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By Priority Mail

February 3, 1999

LandmarkEducation

Rick Ross  
P.O. Box 32906  
Phoenix, AZ 85064-2906

Dear Mr. Ross:

As General Counsel of Landmark Education Corporation, I am writing to take exception to the information contained in specific Subsections entitled Landmark Education, The Forum and Est in the Some Groups section of your Website. Although the notice at the top of each Subsection indicates that the information was posted "to offer the public a resource", and also that you are posting this information "for the convenience of researchers", the information is clearly biased, unbalanced and does not reflect the accurate facts. As a result, your presentation is both irresponsible and damaging.

Therefore, I am providing information and enclosing materials to give you the facts regarding Landmark Education Corporation and The Landmark Forum (the accurate name of the program which Landmark delivers) for your information and inclusion of all or part of such material in your Website in order to provide an accurate and balanced presentation. The information and materials are as follows:

**A. Landmark Education Corporation and The Landmark Forum**

1. Landmark Education Corporation ("Landmark Education"), which commenced operations on February 1, 1991, is an employee-owned company that delivers educational programs to the public in the United States and thirteen other countries. Landmark Education offers a four-part Curriculum For Living, with the basic program being The Landmark Forum,

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together with several other programs on subjects including communication and productivity.

The Landmark Forum deals with the fundamental questions and issues which are key to shaping and determining people's effectiveness, creativity and satisfaction. As a result of participation in The Landmark Forum, people have the opportunity to create new possibilities for effective action in all aspects of their lives, and to act upon these possibilities.

2. I am enclosing material containing general background information regarding Landmark Education and its programs. Included in this information are the results of a study of more than 1,300 people who participated in The Landmark Forum. A noted U.S. social scientist and public opinion analyst analyzed the study and commented as follows:

"Several of the study's findings surprised me quite a bit, especially the large number of participants for whom The Landmark Forum proved to be 'one of the most valued experiences of my life.' This is not a sentiment that people, particularly successful, well-educated people, express lightly. More than seven out of ten found The Landmark Forum to be one of their life's most rewarding experiences. To me, this suggests that it addresses many of people's most profound concerns - how to improve their personal relationships, how to be a more effective person, how to think productively about their lives and goals.

I can understand why people recommend The Landmark Forum to their associates, relatives and friends."

3. I am also enclosing a copy of our Brochure on The Landmark Forum which describes the nature of this program. Please note that on the back of the Brochure, there are quotes from 9 individuals around the world regarding the value that they derived from their participation in The Landmark Forum. This is just a small sample of the many letters we have received from people who participated in The Landmark Forum and derived value from such participation. The inclusion of several of these quotes would provide more of a balance to your Subsections

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4. In addition, I am enclosing a packet of articles that we provide to the media which reflect positively on Landmark Education and the value of The Landmark Forum and Landmark Education's other programs. The inclusion of several of these articles would certainly provide more of a balance to your Subsections.

5. Your Subsections fail to direct the readers to Landmark Education's Website at [www.Landmark-Education.com](http://www.Landmark-Education.com). Certainly, the inclusion of such reference would provide more balance to your Subsections.

#### B. Landmark Education and The Landmark Forum are not a Cult

The facts are clear that Landmark Education and its program The Landmark Forum are not a cult. To this end, I am enclosing materials making clear that Landmark Education and The Landmark Forum are not a cult. These materials consist of the following:

1. Numerous cult experts, psychiatrists, psychologists, clergy members, judges and other qualified professionals have participated in The Landmark Forum and have given their opinion that The Landmark Forum is not a cult. These include the following:

(a) Raymond Fowler, Ph.D., the Executive Vice President and Chief Executive Officer of the American Psychological Association, in a letter dated February 22, 1995, stated his personal opinion that The Forum in no way resembles a cult and has no cult-like characteristics. Dr. Fowler stated:

"The Forum, in my personal opinion, does not remotely resemble a cult and it puzzles me that any reasonable person could think that it does."

