



# WSD Student News

FALL 1998

GRADUATE PROGRAMS  
IN WHOLE SYSTEMS DESIGN  
ANTIOCH UNIVERSITY SEATTLE

Phil Christian, Individualized student, recently presented his paper, "Insights from Performance Arts on Collaboration in Business," at the 42nd Annual Conference of the International Society for Systems Sciences. The Conference was held in Atlanta, Georgia in July. In his paper, Phil explores the notion and meaning of collaboration in a performing arts context versus a business team. He interviewed people from the business world and the music world and compared their ideas and opinions on collaboration and teamwork. From this he explored the factors that contribute to successful collaboration in music ensembles and looked at ways to apply this knowledge to business teams.



Although Phil is now in his Design Development phase, the idea and theory for the paper have been evolving since Immersion. From an incident in Immersion came an Independent Study exploring the concept of collaboration. His advisor, Farouk Seif, read the paper on collaboration and suggested that Phil try to get the paper published. Phil developed another Independent study on the process of submitting a paper to be published. The paper was accepted and Phil was invited to attend the conference as a presenter. The process of learning how to get published and then presenting his ideas along with people with Ph.D.'s from both academe and the business world has been an incredible learning experience and boost for Phil. His paper is on display in the Whole Systems Design library if you are interested in learning more about his collaboration theories.

While Phil was working on the paper he was still employed at US Web as a Senior Manager. The President of US Web read his paper and wanted to implement the ideas at US Web. Phil brought in a team of Whole System Design alumni, Burt Hopkins, Bill Patterson, Dave Hofeditz, and they began incorporating his collaboration ideas into the structure of US Web. Revenue quadrupled and the company grew 50% without any turnover. Phil claims the success with US Web was due to the philosophy of, "if you really want to dramatically change an organization in a short period of time you have to change the unwritten rules."

Presently, Phil is incorporating all of his interests including music, mimetics, and business back into his degree process. He owns his own company where he designs web-based course work and curriculums for professional certification programs. By examining collaboration in ensembles and his whole systems design work he realized that he needed to reintegrate drumming into his life. He plays drums and percussion at Antioch Bible Church, which is a nondenominational, multicultural Church. He is currently recording several CDs as well. He is also researching the role of drumming used in community systems and how these systems evolve. He plans to participate in the study abroad trip to Egypt and study Egyptian drumming and design there. He claims, "for me, the key to effective Whole Systems Design is to integrate your past experiences, finding the patterns that connect them. In discovering those connections and their relationship to the present and to your passion you can find much deeper meaning to your life and become a more integrated and whole person. That is where real depth and meaning come from in my life."

Open House  
October 1  
see page 4

# What Are the Faculty Up To?



Over lunch this summer, I had the opportunity to have a heart to heart talk with Dr. Farouk Seif. I asked Farouk how he continues to be a Whole System Designer outside of

Antioch. He replied, "I am a very fortunate man, I do not separate work from play! My responsibilities at Antioch extend to my conduct in other parts of my life. Whole Systems Design is a way of thinking and acting in every-day-life; in the way I teach, learn, garden, cook, the way I engage with my family and friends, even on vacation I am still a Whole System Designer." With passion and a zest for life, Farouk expanded, "you see, it is not merely an academic discipline or profession, it is a way of living your life fully, engaging with and serving others in a way that transcends your concept of your own self into a much larger whole."

When Farouk talked about design and wholeness, I realized that he just completed a weekend retreat on Whidbey Island for his course "Wholophilia." This course explores the love of wholeness as a manifestation of WSD. The concept of "Wholophilia" has evolved over time since Farouk first coined the term in a one-day presentation that he made at Antioch University Seattle in 1995. This developed into an advanced course that he taught in 1996 as well as this Summer. He is exploring the purpose of design and taking theories and ideas related to Wholophilia and incorporating them into a manuscript.

As the faculty representative from Antioch Seattle for the Antioch University Faculty Conference, Farouk has been inspirational in the creation of the theme for the upcoming conference, "The Alchemy of Academic Excellence: Claiming Our Legend, Continuing Our Innovation, and Kindling our Imagination." He also saw a great opportunity to propose the idea of holding the conference at Antioch University Seattle to our President Toni Murdoch, of which she was delighted. The conference will be held on our campus February 25-27th, 1999. Farouk hopes to have some of his art and design

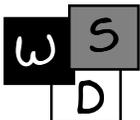
communication work displayed at the conference. He is working on a multimedia presentation as part of a larger exhibit of art related to Whole Systems Design to be displayed on campus. Farouk's art has been exhibited all over the country as well as internationally.

