

*It is from numberless diverse acts of courage and belief that human history is shaped. Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope, and crossing each other from a million different centers of energy and daring those ripples build a current which can sweep down the mightiest walls of oppression and resistance.*

—Robert F. Kennedy

# The Current

October 14, 2008 ~ Volume III, Issue 1



**The School for Ethics and Global Leadership**

Dear Friends of SEGL:

*“I know what we are doing is technically legal, but it doesn’t feel right, and we need to stop and think.”*

*“I know we make hefty commissions on these loans to individuals with no demonstrated income, but could our actions have unintended consequences?”*

What might have happened if leaders at our financial institutions had voiced these concerns years ago? What if, amid the temptation of housing bubbles and golden parachutes, these leaders had chosen to practice a different kind of capitalism?

Speaking up requires three things: First, it requires knowledge. After a semester at SEGL, our graduates will understand the importance of careful research and critical thinking before taking action. Second, it requires judgment. Our graduates will be equipped to recognize ethical dilemmas, and to apply reasoned and principled ideas—across cultures and through the centuries—to those dilemmas. Third, it requires leadership. Our graduates will have practiced public speaking, appropriate lobbying of elected officials, consensus-building among ideological opponents, and persuasive writing. And after a semester at SEGL, our visiting faculty (our “faculty fellows”) will know how to teach these things effectively.

What are 64 of these enthusiastic student graduates and future American leaders worth to you? What are 10 of these newly empowered teachers returning to

their schools across the country worth to you?

This week, SEGL is launching an ambitious grassroots fundraising campaign that will complement our existing efforts with major donors. Our goal is to raise \$100,000 in 100 days through contributions of at least \$100 each. You will learn more about the “\$100,000 in 100 days” campaign inside and in the weeks to come.

After ten years, SEGL will have graduated at least 640 young leaders with enormous potential to improve their local communities. And, through our faculty fellowship program, at least 100 teachers will bring educational innovation to at least 100 additional schools.

What is a school like this worth to you?

These days, it could be worth at least \$700 billion.

Sincerely,

A handwritten signature in black ink, appearing to read 'Noah Bopp', with a stylized flourish at the end.

Noah Bopp  
Founder and Director

*P.S. There are many ways to keep up with SEGL’s progress. If for any reason you would rather not receive email updates about SEGL, please send us an email at [info@schoolforethics.org](mailto:info@schoolforethics.org) with “REMOVE” in the subject line. If someone forwarded you this newsletter and you’d like to be on our mailing list, please send an email to [info@schoolforethics.org](mailto:info@schoolforethics.org) with a subject line saying “ADD TO MAILING LIST.” Thank you.*

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**MEET SEGL’S NEW ADMISSIONS DIRECTOR**

## I. SEGL HIGHLIGHTS

### HONORARY LEADERSHIP COUNCIL ADDS WEAPONS OF MASS DESTRUCTION EXPERT

The SEGL Honorary Leadership Council has a new distinguished member: Ambassador (ret.) Donald Mahley. His service to the United States spans over four decades. A retired U.S. Army officer and former professor at the U.S. Military Academy and Naval War College, Ambassador Mahley's expertise on chemical, biological, and nuclear weapons is widely respected. From 1990-92, he led U.S. efforts to conclude the Chemical Weapons Convention. In 2000, President Clinton tapped him to serve as Ambassador for his tenure as Special Negotiator for Chemical and Biological Arms Control Issues. He is perhaps best known as leader of the U.S. team that ensured WMD removal from Libya in 2004. "I believe [SEGL] has great potential to discover, motivate, and inspire future generations of leadership for our country," Ambassador Mahley said in a letter to SEGL Director Noah Bopp. "I believe the mission of the school is an important element in refurbishing American global leadership, and directing the energies of the United States to ends that will make us all proud."

### SEGL WEBSITE REDESIGN

Over the next few weeks, look for a major redesign to the SEGL website, as we streamline our presentation for our \$100,000 in 100 days campaign and our upcoming admissions season. Thanks to Ben Shepard at 812.studio for his design work.

### SEGL IN NC AND TX

Members of the SEGL team visited schools, supporters, and potential donors on two key trips to Texas and North Carolina. Special thanks to Jessica D'Arcy (of the Webber Family Foundation) and Ted and Melba Whatley, for hosting a wonderful dinner in Austin; and to Dudley and Marian Lacy for hosting a superb evening at the University Club in Durham.

