

TRANSACTIONS OF THE NINETY-SECOND ANNUAL MEETING

President Charles S. Cole, Jr. convened the Annual Meeting of the Swedenborg Scientific Association on Monday, April 24, 1989 at 8:00 p.m. in Pendleton Hall Auditorium of the Academy of the New Church, Bryn Athyn, PA. Approximately sixty members and guests were in attendance.

Minutes of the previous Annual Meeting of April 25, 1988 were approved as printed in *The New Philosophy*, July-September 1988, Vol. XCI, No. 3, pages 597 and 598.

The Secretary reported on pending activities under the auspices of the Board of Directors. A full report appears elsewhere in this issue of *The New Philosophy* under the heading, Report of the Board of Directors.

Dr. Erland J. Brock, Editor of *The New Philosophy*, reported on various matters related to publishing the journal. This report included membership and sales figures. A full report appears elsewhere in this issue.

The Nominating Committee, consisting of the Secretary, Dr. Gregory

L. Baker and Dr. Grant R. Doering, placed the following names before the membership as indicated, and their election was duly affirmed: *President*, Prof. Charles S. Cole, Jr.; *Vice President*, Dr. Charles H. Ebert; *Secretary*, Mr. Jerome V. Sellner; *Treasurer*, E. Boyd Asplundh, Esq., *Board of Directors*, Dr. Gregory L. Baker, Dr. Grant R. Doering, Rev. Daniel W. Goodenough, Rev. Andrew J. Heilman, Rev. Willard L. D. Heinrichs, Dr. James L. Pendleton, Rev. Donald L. Rose, Dr. Stephen H. Smith, and Dr. William R. Woofenden. The business portion of the meeting being concluded, the President introduced the featured speaker, Dr. Gregory L. Baker. Dr. Baker's talk was "Progressions of Similarity and Variety." He described possible connections between recurring forms at various levels of spiritual and natural reality as described in the Writings and mathematical sets called fractals as generated numerically and naturally. The presentation was well received and followed by active discussion.

Respectfully submitted,
Jerome V. Sellner, *Secretary*

EDITOR'S REPORT

The work of publishing *The New Philosophy* continues to be demanding and interesting. The journal has averaged 56 pages per issue during the past three years, and we have our many contributors to thank for this. Dr. Durban Odhner deserves special thanks for his editorial work in preparing Translator's Corner, and particularly for the inclusion of the papers presented at the international translators conference organized by the Revs. Alfred Acton and George Dole. In addition, we are grateful to the editorial board, proofreaders, and production personnel at the General Church Press for their joint effort in bringing the journal to subscribers.

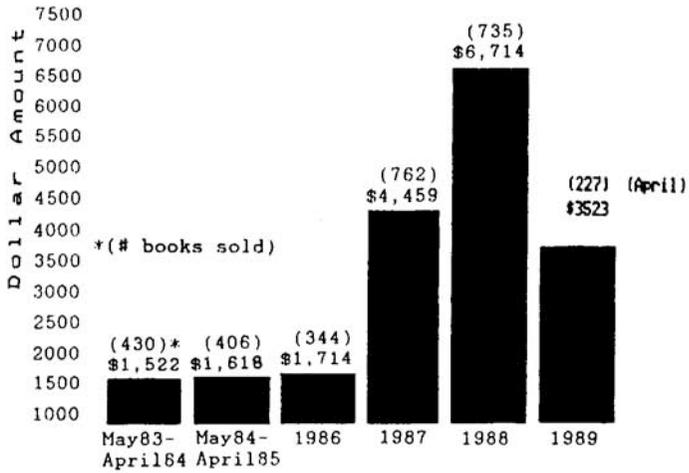
I want to make special mention, too, of the work of Mrs. Kirsten Gyllenhaal. Her creative work as Business Manager, assistant to the editor, mailing clerk, and executive marketer is what is currently keeping the daily operation of the association going. Thank you Kirsten.

Late in 1988 the association sent out its first direct mail advertising package. The increase in the annual sales value for 1988 over 1987 includes some of the response to this. Response to date has been a bit below 1%, but the project is not complete, and orders continue to come in from the first mailing. Marketing is an ongoing and creative enterprise, and we are making new plans based on analysis of the response to date.