(b) Lowell Streiker, Ph.D., a recognized expert in the United States on cults, in a letter dated February 15, 1993, identified common characteristics of cults and concluded as follows:

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“None of these characteristics is to be found in The Forum or Landmark Education. The Forum is not a cult in any sense of the word, religious or otherwise.”

(c) Judge Shlomo Shoham, who is the Legal Advisor on cult matters for the Israeli Knesset and charged with addressing the cult issue on behalf of the State of Israel, participated in The Forum and other Landmark programs and stated in a letter dated April 23, 1996:

“I must emphasize that The Forum and the other related workshops have none of the characteristics found in the definition of a cult.”

(d) Bishop Otis Charles, a Bishop of the Episcopal Church in the United States and the former Dean of the Episcopal Divinity School in Boston, Massachusetts, stated in a letter dated September 24, 1992:

“By no definition that I know of can The Forum or Landmark’s programs be considered part of a cult. In fact, quite the opposite, the organization and courses are conducted in a way that is entirely consistent with any accredited educational institution.”

(e) Letters from 6 ranking law enforcement officers, including the Assistant Chief of the Los Angeles Police Department, all of whom have participated in The Landmark Forum.

(f) Letters from 6 psychiatrists and psychologists who have participated in The Landmark Forum.

(g) Letters from 8 well-respected clergy (in addition to Bishop Charles) from major religious denominations who have participated in The Landmark Forum and have endorsed participation by other members of the clergy. It is inconceivable that these clergy members would have done this if they considered that Landmark Education or The Landmark Forum is a cult.

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2. Anti-cult organizations and their experts, after having reviewed the facts, changed their previous position and concluded that Landmark Education and The Landmark Forum are not a cult. These include the following:

(a) Landmark Education reached an Agreement in November, 1997 with the Board of Directors of the Cult Awareness Network ("CAN"), the most prominent anti-cult organization in the United States, in settlement of Landmark Education's lawsuit brought in Chicago, Illinois in 1994 for statements made and materials distributed that alleged or implied that Landmark Education and The Landmark Forum are a cult. The Settlement Agreement was reached with the Board of Directors of the original CAN, the organization against which Landmark Education's lawsuit was brought, NOT with the new organization holding itself out as the Cult Awareness Network Hotline which is operated by the Foundation for Religious Freedom and in some way related to Scientology.

Under the Settlement Agreement signed by the Board of Directors of the original CAN, CAN agreed that:

- (a) "CAN does not hold the position that Landmark or any of the programs of Landmark, including The Landmark Forum, is a cult."
- (b) "CAN has never had evidence that would justify taking the position that either Landmark or any program of Landmark has the characteristics of a cult."

I am enclosing a copy of the Resolution adopted by the Board of Directors of the original CAN which reflects this Agreement.

(b) Dr. Margaret Singer, a well-known cult expert in the United States and author of the book "Cults in our Midst", stated in writing

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in May, 1997 that "I do not believe that either Landmark Education or The Landmark Forum is a cult or sect or meets the criteria of a cult or sect."

(c) Herbert Rosedale, the President of the Board of Directors of the American Family Foundation ("AFF"), a prominent anti-cult organization of long-standing in the United States, confirmed in writing on April 10, 1997 that AFF does not consider Landmark Education as a cult.

3. Retractions were published by major publications in response to Landmark Education's objections to their having erroneously referred to Landmark Education or The Landmark Forum as a cult. The publications were as follows:

(a) Self Magazine, a major magazine for women in the United States.

(b) Redbook Magazine, a major magazine for women in the United States.

(c) Guidepost, the publication of the American Counseling Association.

3. This is to advise you that Landmark and The Landmark Forum do not meet any of the following major characteristics of cults:

(a) The members are required to give over to the organization ownership of all or a substantial portion of their assets.

(b) The members are separated from their families and friends, often to the point of excluding any contact with such people.

(c) There is a theology or dogma or doctrine that the members are required to believe in and follow and in some cases worship.