Recently, Farouk has been busy planning for the Immersion class in the Fall, with Betsy Geist and Sue Woehrlin. He looks forward to meeting new students at the Immersion Reception on September 17th. The reception will serve as an orientation to Whole Systems Design as well as an introduction to the Immersion class.

Farouk is also busy planning for the study abroad in Egypt, which will be open to all students. The trip will take place in the beginning of Spring 1999. The number of participants is limited, so I suggest you talk to Farouk soon if you are interested in participating. A display of the upcoming Egypt trip and pictures of past trips will be shown at the Whole Systems Design Open House on October 1st. Come talk to Farouk about Egypt and check out his display on the 1st! Look at our calendar on page 4 to find out more about Whole Systems Design events.

*"Whole Systems Design is transferable across an array of professions, academic disciplines, and personal conduct. If it is taking you away from anything — your spouse, your family, work, anything — then we have missed the whole point of being a whole systems designer, because you ought to be able to incorporate it into all aspects of your life."*

*— Dr. Farouk Seif*



# News From Alumni

## Janice Ceridwen

### WSD Individualized Program 1985

Janice Ceridwen is living in NE Washington and has a column in *The North Columbia Monthly* called "Living Matters." She recently sent us an article she wrote for *The Monthly*, entitled "Stevens County: The Real Outback."

In the article, Janice explores the sense of community she feels living on a farm in Colville, WA, where her nearest neighbor is over a mile away. Although the community may be lacking in ethnic diversity, Janice claims, "there are certainly extremely diverse lifestyles within the population. The bottom line is that people with diverse ideologies and lifestyles feel comfortable to call this area home." While Janice admits that it has been a difficult choice to give up the luxuries and convenience of urban life for "digging in the mud and hoisting hay bails," but "I wouldn't go back for all of the alfalfa in the county."

Janice uses Whole Systems Design principles and her mediation background to help people and organizations grow, learn, and facilitate change. She recently returned from a two year assignment creating high performance work teams in Australia with Lotus Development Corp., IBM. She currently teaches a management series through the local WSU Cooperative Extension Learning Center. She will be attending a training in Cincinnati on Rural Development/Micro Business and manning a state-wide training program on rural development.

She and her husband are involved with a program to create local sustainable food systems. They share a passion for conscious living and a deep connection with the natural world. They have found local resources to teach them Permaculture Design, organic gardening, wildcrafting of local herbs for medicines, beneficial insects, forestry, and marketing of farm products. Janice claims, "There are enough challenges ahead to provide a lifetime of new learnings and new discoveries; hopefully, to be shared with others on similar paths. We consciously choose the life we live each day and that means taking back the power we had given over to our culture of consumerism."

## Lynn E. Alden

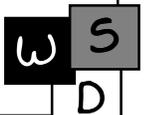
### WSD Individualized Program 1996

Lynn is happily using her WSD background designing museum exhibits promoting environmental awareness. Her work has been seen at Bush Gardens in Florida, the St. Louis Zoo, and Lincoln Memorial Garden in Illinois. She says that museum exhibit work is a really hot place for designers right now—lots of demand from employers and not too many applicants have the requisite combination of skills. She's excited to be finding such a perfect outlet for her social ecology and environmental interests. Along the way she's also seeing the urban devastation caused by suburban flight, and reports that St. Louis is in need of some political as well as environmental help. Unfortunately, Lynn is not sure if she is capable (time and energy wise) right now to give the effort it would take to turn the situation around in St. Louis. She's living in a huge wonderful old house (rents are cheap) with a great garden; but in a neighborhood that is not all that safe. She hopes to move soon to a different neighborhood and will keep us posted with her new address. Longer term, she says she'd love to come back to the Northwest.

