

Meet Kristen Harford, IGS Office Manager

Kristen Harford is now working part-time as the Institute's Office Manager. She handles the day-to-day tasks dealing with processing book orders, updating memberships, tracking the finances, etc.



"I'm excited to be working for IGS," Kristen said. "I look forward to continuing to learn general semantics and hope to help IGS introduce general semantics to others."

Kristen graduated from Texas Christian University (TCU) in Fort Worth in 1999 with a journalism degree. She is going back to school this fall to begin work on a Master's degree and teaching certificate. Kristen has experience in public relations, retail, human resources and marketing. She has produced and written newsletters and also has volunteered with several local non-profit organizations in Fort Worth and Oceanside, CA. Kristen and her husband, Dave, a teaching golf professional, live in Fort Worth with their two Labrador retrievers.



Have you moved recently? Do we have your email address? Please remember to update the IGS office with any changes in your contact information. It costs us a minimum of \$.70 for each issue of *ETC* or *Time-Bindings* that the Post Office can't deliver and gets returned. Drop us a line, shoot us an email, or give us a quick call.

Report from the IGS/Alverno College Seminar-Workshop

The Institute and Alverno College again partnered in July for a week-long seminar-workshop, known to Alverno students as Advanced General Semantics (PCM 449). Eleven Alverno students participated in the class, worth 3 semester hours of academic credit: Lori Andritsos, LaShona Boyd, Jennifer Gotto, Amy Hoffmann, Melanie Johnson, Meghan Newton, Tristana Nordstrom, Leslie Shippee, Mitdara Thippanya, Jodi Torkelson, and Janet Tutkowski.

Tracy Stockwell, who will succeed recently retired Andrea Johnson at Alverno, also participated.

Nine other non-Alverno students also joined us for the week: Maureen Cervantes, a high school English teacher from Keller, TX; Michael Fuhlhage, who teaches journalism and GS at the University of Missouri School of Journalism; Ben Hauck, from Astoria, NY; Arno Joentgen and Sabine Beilke from Aachen, Germany; David Lymburner from St. Joseph, MI; Dick Richards, a retired math teacher from Murrells Inlet, SC; Ray Sutton, a software programmer from Aurora, CO; and Andres Vialpando from Millerton, NY.

The teaching staff included IGS Trustee Milton Dawes from Montreal, IGS Board President Andrea Johnson, and IGS Executive Director Steve Stockdale. Trustees Jackie Rudig (Milwaukee) and Gregg Hoffmann (Westby, WI) made special teaching appearances to discuss map/territory relations (Jackie) and media literacy (Gregg).

Immediately following the Seminar-Workshop, the Institute welcomed six more members for a weekend 'refresher' seminar: Dr. Abdul Salaam and his wife and daughter from Chicago; Trustee Phil Ardery from Louisville, KY; and Darcy Buelow and Carol Chartier from Milwaukee.



Read House Update

As much as we'd like to shout out, "We've moved!" ... we haven't, as of August 7th. We lost almost two weeks of schedule due to a high-voltage electrical issue that required completely disconnecting the service from the building. That's behind us, and we're literally days from taking possession. Our mailing address, fax and phone numbers will all change, so be on the lookout for the new contact information.

Despite the various delays and frustrations, our new home will serve us well and provide us with a facility that we can all take pride in.

Sep 23-25: Read House Dedication, Fort Worth, TX

Now is the time to make your plans to join us for a weekend of celebrating and remembering time-binders past and present as we dedicate Read House.

Special group rates of only \$79/night, plus tax, are offered by the SpringHill Suites, a Marriott property. We have a limited block of rooms set aside so don't wait to make your reservations. Call now, 1-888-287-9400 or 1-817-878-2554, and tell them you're with the General Semantics group.

Friday evening we'll have an Open House with appetizers and drinks. On Saturday morning the Trustees will hold their quarterly Board meeting. Throughout the day, others can browse the facility or take advantage of the fall weather to visit some of the museums and other cultural attractions in Fort Worth. Saturday evening we'll host a catered dinner at Read House and officially dedicate the new Institute's home. Sunday morning we'll have an informal brunch and allow more time for visiting and perusing the facility.

The Institute will not charge for the Read House dedication celebration, but we will accept donations. We do ask that you please let us know if you are coming as we will have to commit to catering numbers in just a couple of weeks. Please call us at 817-886-3746, email the office at igs@time-binding.org, or mail us a note to IGS, PO Box 1565, Fort Worth, TX 76101.

We're sorry to report the death of long-time IGS member Stewart W. Holmes, Ph.D. Stewart attended five IGS seminar-workshops from 1940-1954, and taught at The Citadel in South Carolina. He authored several books on language, grammar, Zen Buddhism, and poetry. A frequent contributor to *ETC* (including the very first issue in 1943), he was profiled and featured in the Spring 2002 issue, Volume 59 Number 1.

Mark Your Calendars

Oct 27-29: GS Teaching Conference, Las Vegas

In order for general semantics to become more prevalent in classrooms (at all grade levels!), we need to regularly get together and share curricula, demonstrate techniques, learn from each other, and brainstorm new methods and approaches. This Teaching Conference will begin the process of developing a systematic approach of introducing GS to specific audiences via specific means and methods.

Among the topics and activities to be discussed:

- "Best Practices" by current teachers
- how to talk about general semantics
- mentoring aspiring teachers
- how to introduce specific formulations and principles across the grade levels, across the curriculum
- exchange outlines, curricula, lists of formulations, etc.

The Gold Coast Hotel and Casino will host our conference, with a special group rate of \$219 plus tax for all three nights (\$50/night for the 26th and 27th, \$119/night for the 28th). Please call the hotel directly for room reservations: 1-888-402-6278.

