

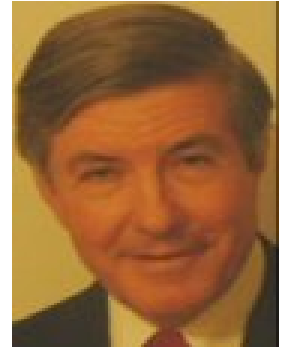


## March 2009 Highlights

- **Dr. Andreas Stark, PhD, winner of national "Texty" Award.** Article by Guest Author Dr. Don Mitchell, JD/DBA
  - **Edmund Cigale Article: Transpersonal Psychology**
  - **Rushmore FAQ**
  - **Rushmore's Dr. Domenic Cianflone Launches New MBA Program in Strategic Management Accounting**
  - **Grants/ Educational Opportunities** as furnished by The World Bank and VDIC
- 

## Online Studies Lead To Prize Winning Textbook: Dr. Andreas Stark, PhD Wins "Texty" Award

Dr. Donald W. Mitchell, JD, DBA/ Harvard



Don Mitchell

While reading about prize-winning performances, it's easy to make incorrect assumptions about how easily the winner achieved those results. In reacting to recognized brilliance, too many assume that the pathway to great success is closed to them . . . even when it isn't. In fact, many people are very close to greatness . . . and don't realize it.

I recently ran across an example of that kind of potential misunderstanding when a student of mine gained wonderful recognition that greatly surprised him. Let's take a look at his perceptions and experiences as a way to help you understand how you too can gain and be recognized for excellence beyond your expectations.

Here's the background: **Seismic Methods and Applications: A Guide for the Detection of Geologic Structures, Earthquake Zones and Hazards, Resource Exploration, and Geotechnical Engineering** (Brown Walker Press, 2008) by Andreas Stark, Ph.D. was honored in March 2009 by the Text and Academic Authors Association with its 2009 Textbook Excellence ("Texty") Award for college-level physical-science books. The Texty is the top award for a college textbook published in the United States. Earning the award means that a college text has impressed the very best people in that academic field.

If readers of the award announcement didn't already know Dr. Stark, they might begin searching for his name on lists of the faculties at universities with top geology departments such as MIT, Cal Berkeley, and the University of Wisconsin. If that search didn't turn up Dr. Stark's name, the search might then be directed to the faculties of universities with great geophysics departments such as Cal Tech and Stanford University.

Those searches wouldn't locate Dr. Stark. Why? Because Dr. Stark isn't on any university's faculty. Instead, he leads a geophysics consulting and training firm, Clasina TerraScience Consultants International Ltd., based in Calgary, Alberta, Canada.

In his leadership role at Clasina TerraScience Consultants, Dr. Stark gained

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16 years of valuable experience in helping those involved in oil-and-gas exploration and development to understand the most useful ways to apply seismic methods. He had long dreamed of turning his training course notes and handouts into a text and earning a doctorate. Being curious about ways for students to be more successful, Dr. Stark also wanted to perform applied research to describe how risk-management decisions could be improved by petroleum exploration-and-production companies as well as businesses in other industries.

Occupied by a busy career going in his late fifties, Dr. Stark needed to shoehorn those dreams into very little spare time. For Dr. Stark, it seemed like a natural choice to select a university for his studies that would encourage and direct him to stretch his talents to the utmost while granting him considerable leeway in how he accomplished his difficult academic tasks. His investigations convinced Dr. Stark that Rushmore University was the right choice for him.

During his very first Ph.D. course, Dr. Stark discovered a whole new world of opportunity -- creating training and text materials aimed at being useful for millions of people around the world. In light of this newly perceived opportunity, Dr. Stark decided to turn his original dissertation concept into two planned dissertations: one for each of the two doctorates that he has studied for.

The first doctorate led to a dissertation that provided the most comprehensive college text and professional reference concerning seismic methods and their applications in the petroleum industry. With relatively few changes, that dissertation was soon published as the award-winning text book mentioned earlier.

Dr. Stark continues to work very hard on preparing his second dissertation, one that is built on deeper, more mathematical, research to earn another Ph.D. for applying stochastic processes, risk analysis, and neural networks in business decision making. Naturally, the Texty makes it likely that the second dissertation will also find a publisher and gain interest from the academic community. This second book will be aimed at a broader audience than the recent award winner.

