



Institute of General Semantics
founded in 1938 by Alfred Korzybski

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Meet Marisa Sleeter, Berman Scholar for Summer 2007

I am so excited to be working at the Institute this summer as a Berman Scholar. I am originally from Albuquerque, NM and graduated from TCU in May with a double major in International Communications/Anthropology and a minor in Spanish. While in school, I participated in the TCU Honors Program, worked in the TCU Study Abroad office, and was active in the TCU band, Habitat for Humanity, the National Society of Collegiate Scholars and the TCU Leadership Council. After being introduced to general semantics through the course "General Semantics for Mass Communications" taught by Steve at TCU, I became aware of how vitally important it is to understand and integrate the teachings of general semantics into my daily life. I am anxious to help spread the 'word' to my peers.

As a start, I organized a focus group on June 16-17th for the purpose of gaining more insight into how general semantics can appeal to a younger generation - what specific problems we are facing, and what benefits and applications general semantics can provide. I think we made a great beginning and I'm looking forward to exploring more marketing ideas for general semantics discussion groups, campus groups, and networking opportunities.

Marisa Sleeter

Pictured below are focus group participants Win Jackson, Tommy Roberts, Hollie Jones, John Wood, and Marisa Sleeter.



Meet our new IGS Trustees

At its April meeting, the Institute's Board of Trustees elected Vanessa Biard-Schaeffer, Frank Nason, and Sandra Pate to three-year terms. Vanessa, from Paris, France, received a degree in Human Resources from University Paris XIII, and currently works as a real estate agent. You can visit Vanessa's website for GS at <http://www.gsemantics.com/>. Frank, from Las Vegas, NV, is president and founder of Residential Resources, Inc., a market research service for real estate developers, and owner of Efelen Marketing Services. Sandra Pate, D.Phil, LCSW, Executive Director for The Center for Community Stabilization, lives in Rogers, AR, where she also has a private practice offering counseling to individuals, children and families, and marriage therapy.

Frank and Sandra joined IGS Board President Andrea Johnson and me at Read House for a new trustee orientation weekend in June, with Vanessa participating from Paris via phone for a few hours.

Vanessa, Frank, and Sandra are pictured below.



Mark Your Calendars for New York!

The annual Alfred Korzybski Memorial Lecture and banquet is now set for the evening of Friday, October 26th, at the Princeton Club in New York City. Leonard Shlain, MD, surgeon and author of recent books such as *The Alphabet vs. the Goddess*, *Art and Physics*, and *Sex, Time, and Power: How Women's Sexuality Shaped Human Evolution*, will present the 55th lecture in this series that began in 1952. Cost for the banquet and lecture will be \$90.00 for IGS members and their guests - [click here to make your reservations now](#). Cost to attend the lecture only will be \$25.00.

A day-long symposium will follow on Saturday, October 27th. Details will be communicated as soon as they are set.

Do you teach General Semantics?

One of the tasks undertaken by Marisa this summer is to update the Institute's directory of teachers. If you teach General Semantics in an academic setting, or as a component of a corporate, community, or organizational program, would you please contact Marisa (marisa@time-binding.org) with:

- your name and contact information
- where you teach
- the name of your course
- if you are willing to be listed in a published directory of teachers
- a copy of your syllabus, handouts, outlines, etc.

As we put more emphasis on using our website as a means to facilitate educational exchanges, we want to do a better job of keeping in touch with those of you who teach as well as providing you with more resources. Compiling and maintaining this directory is a step in that direction.

Speaking of the website ...

I'm very pleased to announce that, due primarily to a bequest from the Tillie R. and Robert North Trust, we are in the process of a major website redesign. By September, we expect to rollout several exciting new capabilities, including a completely new look, a much improved online store, blogs, multiple message boards, more fresh and dynamic content, and major new additions for online learning. If you would like to financially contribute specifically toward this critical initiative for the future, please contact the office.

Looking ahead ...

Thanks to the initiative and support of IGS member Mr. B.K. Parekh in Mumbai, India, Andrea Johnson and I will travel to India next fall to present seminars in Mumbai, Vadodara, Ahmedabad, and Anand from October 29th through November 5th. And then we will travel to Karachi, Pakistan for a two-day seminar November 8-9th at the invitation of Mr. Mian Ghani, father of IGS member Usman Ghani. We look forward to this special opportunity to introduce IGS programs to this region of the world.

Much closer to home, I will make a presentation at the Robert A. Heinlein Centennial conference in Kansas City next Saturday, July 7th. And for those of you who teach English or live in the New York area, IGS will again host an exhibit booth at the National Council of Teachers of English (NCTE) annual convention from November 16-18th in New York City at the Javits Convention Center. Look for Booth #153.

Don't forget that even before we rollout the new website, there are still lots of goodies on the current www.time-binding.org, including:

- ["Follow me ... I'm thinking ..." t-shirts](#)
- [Video excerpts from the 2006 "Making Sense" conference](#)
- [New video and audio selections](#)
- [Special member pricing on selected books ... *but hurry!*](#)

I conclude with a special thank-you to those of you who have promptly renewed your membership during the first half of the year. And we especially thank the 71 of you who have been able to join or renew at the \$100 level or above.

Best regards,



Steve Stockdale
Executive Director