IGS registration fee for the conference is just \$120 per person, which will include breakfasts, lunches, and refreshments. The registration fee should be paid directly to the Institute and may be charged via our online store at www.time-binding.org/store.htm under "Events."



General Semantics at TCU

IGS Executive Director Steve Stockdale has been invited to teach a course in General Semantics at Texas Christian University in Fort Worth this fall. The course is offered to seniors and graduate students in the Department of Communication Studies. Nineteen students are currently enrolled with the class scheduled to meet Tuesday afternoons beginning August 30th.

Steve will also teach an evening continuing education class at TCU, "Creating Order from Chaos," described on the TCU website, www.tcu.edu, under Extended Education | Course Catalog | Personal Development | Course Code F05852.

Increments of IGS News

- ❖ **IGS mentioned on NPR** — On the July 1st Diane Rehm show, produced by WAMU in Washington, D.C. and carried nationally by National Public Radio, the Institute was mentioned. Diane's three guests discussed "Political Language" and included noted professors and authors Deborah Tannen and William Lutz, as well as *Washington Post* journalist Mark Leibovich. Steve Stockdale, IGS Executive Director, sent in an email that was read by Diane on the air:

Here is an interesting email from Steve, who's the Executive Director for the Institute of General Semantics. He says: "These kinds of panels invariably concentrate on the 'supply side' of political talk—the spin, the propaganda, the doublespeak. Seldom does anybody bring up the listeners' or readers' individual responsibility to critically, sometimes skeptically, evaluate the messages they hear and read. Why isn't there more emphasis on educating people as critical thinkers and evaluators?"

Leibovich responded:

I think that's a fantastic point. I mean, it's one thing to talk about responsibility; it's another thing to talk about ability. Quite frankly, you really, really need to think and listen hard to actually see and recognize a lot of the rhetoric that is coming your way.

The fact that the panelists didn't really, really address the question underscores the need for the critical evaluating skills that the study and application of GS often enables.

- ❖ **IGS mentioned by Charley Reese** — King Features Syndicate writer Charley Reese devoted his August 3rd column to general semantics. He referred to the article in the July issue of *ETC: A Review of General Semantics*, from the book by Gordon Livingston, *Too Soon Old, Too Late Smart*, titled "If the Map Doesn't Agree with the Ground, the Map is Wrong." Reese gave this ringing endorsement: "I heartily recommend general semantics for mind stimulation. You can reach the institute at www.time-binding.org or at P.O. Box 1565, Fort Worth, TX 76101. Since we have just this one life, we should try to make it as rich, as interesting and as productive as possible. We all have a part to play in what an old Hollywood studio used to call the *passing parade of human progress*."

Postscript: On August 6th, we received a card in the mail addressed to "The Mind Stimulation Institute."

- ❖ **Time-Binding Message Board** — If you haven't checked out the Message Board on the IGS website, you're missing some stimulating and thought-provoking discussion. With over 160 registered users and growing each week, this forum offers a means for intra-generational time-binding around the world. You can choose to go online to read the posted messages, or you can elect to receive new messages by email. To get started today, select **Message Board** from the IGS home page, or go directly to: <http://www.time-binding.org/boards.htm>.
- ❖ Former IGS Assistant Executive Director Jennifer Carmack has continued to support the Institute on a part-time basis. In preparation for the move to Read House, Jennifer has carefully catalogued, sorted, and packed over 2,000 books in the library. After helping us complete the move, Jennifer plans to work on specific IGS projects.
- ❖ **What can you do to promote general semantics and the Institute?**
 - Give a Gift Membership to a friend, family member, or colleague for just \$32.
 - Send us the name and address of a potential supporter and we'll send them an information packet, including a complimentary issue of the *ETC* journal.
 - Ask for a packet of brochures and bookmarks to distribute at conferences, social club meetings, schools, etc. The materials are free; contributions to recover shipping and handling costs are gladly accepted.
 - Does your local library subscribe to *ETC*? Does it have copies of the leading GS books? If not, why not donate a subscription or a book?
 - Look for opportunities to write a "Letter to the Editor" of your local newspaper to emphasize the need for critical evaluating of current events, and mention GS and the Institute.
 - If you belong to other professional organizations that publish newsletters or journals, look for articles we might reprint in *ETC*, and look for articles in *ETC* that you can recommend for reprint in other journals.
 - Financial contributions over and above your annual membership dues, and donations made specifically to our Capital Campaign endowment are tax-deductible and always greatly appreciated.
 - Share your suggestions, recommendations, and "what ifs?" with the office.

IGS News At-a-Glance

- ❖ Kristen Harford has joined IGS as part-time Office Manager.
- ❖ The IGS/Alverno College Seminar-Workshop provided 21 participants with a week-long immersion in general semantics education. Six additional members joined the group for a weekend 'refresher' seminar.
- ❖ Read House is now just days away from completion, with the IGS office staff completing preparations for the move.
- ❖ Make your plans now to attend the long-awaited Read House Dedication Weekend, September 23-25, in Fort Worth.
- ❖ Make your plans now to attend the IGS Teaching Conference in Las Vegas, October 27-29.
- ❖ Long-time IGS member and author Stewart W. Holmes died in February.
- ❖ IGS Executive Director Steve Stockdale will teach a course in General Semantics to seniors and graduate students in the Department of Communication Studies at Texas Christian University.
- ❖ The Institute and general semantics recently received national exposure on *The Diane Rehm Show* (National Public Radio) and in the Charley Reese syndicated newspaper column.
- ❖ The online Time-Binding Message Board has over 160 users and offers a forum for stimulating discussion of issues related to general semantics and critical evaluation.
- ❖ Former IGS Assistant Executive Director Jennifer Carmack continues to support the organization.
- ❖ You can help support the Institute and general semantics ... see page 3 for details.

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