

ILEAD

Newsletter • Institute for Lifelong Education at Dartmouth • Spring 2012



President's Corner

After six months of extensive research, the development of several focus groups, interviews with interested parties throughout the area, and a detailed survey completed by an exceptionally high percentage of the membership,

ILEAD's Strategic Plan was approved by the Leadership Council at its June, 2011 meeting.

Over the ensuing six months, several task groups were organized to begin implementing the action plan to achieve five over-arching goals: 1) Enhance ILEAD's excellence in programming and program delivery; 2) Create a more proactive relationship with Dartmouth College; 3) Increase outreach to the community and partnering with other institutions; 4) Strengthen ILEAD's infrastructure; and 5) Develop an integrated technology strategy.

The task groups presented the results of their studies and recommendations to the Planning Committee in December, 2011, and the recommendations were approved by the Leadership Council.

Many of the ideas and recommendations have already been implemented, or will be implemented over the next several months. In the curriculum area, and in direct response to the membership survey, the number of short-format courses (those of five sessions or less) was increased. This resulted in 21% more people taking a short-format course this year.

During the winter term, the first of a number of courses related to local businesses was instituted. The initial course in this area focused on *The Valley News*, and guest speakers included the newspaper's editor and a well known columnist. Another experiment in the winter term was a two-day, weekend art course held at AVA Gallery in Lebanon. Both of these experimental courses were very well attended. It is expected there will be additional collaboration with AVA in the future.

Continued on Page 3

Summer Lecture Series Follows Corruption with Polarization

ILEAD's award-winning Summer Lecture Series will focus on political polarization, a rigidity that stresses party doctrine, while



holding hostage the more critical issues that continue to plague our nation. "Both parties are guilty of 'following party lines,' instead of voting their conscience or even representing their respective constituencies" says ILEAD President, Pete Bleyler. "Putting party above country is one of the most disturbing issues facing America today."

The Summer Lecture Series, under the title "Polarization: A Dangerously Divided America" will begin July 11 and run as usual on consecutive Wednesday mornings through August 22 in Spaulding Auditorium. The topic's timeliness has attracted substantial attention and a number of national figures including Senator Russ Feingold, Gallup President Frank Newport, and ten other experts on the Presidency, the Supreme Court, the national economy, and more.

The objective of this year's series is to look at the reasons, trends and arguments that have brought our nation to a virtual governing standstill, while awaiting results of its end-of-year elections. "We will not try to lay blame," says Bruce Macdonald, Lecture Series Chair, "but attempt to examine the underlying reasons for a current doctrinaire rigidity that favors 'kicking the can down the road,' to avoid critical issues, rather than dialoguing across party lines and compromising where appropriate, in the search for bipartisan solutions.

Continued on Page 2

Dates to Look Out For:

Tanglewood

All Mozart program
Sunday, July 22, 2012

Fiddler on the Roof

Weston Playhouse
Saturday, August 25, 2012

Marlboro Music Festival

Sunday, August 5, 2012

Fall Term

Sept. 17- Nov. 9, 2012

Summer Series (cont.)

As a result, debt ceilings, entitlement programs, budget cutting, stimulus programs, and defense spending are all allowed to 'just lie there' for another ten months, while indecision reigns and daily lobbying and fund-raising continue to be the most important business for our elected representatives in Washington."

After last year's Corruption program, many members asked 'what's next?'

We all knew this year's series would run during the midst of the political campaign, but it didn't seem smart to try and compete with all the media outlets, tracking each day's breaking news. The answer was to search out the source events which precipitated the current contentiousness and non-cooperation between parties. Members will not want to miss this fascinating exploration into where and how the internal bitterness began, and why it might be so difficult to combat.

The office will advise all ILEAD members as soon as tickets are available.

-Bruce Macdonald, Chair

ILEAD's CAMPION AWARD

Take a look at the bookshelves or mantelpieces of more than twenty very special ILEAD members. There you might find a handsome objet d'art of heavy solid glass with the inscription, "Thomas B. Champion Award for Exceptional Service".

