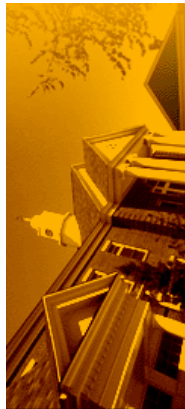




“It’s Time To Grow Our Vision!”

I’m John W. Rogers, Dean, School of Business Administration, and I am ready to take my vision for business to the next level. Are there 25 of you ready to go beyond our borders and continue our education of what is possible? We teach our future business leaders the principles of *the 100 best places to work*, how to *build to last* and *lead with soul*. From where I sit in Springfield, MA, I am concerned that this is no longer sufficient for the challenges facing our cities. At American International College we are ready to explore what lies at the intersection of philosophy and business. I believe the power of our college is in bringing insights to people who are empowered to begin new conversations within their communities. I am looking for people from the legal community, the business community, city government and the religious community to benchmark Mondragon, Spain and learn with me from their 50-year vision. Are you one of them?

Advanced Release



AMERICAN
INTERNATIONAL
COLLEGE
Transforming Lives Since 1885

1000 STATE STREET
SPRINGFIELD, MA 01109

AMERICAN
INTERNATIONAL
COLLEGE

Business & Society

MOVING BEYOND CAPITALISM
SHIFTING THE VISION OF
BUSINESS

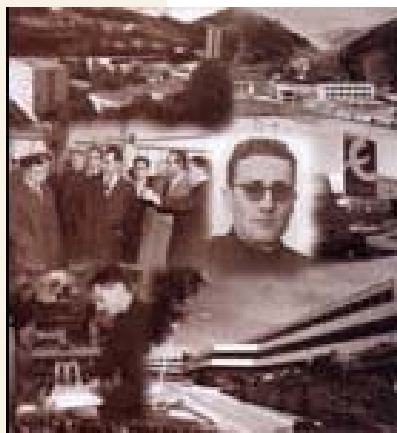
A STUDY TRIP FOR VISIONARIES
OCTOBER, 2007
THE COOPERATIVES OF
MONDRAGON, SPAIN



Boost Your Enthusiasm

Purpose:

Explore the possibility of a new social-economic model for your community based on the employee-owned cooperatives of Mondragon, Spain. Learn how they cultivate entrepreneurs and make their economy self-deterministic.



Day 1 Saturday/Sunday

Arrival in Bilbao, Spain. Time for resting followed by our evening session on Globalization.

Day 2 Monday

9:00am Workshop: Creating Personal Vision
 11:00am Philosophy in Economics (5hrs)
 5:00pm Exploration time

Day 3-5 Tuesday-Thursday

Onsite workshops at Mondragon's Education Center
 Evening Workshop: Putting it all together with the ValueTree. A social and financial debrief.

Day 6 Friday

8:00am Putting it all together: Creating Personal Vision and Purpose (4hrs)
 1:00pm Tour/group activity

Day 7 Saturday

Depart Bilbao arrive JFK, New York

\$3,595; air, hotel, workshops, ground transportation and beautiful Spain!
 Trip minimum: 20 people

Deposit: \$200



<https://www.paypal.com/refer/pal=H8QJ2XFXWGG>
[SL](#)

For more information, contact:

Alden B. Davis

1-860-565-9626

ABDThnkBig@aol.com

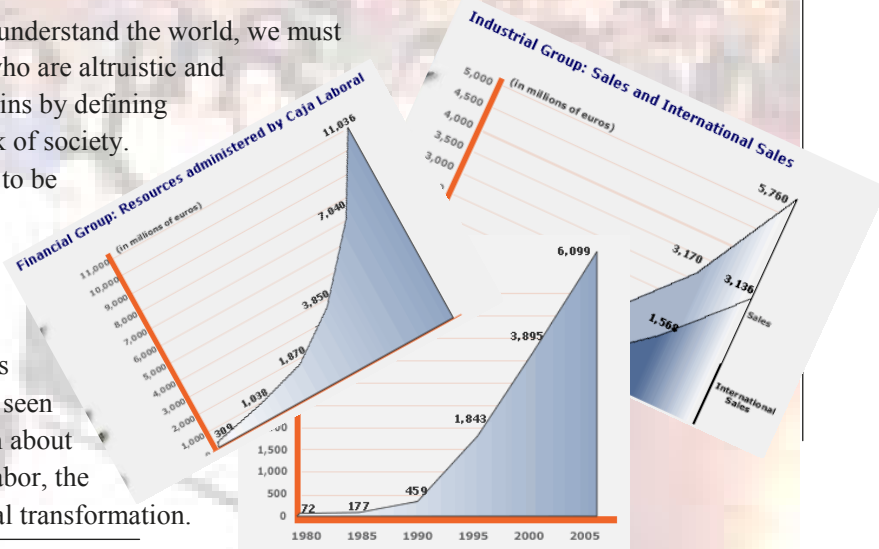
Mondragon, Spain recognized as leader with 50 years Experience in Community Economic Development

The Mondragon Cooperative Corporation (MCC) is the philosophy of pastor Don José Maria manifested in a collection of employee-owned businesses in the Basque region of northern Spain. In 1956 five engineers started a small business making oil stoves built on the principles of democratic decision making, profit sharing and community responsibility. Today, MCC is the 7th largest business group in Spain with over 160 employee-owned cooperatives, 63,000 member-owners and total corporation sales of \$15B US. MCC has won a United Nations Exemplary Community Award based on a business model designed to create wealth for the people of an area, not to generate wealth for a small group of owners outside the area. MCC is one community's approach to sustainable development for multiple generations by focusing on relational cooperatives dedicated to the common good. Mondragon is about reforming society! Read more at www.Mondragon.mcc.es

Building Your Vision for a new Era of Economic Growth

Don José Maria said, "It is not enough to understand the world, we must change it." This study trip is for people who are altruistic and community oriented. The philosophy begins by defining the corporation as the basic building block of society.

Work is not viewed as divine punishment to be avoided, but rather a means of creating wealth for groups of interdependent people living in a sustainable community. It is a way to create a nice livelihood for people through their retirement years. It is possible in today's global environment as seen in these graphs of business growth. Learn about democratic organization, sovereignty of labor, the character of capital, pay solidarity & social transformation.



Your Leadership & Learning Coaches

Are you ready to learn? Dr. John Rogers, American International College, Author Paul Thornton, Springfield Technical Community College and Practitioner Alden Davis, United Technologies Corp. are ready to lead! The combined education, talents and experiences of 75 years are united to create a dynamic and educational event for you. Academics, case studies and possibility thinking will be woven into an unforgettable event and one that might very well create the inspiration taking you to the next level of your life's mission. If you are passionate about building a thriving business and desire a compelling vision for your town, this benchmarking trip to Mondragon, Spain is for you!

