

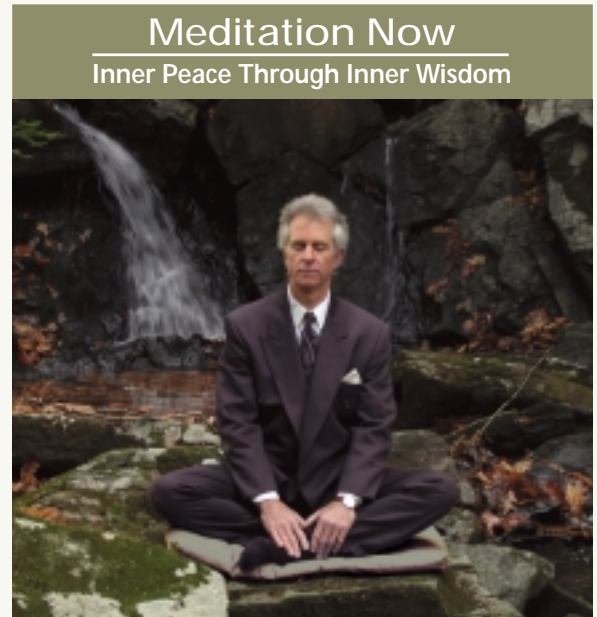


"When there is darkness, light is needed. Today, with so much agony caused by violent conflict, war and bloodshed, the world badly needs peace and harmony...

"Peace in the world cannot be achieved unless there is peace within individuals. One way to achieve inner peace is Vipassana meditation: a non-sectarian, scientific, results-oriented technique of self-observation and truth realization."

—S. N. GOENKA, Vipassana Teacher  
*Address to world spiritual leaders  
 Millennium World Peace Summit  
 United Nations, 2000*

For more information about worldwide Vipassana programs visit [www.dhamma.org](http://www.dhamma.org)



## Meditation Now

### Inner Peace Through Inner Wisdom

EXCLUSIVELY FOR  
 EXECUTIVES AND OTHER LEADERS

TEN-DAY VIPASSANA RETREAT  
 WITH S. N. GOENKA

APRIL 24 - MAY 5, 2002  
 EASTOVER RESORT  
 LENOX, MASSACHUSETTS

**COST:** There is no charge. Expenses for the entire retreat have been paid by previous participants. Voluntary donations may be given upon completion of the program.

**THE CATCH?** There is none. Please read on.

## PRAISE FROM PAST PARTICIPANTS

"I don't know anyone who has been through the full ten-day Vipassana course who doesn't come out the other side of it a different person. It's like scrubbing the paint off the outside of the light bulb and letting the light shine through."

—THOMAS CRISMAN, Attorney, Jenkins & Gilchrist  
from FORTUNE, July 2001

"Dealing effectively with stress is one of the greatest challenges that executives are facing today. Also important is the ability to take fearless action and to act proactively. Vipassana is a unique technique that addresses these issues very effectively."

—DEEPAK ADVANI, Vice President  
IBM

"Vipassana is an art of stress management, an art of people management, an art of conflict management. There may be more to the science of management, but Vipassana can become very nearly the art of total corporate management."

—ROOP JYOTI, Vice Chairman  
Jyoti Group of Industries

"How often do we allow ourselves ten days of silence to investigate and reflect? The added bonus is learning a technique that increases concentration and productivity, improves communication, and focuses navigation of the moral and ethical terrain we call the 'business environment'."

—PATRICIA CALHOUN, Sr. Vice President & CFO  
White Wave, Inc.

"The ten-day course was the best vacation I ever took. It turned me from being a cynical middle management guy to being a leader both in my business and within myself."

—MARK HORN, Sr. V.P., Group Creative Director  
Wunderman

"I've always welcomed challenges so when I realized how resistant (*read terrified*) I was to sitting for ten days and looking deeply into myself, I knew I had to do it. Vipassana practice brought me greater clarity and helps me be a better leader and CEO."