A little bit of history - Tom Champion was LEAD's first president, and he skillfully steered the fledgling organization during its founding and first two years. In his honor, ILEAD created the Thomas B. Champion Award for Exceptional Service. The first award presentation was made in 2002 to 10 ILEAD members, primarily founders plus Steve Calvert, "the spark-plug" that brought ILEAD into

existence. Those recipients were: Ginia Allison, Bill Anderson, David Bisno, Wayne Broehl, Steve Calvert, Miriam Carreker, Mid Davison, Pauline Field, Lisa King, John Lincoln, and Joe Medlicott. In each successive year, one or two recipients have been selected who demonstrate a high standard of giving outstanding service to the organization.

Recipients are selected by a special award committee. Stay tuned for this year's annual meeting in May when the 2011-12 recipients will be named and appropriately honored.

-Hank Buermeyer



Tom Champion, founding chair, ILEAD's first president and pilot program study leader.

Japanese Contingent from Mitsubishi Visits ILEAD



In early February, ILEAD had the pleasure of a second visit by Tomoo Matsuda, a senior project manager with the Platinum Society Association of Mitsubishi Research Institute, and several of his colleagues.

The Platinum Society was founded on April 1, 2010, to develop environmentally sustainable, human centered communities for healthy elderly people. According to Tomoo, a

staggering 23% of Japan's population is over 65, compared to only 13% in the United States.

Tomoo last visited ILEAD, Kendal, and Dartmouth in 2010 to study our approach to living and learning in retirement. He selected ILEAD after he reviewed our website and course catalog. He was impressed with ILEAD's wide variety of courses and noticed that a course might be taught by a retired diplomat.

Tomoo and his team recognize that seniors need challenging intellectual stimulation to help maintain good health. They identified several key factors in

Continued on page 3

SUCCESSFUL PILOT COURSE

The winter term course "Interviewing the Valley News" served two purposes: It provided study group members the opportunity to interview key staff of the Valley News and learn a great deal about the inner workings of the paper, and it served as a "pilot course" for future offerings about "The Work of the Upper Valley," with a focus on leading local businesses.

Two of our six sessions were devoted to interviewing Publisher Mark Travis and Editor Jeffrey Good, who won the 1995 Pulitzer Prize for editorial writing while

he was with the St. Petersburg Times. They discussed the "future" of the Valley News and its plans on converting to a new computer system as well as making significant improvements to its web site. Good asked and answered the question, "What role will the Internet play in what has traditionally been an ink and paper enterprise?"

We were able to interview Local News Editor Marty Frank, Photo Editor Geoff Hansen, Sports Editor Don Mahler, Reporter Aimee Caruso, Columnist Jim Kenyon, Close-Up Editor Anne Adams, Sunday Editor Ernie Kohlsaat, Editorial Page, Editor Kathryn Stearns, Advertising

Director Rich Wallace, and Circulation Director Jim Carey.

One of the highlights of this course was a field trip to the Valley News where we interviewed head pressman Jason Libbey and observed an actual press run.

Many thanks to the Valley News for allowing us such intimate access to the paper and many of its key players.

The Curriculum Committee will be looking to build on the success of this program by offering similar programs in "The Work of the Upper Valley" series.

-Hank Buermeyer

A First Hand Look at Modern China



Participants in ILEAD's spring 2012 course on Modern China got a sweeping overview of the country's meteoric rise to world power from centuries of a peasant agricultural based economy suffering from domination and humiliation by outside forces.

John Ferries is leading the discussion on how this phenomenon came to be. And he is well qualified to do so. His first hand knowledge of the country came about through his experience as an advertising executive. He rose to become President/CEO of the International operations of BCom3, the fourth largest communications group in the world. Prior to that, for eight years he and his family lived in Brussels, Belgium, where John served as head of the company's European operations. There he had a chance to witness the destruction of the Wall in Germany, the demise of the Soviet Union, and the formation of the European Community.

He first went to China in 1985, creating a fully functioning advertising/media

company there to handle BCom3's multinational clients like Procter & Gamble, Mars, and General Motors. It was a time when China was like the Wild West, he recalls, and nobody knew anything about advertising, media, or even marketing. There was a lot of corruption and, in 1989, the Tiananmen Square uprising occurred. But it was also a time of brave decision-making by Deng Xiaoping and other leaders that set China on a bold, irreversible path to capitalism. Participants in the course had to keep their seat belts fastened as Ferries reviewed the astonishing growth of the world's most populous country, with its soaring manufacturing output of and voracious demand for raw material resources and consumer goods and services. For 13 years Ferries had travelled to China (more than 35 trips), working with Chinese business people, media, and government officials throughout their amazing transformation.