(d) The members are restricted in their actions so as to no longer be involved in activities outside the cult.

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People who participate in The Landmark Forum do not give over the ownership of their personal assets to Landmark other than payment of tuition for the program (\$325). In contrast to a cult having its members cut themselves off from their families and friends, many people who have participated in The Landmark Forum have reported stronger relationships with their families, friends and work associates as one of the major results of their participation. There certainly is no communal living situation involved -- people participate in The Landmark Forum over three full days and one evening and return to their homes at the end of each part of The Landmark Forum and when the program is completed.

The Landmark Forum provides no theology or dogma or doctrine to believe in and follow, there is nothing to worship and there are no practices to repeat. In fact, many people who participated in The Landmark Forum have reported that their participation enhanced their own religious beliefs and practices.

In direct contrast to being encouraged not to be involved in outside activities, people who participate in The Landmark Forum are empowered to participate in their communities, organizations, and institutions. In fact, many thousands of people who participated in The Landmark Forum have reported that, on their own initiative, they have taken on projects that make a difference in their communities, organizations, churches and other institutions.

Landmark does not use coercive pressure or deception to get people to join. There is nothing in Landmark for people to join. Landmark offers The Landmark Forum and other programs to the public, and people pay tuition for the programs as they would for adult education programs offered at any other educational organization. Landmark has a strict policy that participation in The Landmark Forum and its other programs must be voluntary, and coercion is inconsistent with such policy.

Based on all of the extensive evidence, including the enclosed letters from cult experts, clergy members, judges, psychiatrists, government

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representatives and other people of esteem, that Landmark Education and The Landmark Forum are not a cult, it is inconceivable that any responsible person would refer either expressly or impliedly to Landmark Education or The Landmark Forum as a cult or include Landmark Education or The Landmark Forum in any published material relating to cults.

As evidence of this, I am enclosing the article on Landmark Education published in the March 16, 1998 issue of TIME Magazine. The reporters undertook an extensive investigation of all of the facts and allegations about Landmark and concluded that there was no factual basis to even mention the cult allegation.

#### C. No Brainwashing or Related Techniques

The facts are clear that The Landmark Forum and Landmark Education's other programs do not involve brainwashing, thought reform, mind control, hypnosis or anything that remotely resembles such techniques. The Landmark Forum does not involve any action that reforms a person's thoughts or controls a person's mind. The Landmark Forum does not tell participants what to think -- it empowers participants to think for themselves.

As evidence of this, I refer to the letter from Edward Lowell, M.D., included in the material enclosed in B, above. Dr. Lowell, a medical doctor specializing in psychiatry and licensed to practice medicine since 1955 in New Jersey, New York and California, in a letter dated November 14, 1996, stated the following:

"I am certified by the American Board of Psychiatry and Neurology since 1962 and have spent 39 years practicing general psychiatry and psychotherapy... My psychiatric training included a residency in a U.S. Army Hospital in 1955 during which time, in order to deal with American military men who were mentally manipulated by their Chinese captors, I was trained specifically about the technology and techniques of 'brainwashing', 'mind-control', and 'thought reform'.



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I am familiar with The Landmark Forum and have personally experienced and examined closely the work and programs of Landmark. Furthermore, I have spoken professionally and personally to over two thousand people of all sorts: patients, neighbors, friends, relatives and medical and psychiatric colleagues about their actual personal experience with The Landmark Forum. ... After my careful observation, I have seen nothing at all that would lead me to the conclusion that The Landmark Forum or any other Landmark program or Landmark itself does or even attempts to engage in any sort of brainwashing, thought reform, hypnosis or thought modification whatsoever."

#### D. No Harm

As reflected in the letters included in the material enclosed in B, above, the facts are clear that The Landmark Forum and other Landmark Education programs are not harmful to people. In particular, I refer to the letter from Dr. Raymond Fowler which sets forth his personal opinion about The Forum based on his participation in The Forum and his 40 years as a psychologist. Dr. Fowler stated:

"I did not experience any personal sense of harm, danger, threat or coercion at any time and I saw no evidence that anyone else did."