Looking back at how he reached this success, Dr. Stark shared with me the large role that apparent chance played in turning what seemed to be setbacks into major advantages. Here are two examples:

After finishing studies at the Lyceum (somewhat equivalent to North American high schools) in his native Amsterdam, Dr. Stark's family emigrated to Canada in search of better opportunities. Due to Canadian immigration policies then, Dr. Stark wasn't permitted to begin college right away. Instead, he took a job as a manual laborer for two years on a seismic crew. Little did he know that was the beginning of a career in geophysics, beginning from the ground up (and down).

His career initially advanced upward like an uncapped oil well gusher. By 1992, he was the Director of Geophysics and General Manager of an international geo-science software company. In the industry downturn then, however, he soon found himself once again working as a geophysicist. Rather than being a setback, this was a blessing in disguise as Dr. Stark gained tremendous experience in training and technology transfer, skills that helped him launch his consulting firm a little later and that also contributed to his superb text-book writing.

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Many people lack just a few morsels of knowledge to become much more successful. Because others can usually see our circumstances more clearly than we do, it's helpful to have an advisor. One great thing about Ph.D. programs is that candidates work closely with one or more advisors who help them shape their research and writing in ways that will make the work more valuable to them and to others.

During his doctoral studies, it has always been clear to me that Dr. Stark is rich in knowledge of his subject and how to share his knowledge. However, he initially lacked a sense of what the market might be for that knowledge. By carefully studying the potential uses of his work, Dr. Stark was able to appreciate for the first time that he could create an educational and industry standard resource that would put him in the forefront of trainers around the world. To do so required shifting his examples a bit and adding perspectives that would help those who aren't geologists and geophysicists to understand the lessons. These add-ons were modest tasks compared to helping geophysicists (and those in training to do that work).

I asked Dr. Stark to tell me about his reactions to the success his first book has enjoyed. Here is what he had to say:

***I was rather happily surprised that the work received this award. I knew I had written a good book, but never in my wildest dreams imagined that it would win this award. Needless to say I am quite thrilled.***

I then asked Dr. Stark to share his perspectives on what he has accomplished, why he was successful, and what may come next:

***It should be pointed out that this book took only one year to write, but that the make-up of this text was an accumulation of at least sixteen years of refining and testing course materials. It is hoped that this text will benefit many young people who have an interest in the physical sciences and who would like to get a basic understanding of the subject before embarking on a course of study in the field of geophysics. My students have given me very good feedback so far.***

***The book is also intended to serve the business community as it will give a good basic introduction into the procedures being used in trying to find oil and gas and therefore helps the investor better understand the risks he is entering into.***

I also asked Dr. Stark to talk about the lessons for others who might seek to duplicate his experiences:

***If there is any lesson that budding authors can learn from my experience in writing this book, it is that one has to be dedicated, has to be focused and has to have faith and the intent to provide help for others in the form of written communication that is of higher importance than the monetary payoff itself. Also it takes lots of hours of hard work to develop and complete.***

***Never lose sight of the fact that we are all here to serve and help each other and that rewards will come in many forms. As the current economic crisis clearly shows, when the focus***

*is on greed it will only lead to disaster.*

Although Dr. Stark doesn't say it, a humble heart and mind seem to help.

What do you already know how to do well that can be turned into great advantages for you and for those who benefit from your knowledge and hard work?

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## Edmund Cigale Article Published

Congratulations to Rushmore student Edmund Cigale, who has now seen his article on Transpersonal Psychology published in the noted Scientific Journal, **EJOP, Europe's Journal of Psychology**. Several months ago, Edmund was notified that he would be published, and it is now available. Congratulations!

[http://www.ejop.org/archives/2009/02/the\\_value\\_of\\_th.html](http://www.ejop.org/archives/2009/02/the_value_of_th.html)

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## Some Simple Rushmore Guidelines--FAQ

From time to time, we get questions from students which we think have clear answers on the website, but—for whatever reason---may have not been made clear and need to be readdressed. We're going to put these in the form of FAQ—**Frequently Asked Questions**—and discuss several of them.

**Q:** What's the latest status of Rushmore's **accreditation** effort?

**A:** This is an ongoing process. The first Degree Program has been submitted, and should receive comments shortly. We will continue to update you through this Newsletter and through the Rushmore Blog as changes occur.

**Q:** I've been **registered** for Rushmore since 2002 (or 2003, 2004, etc.) and I haven't completed my degree. Have I lost the money that I paid?

