Extraordinary Dreams

Journeywork (Harner)

Grassroots Institute for Fundraising Training

UC-San Diego Center for Mindfulness

May

Jean Houston

Friendly Favors

Physicians' Association of Anthroposophic Medicine

Skan Reichian

Journeywork (Harner)

IONS Transformative Workshop: Ralph Metzner, Alchemical Divination

Hanna Somatic

June

USF

Gannet Healthcare

Rejuvenate Training

Mindful Partnership - Mindful Divorce

New Equations

Nine Gates Youth

Tamalpa

Rosen Method

Business Development:

Wine Bar: We have been completing the paperwork and staff Kay and Shannon have met twice with the county about obtaining a liquor license so that we can sell wine. The process has been lengthy and cumbersome. We are now just a few items shy of having everything together that we need and we expect that the third time will be the charm—that the third visit to the county the second week in March will complete the application process.

Gift Shop: We have designated the enclosed office behind the reception desk to be a gift shop. Our new renter, Veriditas, wants to collaborate with us. An initial meeting is scheduled for this week to get this ball rolling.

Massage: We plan to develop at least one room in Dorm C to offer massage.

Art, Culture, and Consciousness

We continue our collaborative partnership with The Gordon Onslow Ford Foundation (GOFF) for our Art, Culture, and Consciousness Program. We are showing the collection of paintings of San Francisco Art Institute's painting department chair Jeremy Morgan through March 31. This exhibit will be followed by a showing of the painting of Fritz Rauh from April 1st - May 31st. A reception of Rauh's work will be held May 3rd from 3-5 p.m.

Fritz Rauh was born in 1920 in Wuppertal, Germany and studied four years at the Braunschweig Art School and Academy (1952), Germany. Rauh came to the United States in 1954 and became associated with the abstract painters Richard Bowman, Lee Mullican and Fred Riechman whose paintings were based on sources and inspiration both in nature and Oriental art. His exhibitions have been shown at the De Young Museum San Francisco, The David Cole Gallery in Sausalito, The Louvre and Trutton Galleries in San Francisco, and The San Francisco Museum of Art.