HISTORICAL TIMELINE OF THE ROBERT S. HARTMAN INSTITUTE

Leon Pomeroy and Collaborators

EDITORIAL NOTE: This Timeline was assembled, edited, and extensively revised by Leon Pomeroy, Vera Mefford, and Rem B. Edwards. Much of the information in it comes from many contributors who wrote about themselves and their involvement with the Hartman Institute, the Hartman Value Profile (HVP), Formal Axiology, and their own business applications. The Editors found that some contributors submitted only an outline of major developments, but others submitted rather detailed autobiographical accounts. In the interest of consistency and economy, we found it necessary to separate these emphases and eliminate much of the detailed autobiography. The 2013 issue of this journal will be devoted to the autobiographies, and all contributors will be invited to submit or resubmit such details for next year's issue. The information provided herein comes from those who stepped forward when the call went out. We wish to thank *Leon Pomeroy* who first conceived of this project, did the initial hard work on it, and contributed significantly to it. *Vera and David Mefford* and *Rem B. Edwards* greatly expanded its inclusiveness and its contents, and they did many hours of editorial work on it. We also thank the following additional contributors: *Gary Acquaviva, Steve Byrum, Wayne Carpenter, Gilberto Carrasco, Darlene and Lynn Clark, K. T. Connor, Art Ellis, Frank G. Forrest, Maria Lagerstedt, Mark A. Moore, Jay Niblick, Robert K. Smith, and Uli Vogel*. Rem B. Edwards added what he could find about *John W. Davis*.

Abstract

The historical Timeline of an organization is a linear chronological outline of its major events running from near its beginning to where we are today. This Timeline focuses on the Robert S. Hartman Institute, what led up to it, its milestone events, and the active members who contributed greatly to the advancement of basic and applied axiology and the Hartman Value Profile (HVP).

The Timeline

1955-1957. Robert S. Hartman arrived at the National Autonomous University of Mexico (UNAM) in 1955. This marks the beginning of our timeline. Hartman had responded to an invitation by Samuel Ramos and Eduardo Garcia Máynez to work as a research philosopher at the Institute for Philosophical Research. This soon became the academic platform from which Hartman developed and advanced his theory of value, which he characterized as "the structure of value." Gilberto Carrasco reminds us that Hartman's earliest draft of *The Structure of Value* was published in Spanish by *Fondo de Cultura Economica* (1958). The Institute for Philosophical Research at the UNAM provided support for his research in the humanities. Its favorable work environment was acknowledged by Hartman in his prologue to

The Structure of Value, where he states, "The university provided ideal conditions for career researchers in an atmosphere of intellectual dedication that was a privilege to share." This environment helped him develop, then communicate his work to others in venues that included classes, seminars, and conferences at UNAM and at other universities, including the University of Tennessee, Yale, and the Massachusetts Institute of Technology (MIT). In time, distinguished philosophers and humanists from Europe, the USA, and Mexico became interested in his evolving theory of value or "formal axiology." At these institutions, Hartman always inspired students with his spirited and passionate presentations of formal axiology. Some students went on to complete undergraduate, masters, and doctoral degrees dealing with aspects of formal axiology. Some of these efforts found publication in articles and books. Hartman's work caught the attention of psychologists Abraham Maslow, Victor Frankl, and Eric Fromm. In 1957 a group of them sought to create a *Center for Advanced Studies in Human Values* at MIT. Sadly, this vision, was never fulfilled.

1959-1961. In 1959 Mario Cárdenas Trigos, a student of psychoanalyst Erich Fromm, met Robert Hartman at the Philosophy faculty of the UNAM. He wanted to learn all he could about Hartman's formal axiology. During their early meetings, Trigos confessed to Hartman, "I'm studying psychoanalysis with Erich Fromm. I believe the subject of values is very important. I know you teach values. I want to learn formal axiology from you!" Hartman agreed to teach him formal axiology if he would teach Hartman psychoanalysis in return. Cárdenas agreed, and Hartman then organized what became known as the "Hartman-Cárdenas Seminar on Formal Axiology and Humanistic Psychoanalysis." The seminar came to include many others between 1959 and 1961. They met in the classrooms of the UNAM. From this seminar evolved the first technical applications of formal axiology employing the forms Hartman developed in collaboration with Cárdenas Trigos. This became the value inventory or valuemetric instrument called the *Hartman Value Profile (HVP)*. It was first published in Spanish by El Manual Moderno in Mexico. Three important historical contributions to *psico-axiology* followed in quick succession:

1. "Axiologìa y Psicoterapia," published by Mario Cárdenas Trigos in *Revista de Psiquiatrìa y Psicoanalisis*, No. 6, F.C.E., Mèxico, 1967;
2. "La Interpretacion Axiologica de los sueños" (The axiological interpretation of the dreams), published by Mario Cárdenas Trigos in *Revista de Psiquiatrìa y Psicoanalisis*, No. 13, F.C.E., Mèxico, 1968
3. "La estructura axiológica de la personalidad" (The axiologic structure of personality), published by Robert S. Hartman in *Dianoia, Anuario de Filosofia,* No. 19, F.C.E., Mexico, 1973.

1963. Hartman wrote his autobiographical *Freedom to Live: The Robert Hartman Story* for use in a management seminar he taught at the Nationwide Insurance Co. It was published many years later, as indicated later in this Timeline.

1966. *Miller Associates* was incorporated to market one of the earliest applications of the HVP.

1966. John W. Davis succeeded Merritt H. Moore as the new Head of the Philosophy Department at the University of Tennessee, Knoxville. He and Merritt hired Rem B. Edwards and Dwight Vande Vate to help initiate the new Ph.D. program in Philosophy at UT. Davis brought Robert S. Hartman into this Philosophy faculty two years later to greatly strengthen the Ph.D. program.

1967. Hartman's, *The Structure of Value*: *Foundations of Scientific Axiology* was published by Southern Illinois University Press at Carbondale, Illinois. A slightly modified softback edition was published in 1969.

1967. Steve Byrum, attending Tennessee Wesleyan College, was challenged to write a paper on a new "ism" or "ology". He came across an article on "axiology," and the rest is history. Over the next three years**,** he read everything he could find on Hartman. Although he was offered a full fellowship from Princeton and a full scholarship to the University of Chicago, he chose to come to Knoxville instead to study with Hartman at the University of Tennessee.

1968. Hartman obtained an appointment as Research Professor of Philosophy at the University of Tennessee at Knoxville, thanks to the active involvement of his former student, John W. Davis, then the Head of the Philosophy Department. Hartman then divided his time between Knoxville and Mexico City, usually teaching six months in Tennessee and six months in Mexico City. Hartman actually joined the UT faculty in the fall of 1968.

1968. Wayne Carpenter, Kurt Kaltreider, Richard C. Leggett, Mark A. Moore and others took Hartman's fall course on "The Structure of Value" at the University of Tennessee. Rem B. Edwards, a junior faculty member, had just enough good sense at the time to recognize that he could learn a great deal from Hartman, and he also sat in on the course.

1968. When he was first exposed to Hartman, Wayne Carpenter was more interested in epistemology than in axiology. What intrigued him the most was Hartman's knowledge of Kant. He took Hartman's graduate course on Kant's *Critique of Pure Reason*. He spent many hours with Hartman and was impressed with the HVP, but at the time his mind never strayed far from Kant's philosophy.

1968. David Mefford was invited to meet Hartman at a philosophy "Coffee Klatsch" at UT by friend and fellow graduate student, William Curley. He also took Hartman's Kant Seminar. He was given the HVP, which was interpreted by Hartman himself, and his interest in formal axiology was sparked. Hartman welcomed David

into his class and got John Davis's permission to make David his Teaching Assistant for an undergraduate class in Modern Philosophy. Hartman often asked David to read a protocol summary of the former Kant class in the next class in order to provide linkages to further arguments. In this undergraduate class, Hartman sat in the back of the room and critiqued David's class presentations, which inspired David to work even harder.

1969. Hartman conducted off-campus HVP classes using his early *Manual of Interpretation*, which his wife, Rita, had typed for him. David Mefford took the class, mastered the *Manual*, and wrote up ten cases to fulfill Hartman's requirement for certification in the use of the HVP. David Mefford, Gary Acquaviva, Art Ellis, and Bill Curley were given certificates by Hartman that sanctioned them as thoroughly trained and qualified to interpret the HVP.