**A:** Absolutely not. Your earned credits never expire at Rushmore. We may seek a small increase in cost per credit hour to complete the program, but any earned credits never expire, and you can start up your program where you ended it.

**Q:** I paid for my program several years ago, and **didn't complete it**. I'd like a **refund** of my fees now. Is that possible?

**A:** No, unfortunately, it is not. We would much prefer to see you complete your program of study. Rushmore backs its program with the **clearest guarantee online...within the first 30 days, you may receive back all the funds you have paid for your degree program...but after that 30 day period, the funds paid will be credited to your account. You never lose this money that you have paid in, but it is not refundable after the 30 day**

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timeframe.

**Q:** I'd like to get additional **copies of my Diploma and Transcripts** sent to me. Can that be done?

**A:** Of course. There is a small fee for the cost of production and either mail or courier charges, but we are always **happy to send you additional copies of your degree or your transcript**, or to send copies of them to others upon your written request. Notify: Director of Admissions and Records Dan Dolejs at [admissions@rushmore.edu](mailto:admissions@rushmore.edu).

**Q:** I'm getting ready to **publish my Dissertation** as a book. Can Rushmore publish it for me?

**A:** Rushmore does not publish books. We do have several Faculty members who can assist in that regard, however. Contact the **Dean's office** at [dean@Rushmore.edu](mailto:dean@Rushmore.edu).

**Q:** Can the Editing Group at Rushmore help me with **editing my book**?

**A:** Laurel Barley, our Chief Editor, will assist any student possible with the editing of materials. Contact her directly at [editor@rushmore.edu](mailto:editor@rushmore.edu) to determine her **availability and pricing** for editing services.

**Q:** I'm unclear as to why the Editor has told me that too much of my work has been copied. **Can you be clearer as to what I can copy and what I cannot copy?** Isn't everything that I'm writing someone else's idea, anyway?

**A:** Great question. Is everything that you're writing someone else's idea? Probably not... at least we hope not. The laws concerning plagiarism are clear---but evolving---as the process of protection of Intellectual Property becomes more and more challenging. **If in doubt, don't copy any ideas or text.**

The key premise of Rushmore is that you will read and review the text, develop your own ideas or use for what the author has presented in either a personal or professional context, and write a paper which demonstrates or illustrates your understanding of the material. In other words, you are not telling your Advisor or Professor what the book is saying---that is what is typically called a "Book Report" and is not what Rushmore is all about.

What you are demonstrating in your paper to your Advisor or Professor is that you understand the basic premise(s) of the book by implementing the ideas communicated in the text. To that point, we should also mention that multimedia projects are becoming more and more accepted not only at Rushmore, but in other venues. Many businesses, for example, now develop their business plans not in traditional business plan format, but in PowerPoint Presentations.

Rushmore accepts many different types of Intellectual Property for graduate credit. The school believes that the presentation of multimedia projects such as CDs, DVDs, Games, written Texts, online postings, etc., help to build both the library of knowledge and the skills that our students will find most useful in the future.

As to the concept of "too much material quoted." **Fair Use guidelines generally have been adjudicated as acceptable levels of 150 to 200 words (maximum) may be used from any one source, as long as the source is attributed.** If you exceed this standard, your paper may be returned as having "too much material quoted." The responses to this have ranged from "I'm not copying anyone," to "I'm seriously confused as

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to what you're quoting." The answer to this is clear: simply reword the quotes using your own words, or explain the concept in ways which do not specifically rely on quotes.

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## Rushmore's Launches MBA Program in Strategic Management Accounting

Dr. Domenic Cianflone is pleased to announce the launching of the Rushmore MBA program in Strategic Management Accounting. Details on this tracked program will be released within the next few days on the [www.rushmore.edu](http://www.rushmore.edu) website as a "Unique Rushmore Program," but some of the specifics are as follows:

The MBA in Strategic Management Accounting combines the disciplines of management accounting and strategy. In this program, students will cover a variety of tools and concepts that assist management with the planning, coordination, motivation, and strategic directives of the organization.

This program has two main objectives. The first objective is to master the use of management accounting tools in decision making. The second objective is to apply such tools in assisting organizations in strategic decisions pertaining to product, customer, and market pursuits.

Taught and led by Dr. Dom Cianflone, the course will utilize teaching tools developed using real world case studies and will include areas of study including the following areas of expertise: management consulting, strategy formulation, supply chain operations, balanced scorecards, activity-based management, product life cycle costing, business development, financial reporting and analysis, leadership training and education, corporate governance, and staff recruitment.

