

Raja Rogers Meeting Notes
November 14, 2006

Jane	For schools, we go step by step in sequence. We teach a few teachers, administration, students...
Raja Rogers	Some students could just study?
Jane	Program must be offered to the entire school (not to just one class), but no one is required to start. A quiet time is set up in the school day where those who learned TM can meditate. The others who do not meditate can study.
Raja Rogers	Steve? When is your article coming out?
Steve	Came out on the 8 th . In the Atlanta Journal Constitution. We've had 1-2 calls from meditators who want checking or want family members to learn in other states. Less response than anticipated. Our phone number is in the article. I've been here to answer the phone. Taught two young boys last weekend (not as a result of the article).
Raja Rogers	Beautiful article came out in the Wash Post about Fairfield. Sometimes it takes awhile to manifest some results. Any exposure is good exposure. Experience says it requires 12-16 exposures before someone buys (especially if not familiar with the product).
Jane	The Press Corps asked that we write a letter to the author of the article in the Wash Post. I did that and received a nice letter back from the author.
Raja Rogers	We're setting up a National Call Center. We are getting Internet phones. East Coast phone will be answered in Raja Kingsley's domain, 2 phones in FF for the Mid-west and 1 in the West Coast. If someone calls and gets an answering machine, only 30% leave a message. If someone goes to TM.org site and dials 888-Learn-TM, then they will go to the National Call Center rather than the local center. Need everyone's phone number and a good email address so Call Center can get ahold of you and give you the contact data from the caller. I believe Elaine has collected this info. Eventually we'd like to have everyone's schedule so we could book people into an intro.
Jane	Will the list have all Governors in an area, e.g., Vero?
Elaine	Yes, but the main contact is highlighted.
Raja Rogers	So we will call the other Govs if the main contact is not available. Hours: 9 am on East Coast and ending at 9 pm on the West Coast. 7 days a week.
Jeff	Governors answering the phone?
Raja Rogers	Recertified Govs will answer the phone. Will have a basic script. Right now, the local numbers will still be on the website. Eventually we might remove them and have all calls go the Call Center.
Jeff	Can they give add'l pts, like directions to Peace Palace?
Raja Rogers	Main thing is to get them interested in TM.
Ray	A school that attended the conference already has the principal on board. She got 20 teachers to join with her to try to get the program into the school.

Raja Rogers	Some schools have had problems with people seeing negative sites on the Internet. So we just present the scientific research. We can also draw parallel with Marconi discovering radio waves before they were accepted by the public at large.
Jane	A new requirement is that we start with teaching the principal and teachers and then a small group of parents.
Jeff	So far we have had 3 follow-up meetings. 15 attended. A lot of enthusiasm. We are going next week to some schools to present to a core group of administrators.
Jane	Do you see the need to have a neutral place to meet that is not the Peace Palace? There was some concern about people seeing devotional pictures.
Raja Rogers	A Peace Palace carries its own force. So we don't need to have a neutral place to meet.
Jeff	People saw the pictures of yogic flyers from Craig Pearson's book. We just said these are people who have fulfilled their full potential and left it at that.
Raja Rogers	400+ pundits will be in residence soon. MVC is very busy building. If you know anyone who wants to donate towards the pundits' buildings, encourage them. Maharishi wants 1000 pundits so we can have 2000 right away. Also encourage people to come to the course.
Alcine	Can people apply to have yagyas done by these pundits? This would increase the funds and numbers.
Raja Rogers	Have not heard anything about this yet.
Jane	Helen had a call from a lady who is health advisor from an insurance co. in Melbourne. Who should we pursue this with?
Raja Rogers	There are insurance co's who give lower rates to those who do TM. Dr. Schneider is in Vlodrop now.
Stuart	BC/BS approved reimbursement of 50% of TM course fee to someone with cardiovascular disease. Dr. John Zamarra wrote the papers for this. Just recently, Medicare has approved reimbursement for stress reduction for people in a cardiovascular rehab program. So hopefully TM will be accepted as a stress reduction technique by Medicare. Good to start with an intro lecture. Myself or other doctors could be on conference call with the person.
Steve	Will talk with you about this. Many cardiologists are Indian so we would have a good connection with them.
Jane	Good idea to create a committee of doctors (as we have several strong ones) in our domain and do something like the CBE tour for medical area.
Raja Rogers	Will be a natural outcome of doctors in Vlodrop. We'll do it under Maharishi's guidance. We are so lucky in our domain because we have such great talent and everyone is so together. I could go on and on about each person's talents. Would like to thank everyone for being on my team. We'll meet next Tues at 8:45 pm EST.