1968-1972. Art Ellis and his wife Charlotte spent a lot of time with Robert and Rita Hartman when they were in Tennessee. Apart from off-campus classes where they studied the HVP, they engaged in many conversations about axiology applied to world events. Art recalls that a major concern of the Hartmans was to avoid hassles at border crossings. He and Charlotte often helped them pack their luggage for their return trips to Mexico. When Hartman was in Mexico, Art Ellis and Richard Clarke mailed him HVP test results for analysis, and he always returned them promptly with meticulous interpretations and critiques.

Ellis remembers attending Hartman's seminars at the University of Tennessee. During that time Hartman also gave him personal instructions on the use and interpretation of the HVP. While a graduate student, Ellis developed a research project demonstrating the use of the HVP in rehabilitation therapy at the Atlanta Employment Evaluation Services Center. This project was submitted as a proposal for funding to the Rehabilitation Services Administration in Washington, D.C., then a part of Health and Human Services. The proposal failed to win approval.

1969. Gary Acquaviva first met Hartman in the fall at the University of Tennessee. Gary was assigned to him as a graduate Teaching Assistant. He did his thesis on the Spanish philosopher, Ortega y Gasset, and he chose Hartman as his thesis director.

1969. An educational psychologist, John Austin, came to visit Hartman in Knoxville with his wife, Joyce. Austin and Hartman signed a contract authorizing Austin to market the *Hartman Value Profile (HVP)* under his company name, *Research Concepts*, based in his home town, Muskegon, Michigan. David Mefford was at Hartman's house and signed the agreement as a witness.

1969. David Mefford recalls that Billie Elliott's dissertation changed the way Hartman and he thought about the HVP. Bob had invited Mefford to be present at Billie Elliott's oral defense of her dissertation. It bore the title, *Item Homogeneity*

and Factorial Invariance for Normative and Ipsative Constructs to the Hartman Value Inventory. At that time, Mefford learned the crucial distinction between *base constructs* vs. *exponential constructs* in scoring the HVP. The dissertation involved the analysis of 1800 cases. It proved very important to Hartman, and it raised serious questions concerning the scoring of the HVP, with special reference to exponential constructs vs. base constructs.

Elliot found that exponential analysis was significant and had to be taken seriously, and this had a serious impact on Hartman. It inspired Hartman to come up with his HVP "Research Version" shortly thereafter. Note that this distinction is not mentioned by Hartman in the published version of his *Manual of Interpretation.* Hartman died before he could thoroughly analyze the implications of Elliott's dissertation. At the end of her dissertation defense, Elliott concluded that the respondents in her study only recognized two out of six items as belonging to the proper theoretical dimension. The base constructs alone were not sufficient. This inspired and directed the future of the Mefford's work with the HVP, which has proven especially important in their construction of *Targeted Profiles*. Elliott's findings became very important to the Meffords' theoretical and applied work, which goes well beyond Hartman's understanding of the HVP.

1970. David Mefford spent the entire summer in personal study with Hartman at his Mexican Villa in Cuernavaca, a resort town South of Mexico City. Hartman gave him a reading list and asked him to write a summary of the *History of Philosophy* to satisfy his requirement for three hours of graduate credit. In August of that year, Hartman advised David not to continue his studies in the US because the foundations of axiology were not taught in North America; he convinced him to go to Germany, where as Hartman said, he could "learn from the horse's mouths."

So David went to Europe to study European axiology and enrolled at Heidelberg University. David was appointed to be Hartman's agent for the HVP in Europe. He worked with the Karl Siebert Institute in Munich, interpreting the HVP to seminar attendees from Volkswagen and Siemens. Hartman assigned David another duty, which was to coach Evert Schildt, M.D., of Sweden on interpreting the HVP. In these coaching conversations, Schildt favored the exponent *valuation* constructs, while David favored the base *value* constructs, which Dr. Hartman continued to emphasize.

1970. The *Axiometric Testing Service (ATS)*, incorporated in 1969, was up and running. Hartman and Richard Clarke, an art professor at UT, formed ATS to market the HVP. Professor Clarke later became a charter member of the RSHI. Arthur Ellis and Richard Clarke collaborate at ATS in early marketing the HVP.

