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.

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.

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Dates to Look Out For:

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<th>Event</th>
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<tr>
<td>Tanglewood: All Mozart</td>
<td>Sunday, July 22, 2012</td>
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<tr>
<td>Fiddler on the Roof:</td>
<td>Weston Playhouse, Saturday, August 25, 2012</td>
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<tr>
<td>Marlboro Music Festival</td>
<td>Sunday, August 5, 2012</td>
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<td>Fall Term</td>
<td>Sept. 17 - Nov. 9, 2012</td>
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LEAD's Campion Award
Take a look at the bookshelves or mantelpieces of more than twenty very special LEAD members. There you might find a handsome objet d’art of heavy solid glass with the inscription, “Thomas B. Campion Award for Exceptional Service.”

A little bit of history - Tom Campion was LEAD's first president, and he skillfully steered the fledgling organization during its founding and first two years. In his honor, LEAD created the Thomas B. Campion Award for Exceptional Service. The first award presentation was made in 2002 to 10 LEAD members, primarily founders, plus Steve Calvert, the “sparkplug” that brought ILEAD into existence. Those recipients were: Gina Allison, Bill Anderson, David Bisno, Wayne Broehl, Steve Calbert, Muram Carreker, MD, Davidson, Pauline Field, Lisa King, John Lincoln, and Joe Medlicott.

In each successive year, up to 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

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 Mitsubishi Society, Association of Mitsubishi Research Institute, and several of his colleagues.

The Platinum Society was founded on April 1, 2010, to develop an extensive exchange program between the United States and Japan. In total, approximately 150 U.S. and Japanese professionals have participated in the exchange.

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

-Bruce Macdonald, Chair

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, cutting, stimulus programs, and defense spending are all allowed to ‘just lie there’ for another ten months, allowing us such intimate access to the company there to handle BCOM’s multinationals 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 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 through-out their amazing transformation. At the end of the Modern China course, the class participants focused on the issue of what America needs to do compete with or combat the growing threat of a strong and confident Modern China. After retiring from BCOM, 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-sessions course 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 campus facilities. 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

Presidents 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. The team 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 current 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
The Norwich Bookstore is now a provider for ILEAD textbooks!!!

Looking for a book for an ILEAD class? Call the Norwich Bookstore 802-649-1114

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