A) The course will include video presentations prepared and presented in a classroom setting.

B) The course will cover sixteen specific Accounting modules over the span of study.

Dr. Cianflone holds several different degrees, including a B.Com. from Ryerson University in Toronto, an MBA from Heriot-Watt University (UK), and a PhD from Rushmore. In addition, he holds the prestigious designation of Certified Management Accountant and serves on the Board of Governors of CMA Ontario (Canada).

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## Grants and Educational Opportunities

This section of *The Rushmore Worldwide News* contains links to Grants and Educational Opportunity funding which may be available to you.

### UNU-IAS Fellowship Programmes

Contact **Editing** at:  
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Articles are accepted for publication from students, Faculty, and Friends of the University.

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Every year UNU-IAS offers PhD and Postdoctoral fellowships to provide young scholars and policy-makers, especially from the developing world, with a multi-disciplinary context within which to pursue advanced research and training that is of professional interest to the successful applicant and of direct relevance to the research agenda of their selected UNU-IAS or UNU-ISP programme.

The fellows are resident at UNU-IAS in Yokohama or UNU-ISP in Tokyo, Japan for the full term of the fellowship. This gives the PhD and Postdoctoral fellows the opportunity to gain from the broader research programme of lectures, seminars, workshops and conferences arranged by UNU-IAS and UNU-ISP. UNU's close institutional links with Japanese affiliated professors and visiting professors from key universities and think tanks in Japan also allows fellows to link into the broader Japanese academic and research community.

An essential part of the application for both the PhD and Postdoctoral fellowships is a research proposal outlining the intended work at UNU-IAS and UNU-ISP. Applicants are evaluated on the following criteria:

- (i) The research objectives of the applicant and the quality of the research proposal;
- (ii) the relevance of the research proposal to the ongoing or planned research activities of the applicant's selected Research Programme at UNU-IAS or UNU-ISP;
- (iii) the applicant's academic merit and the potential for successful research while at UNU-IAS or UNU-ISP.

The application deadline is 31 March 2009 (17h00 Tokyo time).

More information:  
[http://www.ias.unu.edu/sub\\_page.aspx?catID=6&ddlID=127](http://www.ias.unu.edu/sub_page.aspx?catID=6&ddlID=127)

### **The International Foundation for Science (IFS) Young Scientists Grant**

The International Foundation for Science (IFS) is accepting applications from young scientists in developing countries for IFS Research Grants to do research on the sustainable management, use, or conservation of biological or water resources. This broad statement covers natural science and social science research on agriculture, soils, animal production, food science, forestry, agroforestry, aquatic resources, natural products, water resources, etc. Applications are accepted all year and are to be made on an IFS Application Form.

Closing Date: Until filled

More information:  
[http://www.ifs.se/Programme/granting\\_programme.asp](http://www.ifs.se/Programme/granting_programme.asp)

### **Scholarships for the Master of Arts in International Development Studies Program at Chulalongkorn University**

A number of scholarships from the ASEAN Foundation and the Siam Cement Group are available for the 2009-2010 year Master of Arts in International Development Studies (MAIDS) Program at Chulalongkorn University in Bangkok, Thailand. Applicants must be nationals of selected ASEAN countries, have a Bachelor's degree in the Social

Sciences, have two years of work experience, and have proficiency in English (minimum TOEFL 550, IELTS 6.0, or CU-TEP 550).

Accepting Applications until March 31st, 2009!

More information: <http://www.ids.polsci.chula.ac.th/index.htm>

### **Opening – World Bank Scholarships and Fellowships for 2009**

The Scholarship Program and the Fellowships Program are vehicles for knowledge sharing and capacity building in the developing world. The Programs provide opportunities for graduate and postgraduate studies leading to masters and doctoral degrees in development-related fields for mid-career professionals from eligible developing countries.

- The Robert S. McNamara Fellowships Program (RSM Fellowships). Deadline: February 28, 2009.
- The Joint Japan/World Bank Graduate Scholarship Program (JJ/WBGSP), sponsored by the Government of Japan. Deadline: March 31, 2009.

Read more at <http://www.worldbank.org/wbi/scholarships/>

### **Global and regional Development Marketplace competitions invite proposals**

The 2009 Development Marketplace global grant competition is seeking innovative solutions addressing Climate Adaptation in three sub-themes. The call for proposals will be open from February 12 through April 9, 2009. Winning projects will receive a US\$ 200,000 grant for implementation over two years.