## WHAT ARE THE ALUMNI UP TO?

We would like to know! We are always eager to hear from alums. Give one of us a call, drop us an email, or a note and let us know where you live, what you are working on, how you are, how you are continuing to be a whole system designer, etc. With support from alumni, we hope to plan networking events and opportunities for alums who reside in the Puget Sound area. For those of you further away or with little time to attend events, we hope to designate space in the newsletter to keep you informed on what your fellow graduates have been working on. If you would like to help plan some alumni events, or want to let us know what you are doing, please contact Corbin Lewars at (206) 441-5352 ext. 5906, or email:

Corbin\_Lewars@mist.seattleantioch.edu



# Upcoming Events

## **Learning Communities: Building, Enduring, Capability**

September 16-18, 1998—San Francisco, CA

**Contact:** Pegasus Communications, Inc., One Moody St., Waltham, MA 02154. Tel: (800) 272-0945; Web: [www.pegasus.com](http://www.pegasus.com)

## **WSD New Student Orientation/Immersion Reception**

Thursday, September 17, 1998, 5:00-9:30 p.m.—Antioch University, Room 200

After registration, new students will be given the opportunity to get acquainted with each other as well as meet the WSD staff and faculty. This time is devoted to introducing new students to the Whole Systems Design department as well as their Immersion course.

**Contact:** Robin Bingman, WSD, Antioch University. Tel: (206) 441-5352 ext. 5903

## **Lifelong Learning on a Connected Planet**

September 21-23, 1998—Oxford, United Kingdom

**Contact:** Web: [www.tall.ox.ac.uk/alt/alt-c98](http://www.tall.ox.ac.uk/alt/alt-c98)

## **Design of Fire Salon**

Wednesday, September 30, 4:30-7:00 p.m.—Seattle, WA

A continuation of ideas and issues raised from The Design of Fire workshop presented by Dr. Harold Nelson and Dr. Erik Stolterman. The meeting will be held at the QFC Conference Center, University Village, 2746 NE 45th, Seattle, WA.

**Contact:** Corbin Lewars, WSD, Antioch University. Tel: (206) 441-5352 ext. 5906.

## **Whole Systems Design Open House**

Thursday, October 1, 1998, 5:30-7:30 p.m.—Antioch University, Room 100

Slide show, panel presentation, informal reception with refreshments. We invite and welcome prospective students, current students, WSD graduates, faculty, and staff to come celebrate our growing community.

**Contact:** Corbin Lewars, WSD, Antioch University. Tel: (206) 441-5352 ext. 5906

## **Doctoral Education in Design**

October 9-11, 1998—Columbus, OH

**Contact:** The Ohio State University, Columbus, OH, 43210, USA

## **The 23rd International Design Management Conference**

October 18-22, 1998—Chatham, MA,

The Chatham Bars Inn

**Contact:** The Design Management Institute, 29 Temple Place, 2nd Floor, Boston, MA 02111-1350. Tel: (617) 338-6380; Fax: (617) 338-6570; Email: [dmistaff@dmi.org](mailto:dmistaff@dmi.org); Web: [www.dmi.org](http://www.dmi.org)

## **The Systems Thinking Approach™**

Presented and certified jointly by the Centre for Strategic Management in San Diego and the Banff Centre for Management in Banff, Alberta.

“Leading Strategic Change: Accelerating Strategic Change Through Systems Thinking and Learning.”—San Diego, CA  
October 19-21, 1998 (workshop)

October 22-23, 1998 (certification)

“Reinventing Strategic Planning: Going Beyond Vision, Values, TQM, and Re-Engineering to Customer Value.”—Banff, Alberta

November 17-20, 1998 (including certification)

**Contact:** San Diego Centre, Tel: (800) 266-6744, Fax: (619) 275-0324. Banff Centre, Tel: (800) 590-9794, Fax: (403) 762-6422.

## **Designing Your Own Community**

October 30 & 31, 1998—Antioch University, Room 100

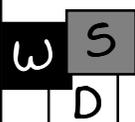
A Friday evening lecture on October 30th from 6:00-8:00 p.m. entitled, “A Dynamic Model of Community.” Saturday hands on workshop from 10:00-3:00 p.m. entitled, “Designing Your Own Community.”

**Contact:** Corbin Lewars, WSD, Antioch University, (206) 441-5352 ext. 5906

## **The 9th International Forum on Design Management**

Research and Education. Fall 1998—Boston, MA

**Contact:** The Design Management Institute, 29 Temple Place, 2nd Floor, Boston, MA 02111-1350. Tel: (617) 338-6380; Fax: (617) 338-6570; Email: [dmistaff@dmi.org](mailto:dmistaff@dmi.org); Web: [www.dmi.org](http://www.dmi.org)



**The Participatory Design Conference (PDC '98)**

November 12-14, 1998—Seattle, WA  
 Dr. Harold Nelson and Dr. Erik Stolterman will be presenting at this international conference.