Dr. Fowler also stated:

"I have talked to psychotherapists who encouraged certain of their patients to attend a Forum session when they felt they were ready to do so and they uniformly felt that the experience was non-harmful and perhaps encouraged insight."

One of the items listed in your Subsection on The Forum refers to an article concerning a lawsuit in Virginia brought by a woman who claimed that The Forum damaged her life. However, had you checked the facts, you would have first determined that the program was delivered more than a year prior to the establishment of Landmark Education. More important, you would have determined that after a full trial, the jury determined that The

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Forum was not the cause of the woman's mental difficulty. Your failure to inform your readers of these facts is an obvious demonstration of the biased and unbalanced presentation of the materials in these Subsections.

E. Werner Erhard

Your apparent understanding of the relationship between Mr. Erhard and Landmark Education is inaccurate. Mr. Erhard created part of the technology that is utilized in programs delivered by Landmark Education. However, Mr. Erhard had no involvement in the formation of Landmark Education in January, 1991. In addition, Mr. Erhard has never been a stockholder, officer, director or employee of Landmark Education, and has never been involved in the management or operation of Landmark Education.

Nevertheless, given the close identification of Mr. Erhard with Landmark Education's programs in the public's mind, Landmark Education considers that any false and defamatory statement regarding Mr. Erhard is defamatory to Landmark Education.

Your Subsection on The Forum contains references to two articles regarding allegations against Mr. Erhard. However, these allegations relate to matters which occurred years before the formation of Landmark Education and have no relationship to Landmark Education or The Landmark Forum.

Your subsection on Est contains a one-sided presentation of various allegations and negative articles concerning Mr. Erhard. This is not surprising, given your biased and unbalanced presentation of materials. You did not include the article by Dan Wakefield in the March/April 1994 issue of Common Boundary Magazine on Mr. Erhard's work. You also did not include the article in the May 15, 1995 issue of Fortune Magazine in which, in an article examining the major contributions to management thinking, Fortune noted Mr. Erhard's creation of est as the major innovation of the 1970's in shaping modern management thinking towards empowering people.

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I am enclosing a packet containing materials and articles regarding Mr. Erhard. The inclusion of several of these articles would certainly provide more balance to your subsection on Est.

#### F. Est

This is to advise you that the Est organization and the Est Training program which it delivered have not been in existence for many years. In addition, Landmark Education is not Est and The Landmark Forum is not the Est Training. Landmark Education began operations in February, 1991, more than 6 years after the Est Training stopped being offered to the public in December, 1984. The Landmark Forum is completely different from the est Training in both methodology and content.

Based on this, there is no purpose served to maintain a Subsection with materials on Est other than as a way of confusing the public and casting a negative light on Landmark Education and The Landmark Forum. At a minimum, the cross-references to the Est Subsection in the Subsections on Landmark Education and The Forum should be removed.

#### Conclusion

Based on the facts set forth above and in the materials enclosed herewith, I trust that you will take the appropriate actions in the three Subsections in question reflect the facts and have them be more balanced. Such actions would include the posting of:

- (a) the positive articles and links to them;
- (b) quotes from participants that are reflected on the Landmark Forum Brochure; and
- (c) quotes from the opinions of experts and others, including the original CAN, that Landmark Education and The Landmark Forum are not a cult, and links to such opinions.

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Taking these actions would more accurately reflect the facts and provide some balance to your Subsections and have your material be a more useful resource for researchers and others.

I look forward to receiving a written response from you at your earliest opportunity advising as to the actions you will take to reflect the facts and reduce the biased and unbalanced nature of the materials in these Subsections. I also trust that you will use the information that I have provided in your conversations regarding Landmark Education and The Landmark Forum with people who contact you for such information so that they are presented with the facts.

Sincerely,



Art Schreiber  
General Counsel

Enclosures

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