For more information, visit [www.developmentmarketplace.org](http://www.developmentmarketplace.org)

### **World Forestry Institute (WFI) International Fellowship Program**

WFI International Fellowship Program - term: 6-12 months - applications accepted year-round. The WFI Fellowship brings professionals in natural resources to conduct a practical research project at the World Forestry Center. In addition to projects, Fellows participate in weekly field trips, interviews and site visits to Northwest forestry organizations, research labs, universities, public and private timberlands, trade associations, mills, and corporations. The Fellowship is a unique opportunity to learn about sustainable forestry from the Pacific Northwest forestry sector, and to work with colleagues from around the world. Fellowships are open to any country, and there is a matching grant from the Harry A. Merlo Foundation. Over 70 Fellows from 23 countries have participated to date. Applications are accepted year-round.

For details, visit: <http://wfi.worldforestry.org/fellowship-1.htm>

### **Prizes for Rural Women 2009 - Call for Nominations**

The Women's World Summit Foundation WWSF cordially invites you to submit nominations for its 16th annual edition of the prize for women's creativity in rural life, honoring creative and courageous women and

women's organisations working to improve the quality of life in rural communities around the world.

Since inception of the prize program in 1994, 344 Laureates have been honored for their creativity (as of 2009 US\$1000 per laureate and US\$3000 for established organisations in Africa).

All laureates and their profiles are published on the WWSF web site: <http://www.woman.ch/home.php>. A travelling exposition and a global poster is giving visibility to all the prize winners.

Given your experience, interest and perspective with regard to issues of development, human rights, micro-credit, peace building and empowerment of women, WWSF greatly appreciate your participation and thank you in advance for sending your candidates. Prize winners will be selected from complete nominations that include all the required documents mentioned in the attached nomination guidelines. Incomplete nominations will not be considered.

Your candidates should arrive no later than 31 March, 2009 preferably by mail to the WWSF executive director, Women's World Summit Foundation, 11 Avenue de la Paix 1202 Geneva, Switzerland or email: [wrwd@wwsf.ch](mailto:wrwd@wwsf.ch)

<http://www.scidev.net/en/announcements/prizes-for-rural-women-2009-call-for-nominations.html>

### **IN.Wallonia-Brussels International Excellence Grants**


In a context of greater mobility and globalization, a new grant programme has recently been set up by Wallonia-Brussels International (WBI). This programme sets out to reflect the themes of the competitiveness clusters designated by the MARSHALL plan, a plan launched by the Walloon Region of Belgium. It is designed to allow our Universities to host university students from institutions of excellence abroad. An identical programme exists for graduates from Wallonia and Brussels who wish to study in a university of excellence abroad.

Applicants should hold a higher education diploma of Master's level delivered by a recognized foreign institution that is deemed to be equivalent to the Master's level by the Competent Authorities of Wallonia-Brussels.

Type of programme :

1- Grants of a duration of at least 1 year at doctorate or post-doctorate level. This aims to support the various competitiveness clusters of the MARSHALL plan, priority will be given to the following fields of study: transport and logistics, mechanical engineering, life sciences, agri-food industry, aeronautics – aerospace. Consideration may also be given to all other fields of study, human, fundamental or applied sciences. Applicants are welcome from all countries. All applications must be accompanied by the letter of intent or the admission letter of the host institution in Wallonia-Brussels.

Deadline for submissions : 15 March 2008 for periods of study during the academic year 2009-2010



2- Short term research grants of a duration of 1 to 3 months. This aims to support the various competitiveness clusters of the MARSHALL plan, priority will be given to the following fields: transport and logistics, mechanical engineering, life sciences, agri-food industry, aeronautics – aerospace. Consideration may also be given to all other fields of study, human, fundamental or applied sciences. Applicants from all countries will be given due consideration.

Deadline for applications:

For periods of study between February 2009 and May 2009 : 1st September 2009

For periods of study between June and September 2010 : 1st of March 2009

For periods of study between October and January 2010 : 1st of June 2009

For more information please visit

[http://www.wbi.be/cgi/bin3/render.cgi?id=0132992\\_article&userid=&lang=ln3&rubr=trad\\_en](http://www.wbi.be/cgi/bin3/render.cgi?id=0132992_article&userid=&lang=ln3&rubr=trad_en)

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