**Contact:** David Levinger, University of Massachusetts Lowell, Lowell MA, 01854.  
 Tel: (978) 934-2903; email: pdc98-chairs@cpsr.org; Web: www.cpsr.org/conferences/pdc98

**4th Design Thinking Research Symposium: Design Representation**

April 23-25, 1998—Cambridge, MA  
 This symposium will explore the subject of design representation, from a multi-disciplinary perspective. **Call for proposals** on themes of history and culture, cognition, or technologies and media are being accepted until July 15, 1998.

**Contact:** William L. Porter, Department of Architecture, MIT, Cambridge, MA, 02139. Tel: (617) 253-9415; email: wlporter@mit.edu

**SPECIAL EVENTS**

**"Migrant Farmworker Health: A Systems Approach to Stakeholder Activity in Washington State"**

Date: TUESDAY, OCTOBER 13, 1998  
 Time: 6:00-8:00 P.M.  
 Location: ANTIOCH UNIVERSITY

Tracy Puett will be giving a presentation on his internship with the EPA Region 10. Tracy spent the summer inquiring into the activities of the organizations involved in various aspects of migrant farmworker health in the state.

Taking a systems approach, Tracy sought to understand the various influences relative to housing, pesticides, education, health care, and diet and how these influences interact within a complex social system of governmental and non-governmental organizations. Using systems dynamics diagramming he has sought to explicate some of the "wicked problems" that are currently challenging the status quo in agriculture.

Come join in the conversation about this important issue. For more information contact Corbin Lewars at (206) 441-5352 ext. 5906

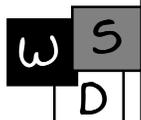
**"Presenting Data and Information"**

Date: SEPTEMBER 28 & 29, 1998  
 Time: 10:00-4:30 P.M.  
 Location: THE WESTIN HOTEL, SEATTLE

A one-day course given by Edward Tufte, author of *The Visual Display of Quantitative Information*, *Envisioning Information*, and *Visual Explanations*. Farouk Seif uses these books in his "Visual Literacy" course and they are on display in the WSD library.

- Topics covered in the course include:
- fundamental strategies of information design
  - business, scientific, research, and financial presentations
  - complexity and clarity
  - multimedia, Internet, and WWW screens
  - animation and scientific visualizations

For more information or to register call Graphics Press at (203) 272-9187 or (203) 250-7007.



# Building Trust With WSD Staff and Faculty

On July 31st Kathleen Ryan, from The Orion Partnership, presented “Building the High Trust, High Performance Organization.” Harold Nelson, WSD Program Director, decided to sponsor all of the WSD faculty and staff so they would be able to attend this valuable workshop. It was a great opportunity for WSD students to interact and learn with WSD faculty, other Antioch faculty and administrators, students, and people from the Seattle community. The workshop provided an opportunity for Whole System Designers to get together as designers and as learners. It gave students and faculty the opportunity to all be students and to learn from one another as well as from Kathleen Ryan.

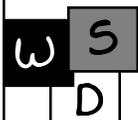
Kathleen did a great job of explaining the cycle of mistrust and how we can intercede what is a destructive cycle. The focus of her consulting practice, which she partners with her husband George (Bud) Orr, is helping clients build trust-based, collaborative work environments. Her first book, *Driving Fear Out of the Workplace*, co-authored with Daniel K. Oestreich, won the 1992 Book Award from the Society for Human Resource Management; an updated, second edition was published in 1998. She also co-authored *The Courageous Messenger: How to Successfully Speak Up at Work* with George Orr and Daniel Oestreich. The Whole Systems Department is exploring the option of having Kathleen Ryan come back and conduct another trust-based workshop. We will keep you posted!



## WSD LOGO

Many people have been inquiring about the meaning and history of our WSD logo. Margaret Walker was kind enough to shed this insight to the meaning of our logo.

The logo is a graphic example of an ordering systems that occurs in nature (called the fibonacci number series) aligning things like tree branches, flower petals, and seeds. This proportional relationship was discovered by humans and has been used to create patterns in designed things since antiquity. It has other manifestations like the golden mean, golden rectangle, golden triangle etc. and was often considered divine or holy. It is infinite and dynamic in one way but has limits and forms that seem inherently pleasing and extremely functional in another. It is still used in both nature's designing and human designing today which makes it an appropriate symbol for whole systems design.