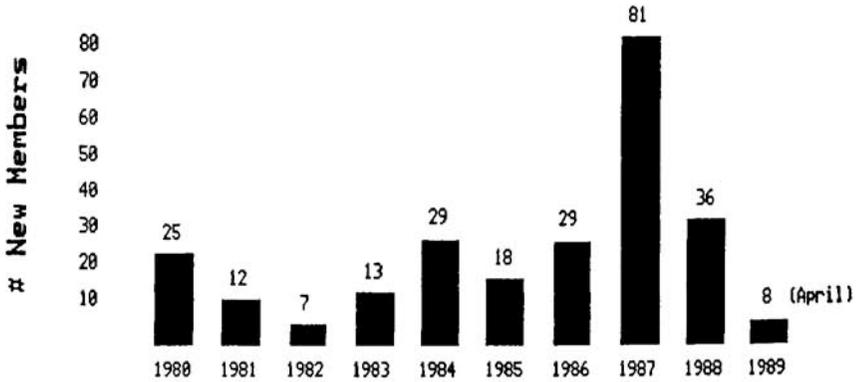
I call your attention to the accompanying sales and membership bar graphs. Regarding the former, it is clear that the 1988 price increases has not had an adverse affect on sales in terms of the number of items sold; and if the first quarterly sales for 1989 continue at the same rate, then 1989 will again show an increase.

The membership data is encouraging too. The big jump in 1987 was in response to advertising in *New Church Life* and at the assembly in June of that year. But aside from that there has been a general upward trend since 1982, so that today we have what I suspect is an all-time high of subscribers of 487.

Annual Book Sales 1983-1989



New Members Annually 1980-1989



The number of public, college, and university libraries that receive books published by the SSA and/or the journal, is on the increase. This trend will continue provided we can at least maintain, but better, improve, the quality of our work. Improving our standards of book production and journal quality must be an ongoing thing; any suggestions looking to this are always welcome. We particularly need authors, new ones and our regular contributors, to offer their work and thereby add to the enrichment of the journal.

Respectfully submitted,
Erland J. Brock, *Editor*

REPORT OF THE BOARD OF DIRECTORS

Following is a summary of projects pending under the Board of Directors:

Principia

A reprinting of Swedenborg's 1734 *Summary of the Principia*. The work was translated by Alfred Stroh. It is in need of an up-to-date preface and a table of contents. Dr. William R. Woofenden will handle this work.

Brochure and Logotype

Dr. Erland J. Brock, already heavily occupied with the editorial duties connected with *The New Philosophy*, and extensively involved in managing the business affairs of the journal relating to inventory, pricing, marketing, and identifying additional subscribers, deserves a hearty expression of gratitude for two additional accomplishments during the years.

1. Working in consultation with Mr. Donald C. Fitzpatrick and the Rev. Daniel W. Goodenough, he has supervised the production of a catalog describing Swedenborg's various scientific works complete with cost and order information. Entitled *Swedenborg: Scientific & Philosophical Works/Studies in Swedenborg's Ideas, from the Swedenborg Scientific*

REPORT OF THE BOARD OF DIRECTORS

Association, the catalog is in a form which lends itself for dissemination to scholars at colleges and universities, and top public libraries.

2. He has overseen the establishment of an appropriate logotype for the association. The logotype consists of Swedenborg's signature through a circle containing the initials SSA and the years of Swedenborg's temporal life, 1688-1772.

Swedenborg Researcher's Manual

Dr. William R. Woofenden's book, *Swedenborg Researcher's Manual* was published in 1988. This book identifies sources for academic research. It was published in connection with the Swedenborg Tricentennial. Of 300 offers to place the book in colleges and universities, 100 requests have thus far been received. A \$5,000 grant toward the cost was received from the Lungerich Fund which is administered by trustees of the General Council of Convention.

Research Grant Program

In the Research Grant Program, translation of the personal letters of Descartes (1596-1610) continues under the direction of Mr. Paul Funk. There is no known translation of these letters. Between four and five of the seven volumes are essentially completed. It is expected that some of this translation will appear in forthcoming issues of *The New Philosophy*.

Respectfully submitted,
Jerome V. Sellner, *Secretary*

TREASURER'S REPORT

for year ending April 30,1989

BALANCE APRIL 30, 1988 \$ 45,856.95

Plus Receipts 1988/89

Dues.....	\$	1,012.00
Subscriptions.....		194.00
Contributions		106396.00

THE NEW PHILOSOPHY, July-September 1989

Book Sales	5,536.05
Interest	3,676.51
Miscellaneous	<u>415.97</u>
	\$ 117,230.53
<i>Less Expenses 1988/89</i>	
New Philosophy (3 issues) .	\$ 7,496.76
Postage	1,165.60
Editorial Expenses	6,045.21
Book Publishing	53,070.54
Marketing Project	13,537.29
Research	3,112.50
Misc. Office Expenses	1,112.60
Travel	<u>987.49</u>
	\$ 86,527.99
 BALANCE APRIL 30, 1989	 \$ 76,559.49

Respectfully submitted,
E. Boyd Asplundh, *Treasurer*