—KEITH FERRAZZI, President and CEO  
YaYa

## VIPASSANA MEANS SEEING THINGS AS THEY REALLY ARE

**The eminent teacher of Vipassana meditation, Mr. S. N. Goenka**, making a rare visit to North America, will guide a ten-day retreat designated for 125 top executives and leaders. It will be held at the Eastover Resort in Lenox, Massachusetts from April 24 to May 5. Reserved exclusively for this program, the resort will provide comfortable accommodations in a secluded, scenic setting.

**Vipassana meditation** is a non-sectarian technique of mental training and ethical conduct and is the essence of what the Buddha taught. This systematic process of self-observation leads to increased awareness, self-control and real peace of mind.

**"As leaders, we have a responsibility to set an example, to be an inspiration.**

**A sage once said, 'A balanced mind is necessary to balance the unbalanced mind of others.' "**

**—S. N. GOENKA**



THE EASTOVER RESORT

### **Simple, widely accepted, universal**

Vipassana is a practical way to achieve balance of mind and lead a happy, productive life. During the ten days, course participants observe a basic moral code, refrain from talking with each other, and devote most of the day to practicing meditation. Daily instructions and discourses provide step-by-step guidance. With continued practice the mind calms down, develops concentration, and begins to observe the reality within—this is knowing oneself directly.

### **Practical here-and-now benefits**

- Improved concentration and mental clarity
- Decrease in stress and anxiety
- Increased energy and efficiency
- Strengthening of ethical foundation
- Increase in creativity and enjoyment of all aspects of life
- Improved relations with co-workers and family
- Deepened sense of purpose
- Greater balance when facing challenges
- Progressive elimination of confusion, craving and ill-will.

### **"Bringing spirituality into the workplace**

...is breaching the last taboo in corporate America" noted FORTUNE magazine in a July 2001 cover story. Leaders in business and government are discovering that the traditional reasoning "I'm too busy" or "It's not for me" is a myth. The dividends from learning this practical technique far exceed the investment of time and effort.



## FOREMOST LIVING LAY VIPASSANA TEACHER

### Legendary teacher, renowned leader

Distinguished speaker in 2000 at World Economic Forum, Davos; World Millennium Peace Summit at UN; Harvard Business Club. Founder, Vipassana International Academy, Vipassana Research Institute, and 80 centers for training in Vipassana; teacher, poet, author, devoted family man; travels and teaches accompanied by Mrs. Illaichi Goenka, his wife of 59 years. While deeply esteemed, he is a teacher without followers, always emphasizing the importance of being one's own master, truly self-reliant.



S. N. GOENKA

### Meeting stress and reversal with a

**balanced mind** Born in 1924 in Myanmar (Burma), Mr. Goenka was a successful entrepreneur at a young age, eventually establishing sugar mills, textile factories with more than 1,000 employees, and import-export firms with offices around the world. He became one of the country's wealthiest businessmen, but when a new government nationalized all industries, the business empire he had built disappeared at a stroke. It was his practice of Vipassana which allowed him to face this drastic reversal with equanimity. He began teaching Vipassana in 1969, relocating to India, where he regularly spent ten days teaching and twenty days working at his business office in Bombay. For many years now he has devoted himself exclusively to teaching worldwide.

## HOW ALL COURSES ARE FUNDED

**All expenses of this unique retreat are already paid** by previous Vipassana students. Because no charges are ever made for lodging or tuition, and no remuneration is given to teachers, Vipassana is offered free from any commercial interest. This works! Voluntary donations accepted only from students support all permanent centers around the world and courses held in more than 90 countries, including China, Iran, South Africa, Russia and Serbia. Vipassana is embraced by people of many backgrounds, many religions and no religion. Each year hundreds of thousands benefit from practicing this "art of living."

## FOR MORE INFORMATION OR TO APPLY

**[www.executive.dhamma.org](http://www.executive.dhamma.org)**

*or call 413.625.2160*

Early application is advised as space is limited.

If unable to attend this entire course, other courses are regularly offered at five Vipassana meditation centers in the U. S. and Canada.



### EXECUTIVE COURSE

c/o Vipassana Meditation Center  
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Shelburne Falls, MA 01370  
[info@dhara.dhamma.org](mailto:info@dhara.dhamma.org)