## IN-PROGRESS POLICY REMINDER

### In-Progresses

Antioch's policy regarding incomplete coursework is that at the discretion of the evaluator an extension may be granted into the next quarter. This is meant to be used under special and unforeseen circumstances. Under extraordinary circumstances an additional quarter of “in-progress” may be granted. Thus you could have a total of three quarters in which to complete work (the registered quarter plus two In-Progress quarters). There is no expectation that adjunct faculty who are paid for only one quarter's work will grant extensions. WSD will be enforcing this policy. Credits not completed within this timeframe will be lost. If the learning activity is a required one (e.g. a design lab), you will have to reregister for the credits.

In the past this policy has not been strictly enforced regarding WSD Design Lab Credits. This has begun to cause numerous problems for students, and puts the Program in jeopardy regarding standards for satisfactory academic progress. From now on, the In-progress policy will be enforced for ALL learning activities. Please do not register for credits you do not intend to complete in that quarter. If you have any questions or concerns regarding this policy please check with your advisor.

# Congratulations!

## VOUCHER AWARD RECIPIENTS

Congratulations to the Fall Voucher recipients. Kenyon Fields and Tracy Puett were allocated voucher money. Kenyon was awarded money for his "Review of Ecological Patterns" project. Tracy was awarded money in order to help him prepare for his "Dynamic Facilitation Skills Seminar." Congratulations to the both of you! A reminder for future allocations, the new voucher forms are available in the WSD office at all times. Plan ahead and fill out your application now for Winter quarter.

## SCHOLARSHIP AWARDS

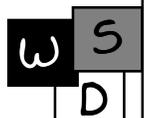
We have awarded scholarships to the following Fall Quarter New Students: Greta D'Amico, Qwo-Li Driskill, and Aaron Wood. All three applicants demonstrated their commitment to and history of working with culturally diverse, traditionally underserved, socio-economically disadvantaged populations. Congratulations recipients! We hope to provide similar scholarships in the future.

## EPA GRANT ANNOUNCEMENT

EPA announces the 1998 Sustainable Development Challenge Grants (SDCG) program. The SDCG program provides an opportunity to develop place-based approaches which can be replicated in other communities. These grants are intended to encourage communities to recognize and build upon the fundamental connection between environmental protection, economic prosperity and community well-being. The emphasis on strong community involvement requires a commitment to ensuring that all members of a community, of varying economic and social groups, have opportunities to participate in decision-making and benefit from successful sustainable development activities. It is widely recognized that there is a fundamental interdependence among environmental quality, economic prosperity, and community well-being. Solutions that consider all three of these, in a dialogue with the community members, are better ways to achieve lasting benefits.

The objective for this challenge grant program is to test the sustainable development approach for environmental protection. EPA seeks to award grants that serve as seed funding to leverage private investment and build partnerships that increase a community's long-term capacity to protect the environment and sustain a community's economic and social progress. EPA will evaluate the effectiveness of seed funds as a catalyst for a community's long-term investment in environmental protection. Region 10 contact: Anne Dalrymple (206)553-0199.

SDCG web site: [www.epa.gov/ecocommunity](http://www.epa.gov/ecocommunity). Proposals are due November 24, 1998.



# WSD FACULTY AND STAFF

**Program Director**  
*Harold Nelson, Ph.D.*

**Core Faculty**  
*Betsy Geist, M.A.*  
*Elaine Jessen, M.A.*  
*Farouk Seif, Ph.D.*  
*Maralyn Turner, Ph.D.*  
*Margaret Walker, M.A.*  
*Sue Woehrlin, M.A.*  
*Bob Woodruff, M.B.A., M.A.*

**Staff**  
**Program Associate:**  
*Robin Bingman, M.A.*  
**Program Assistant:**  
*Corbin Lewars*  
**Office Manager:**  
*Hank Willimon*

**Work Study**  
*Bridget McAlonan*  
*Eva Mulka*

## WELCOME NEW STUDENTS

Aaron Wood	Kathleen Kelley
Alice Geen-Davis	Kathy Dickerson
Andrew Clifford Marshall	Lyne Johnston
Brian Greenberg	Margie Bloch
Dick Dahl	Margaret Anderson
Elisha Weinberg	Matt Rowe
Eva Mulka	Qwo-Li Driskill
Greta D'Amico	Rosalee Walz
Jack Crossen	Rose Olson
Jerry Johnson	Susan Hess
Kamy Loonay	Sylvia Austerlic

The incoming Whole System Design Fall 1998 class is a remarkable group of people. Whether they are coming from Australia, Argentina, Colorado, or across town their experiences and efforts to become Whole System Design students are incredible. We welcome you and salute you as individuals and as a class.



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