At the end of the Modern China course, the class participants focused on the issue of what America needs to do to compete with or combat the growing threat of a strong and confident Modern China.

After retiring from BCom3, Ferries joined the faculty of Colby Sawyer College in New London as adjunct professor in the Business Department where he taught

courses in advertising, marketing, and consumer behavior.

A Dartmouth graduate, Class of 1959, he holds an M.B.A. from Tuck School. Ferries, who serves on ILEAD's Marketing and Communications Committee, says he was drawn to ILEAD after attending the annual Summer Lecture Series a couple of years ago.

John's wife, Donna, attended the 6-session course on Modern China too. Donna frequently accompanied John on his trips to China and the rest of Asia. The couple adopted two boys from Korea and a girl from Vietnam.

Another first for ILEAD is the location where the course is being held. Bursting at the seams at the D. O. C. House, ILEAD decided to branch out and try other classroom facilities in the Upper Valley. One of the locations they found is the Wilder Center in Wilder Village. Only two years ago it was converted from an abandoned church to a function facility by architect/developer David Clem of Lyme.

By popular demand, John Ferries will be offering this course again in the fall.

-Ed Janeway

Japanese (cont.)

ILEAD's program: offering a variety of courses, interactive communications, and enjoyment of campus life. Since his initial visit, Tomoo says he's made several presentations in Japan about ILEAD, Kendal, and Dartmouth and the interrelationship among the three institutions. He said he's become a "super advertising agency for ILEAD." As a result of Tomoo's work, Mitsubishi plans to build a continuing care retirement community near a suburban city in Japan that has a strong university presence. As Mitsubishi continues its work on this project, Tomoo hopes to schedule another visit to ILEAD, perhaps with as many as 50 of his colleagues. We'll keep you posted as Mitsubishi's plans develop.

- Ann Hargraves

Don't forget our Annual Meeting!

Thursday, May 24, 2012
at the Fireside Inn
& Suites



Local author and NPR personality, Willem Lange is this year's guest speaker.

His speech is titled:

"New Hampshire and Vermont: Side by Side and Worlds Apart"

President's Letter (cont.)

In the Outreach and Partnering area, besides the AVA Gallery collaboration, discussions are currently underway with Hypertherm, The Center for Cartoon Studies, and The Dartmouth/Hitchcock Aging Resource Center for joint projects or courses.

Taking advantage of expanded technology in the classroom, experiments were conducted using blogs for additional course work between sessions, using skype to beam in a study leader who was out of the area, and video-taping a class for future viewing either online or in group settings.

With a goal of creating a more proactive relationship with Dartmouth College, quarterly meetings with the Provost office will be held to discuss both operational and strategic issues. Thanks again to all of you who participated in this effort. ILEAD will be a much improved organization as a result of all of your hard work.

- Pete Bleyler

ILEAD

Institute for Lifelong
Education at Dartmouth



Photo by Jonathan Vincent

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UPCOMING LECTURES

May 17, 2012

*"African Witchcraft:
An International Health Dilemma"*
Speaker: Norman Miller
3 PM @ 028 Silsby

May 22, 2012

"The Arab Spring: One Year Later"
Speaker: Greg Gause
4PM @ Filene Auditorium

June 6, 2012

*"Money Is Crippling Our Democracy
And Risking America's Greatness"*
Speaker: John Rauh
3 PM @ Filene Auditorium

Lisa's Corner



Dear ILEAD
Members and Friends,

Please remember to always go to ILEAD's website (www.dartmouth.edu/~ilead) and look under special lectures, study & travel trips, as well as special events. You don't want to miss out on all the wonderful opportunities we are bringing to you. So, please go to ILEAD's website. Also, ILEAD is looking for fall photos that can be used for our publications, such as the course catalog and newsletters. **Please submit to ILEAD@dartmouth.edu by June 1, 2012**