## II. \$100,000 IN 100 DAYS

SEGL's founding campaign, "\$100,000 in 100 days," launches on Wednesday, October 15 and will run until January 22, 2009. The campaign will strive to connect thousands of people to SEGL through personal letters, calls, and events that share our passion for SEGL.



"This is a rare opportunity for ordinary people to participate in founding an extraordinary school," said SEGL board chair Matt Ellis. "Demonstrating widespread grassroots support is critical to our relationships with major donors. This campaign can do just that, but we need people to take action."

According to SEGL Director Noah Bopp, the campaign is the brainchild of international economist and SEGL donor Paul Cichello. Cichello suggested the idea after a successful event planning meeting in September. "I'm thrilled with Paul's initiative, and with the initiative of the people who have chosen to lead this campaign," said Noah. "This will enable me to focus my energy where SEGL needs it most: securing major gifts and pledges, hiring our founding faculty, recruiting students, and concluding our facility search."

### JOIN THE CAMPAIGN TEAM

Our campaign leaders, each of whom has committed to specific fundraising goals, include Cichello, Brannon Cullum, Matt Ellis, Morgan Foster, Cabell King, Jason Reed (who is also lending technology expertise), Megan Shutzer, and Jessica Swafford.

To join our \$100,000 in 100 days leadership team, please contact SEGL board chair Matt Ellis at [matteson.ellis@schoolforethics.org](mailto:matteson.ellis@schoolforethics.org). You can sign up to raise any amount from \$1,000 to \$100,000.

To track the campaign, write [info@schoolforethics.org](mailto:info@schoolforethics.org) with the subject "ADD TO MAILING LIST" (current mailing list subscribers are already signed up).

**NEW CORPORATE COUNSEL**

**DEWEY & LeBOEUF**

Mike Nickson has joined the SEGL team

as Dewey & LeBoeuf corporate counsel. He replaces Jean Lee, who moved to a new position at Sun Edison this past summer. Nickson focuses his practice on international project finance transactions and public international law matters. Prior to law school, he worked in Egypt as a development consultant and as an analyst for an Egyptian bank. He received his JD from Georgetown, an MBA from Thunderbird School of Global Management in Arizona, and his BA from Columbia University. He lives in Arlington with his wife Julie and daughter Cate. "I am very pleased and excited to have this opportunity to join Noah and the team dedicated to turning SEGL into a concrete reality," he says. "The vision of SEGL is an inspiring one and offers tremendous potential for future students and teachers to grow, learn and impact their communities. I am happy to become involved and look forward to contributing however I can."

**FURTHER READING:  
SEGL CASE STUDIES**

The SEGL team has been hard at work designing sample case studies for use at SEGL. Special thanks to SEGL volunteer curriculum developer Brannon Cullum for her assistance in creating these lesson plans:



[The Melting Pot Goes to College: Financial Aid for Illegal Immigrants](#)

[Taking Back the White Man's Burden: Land Reform in Zimbabwe](#)

[Changing the World: An Introduction to Social Entrepreneurship](#)

Please tell us what you think.



*SEGL Director of Admissions and Communications Coordinator  
Charlotte Koeniger*

SEGL is excited to announce the recent hiring of Charlotte Koeniger as full time Director of Admissions and Communications Coordinator. "Charlotte brings wonderful experience and sincere passion for working with young people to this position," said SEGL Director Noah Bopp. "We are very lucky to have her with us."

Before joining SEGL, Charlotte worked with troubled adolescents at the Second Nature Wilderness Program in Utah. She is a graduate of Haverford College, where she majored in psychology, studied diversity issues, and gained research experience in educational psychology and identity development. She also studied in Ghana and Italy. She attended Newark Academy, SEGL's first sending school, and the Mountain School semester program in Vermont.

"I enthusiastically welcome the opportunity to support the opening of SEGL in fall, 2009," she says. Charlotte began her work this fall with a trip to Minneapolis to represent SEGL at The Blake School and at the Breakthrough Collaborative's Minneapolis branch. She is planning more trips throughout the country to recruit students for the 2009-10 school year.

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