1970. During an era of unusually high levels of violence and rioting the world over, Hartman submitted a lengthy memorandum to the NIH (National Institute of Health)

proposing that they use the HVP as a screening device for detecting and predicting violent behavior.

1970. Gary Acquaviva completed his M.A. in Philosophy. His Master's Thesis at the University of Tennessee, *Reciprocity Between Individuals*, was directed by Hartman.

1970. Wayne Carpenter was drafted into military service in January. He remembers his sorrow over his having to leave graduate school because of the Vietnam War. Following basic training, he reported to Fort Benning, Georgia where he was assigned to a support unit engaged in psychological research for the Army. During the summer of 1970, his unit began a study of decision-making in order to more efficiently process the volume of data coming in from ground, air, and naval sources. Wayne brought to this task his knowledge of Hartman's *The Structure of Value* and Kant's *Critique.* His goal was to build a more rational approach to decision making. He relied on Hartman's formal structure of value and knowledge to construct a multi-level, integrated decision-making model. When his term of service was over, Wayne left the Army and returned to graduate studies in philosophy at Vanderbilt. There, he resumed the study of epistemology and philosophy of science.

1971. Evert Schildt, the Surgeon General of Sweden, met with Hartman in Mexico to learn more about the HVP. He had a lot of questions as well as some doubts, and they began an active correspondence.

1971. David Mefford was studying in Germany working on his *Magister Artium*. He stayed in close contact with Hartman due to the demands of working as Hartman's European agent for the HVP. Although David did not personally meet Dr. Evert Schildt until 1978, they did exchange a series of phone calls and letters in which Schildt questioned some of the language used in the HVP items as not being sufficiently contemporary or succinct. He also questioned *values* as being more important than *valuations.*

1970-1973. Leon Pomeroy became a member of the first class of four clinical postdoctoral fellows to study under Albert Ellis at his Manhattan Institute. In 1972, Ellis gave Pomeroy a reprint of an article scheduled for publication in *Values and Valuation: Axiological Studies in Honor of Robert S. Hartman,* which was being edited by John W. Davis. The title was "Psychotherapy and the Value of a Human Being." The book was scheduled for publication by the University of Tennessee Press (1972). At the time, Pomeroy was Editor-in-Chief of IAPM Publications and Associate Editor of the *Handbook of General Psychology* published by Prentice Hall in 1973. He was interested in forming a values-based system of cognitive psychology. Milton Rokeach suggested that the concept of value is at once the most important, least studied, and least understood concept in all of psychology and the social

sciences. Pomeroy calls 1969-1979 his "professional wilderness years" because the clinical study of values was non-existent in psychology at the time. In 1972, he rejected Hartman's formal axiology for lack of supporting empirical evidence. His serendipity encounter with Salvador Roquet, M.D., on Cape Cod in 1979 caused him to take a second look at what philosopher Hartman was doing to bring about a formalized value theory.

1971-73. Evert Schildt began to work on his own version of the HVP, first referred to as the "HSVP" (Hartman-Schildt Value Profile), later called the *ProValuator*, which employed a different set of linguistic proxies for the underlying value-logic hierarchy.

1971. Steve Byrum began his doctoral studies at UT. He wanted to learn all he could about formal axiology under Hartman. He recalls the close relationship he had with his mentor for many years. From time to time, Byrum covered Hartman's absences in his courses. He recalls the warmth, friendliness, and charm of both Rita and Robert Hartman and their many open and frank discussions covering a wide range of topics. He got to know Hartman very well, sat in on every class he could, hung out at his office, and visited his home. He remembers with pride and humility his emotions when Hartman asked him to focus on applying axiology to theology. One of his major disappointments was being unable to accept an invitation to visit Hartman in Mexico before he died, due to the demands of completing the requirements for his Master's Thesis entitled *The Value Structure of Theology*, which was later published by the University Press of America in 1973. This book, inspired by Hartman, has now appeared in eight different editions, including a final one currently being prepared for publication.

1972. John W. Davis edited a *Festschrift* in honor of Robert S. Hartman, *Value and Valuation: Axiological Studies in Honor of Robert S. Hartman*, published by the University of Tennessee Press.

1972. Gary Acquaviva spent the month of July studying *The Structure of Value* in Cuernavaca, Mexico at the Hartmans' villa.

1972. Leon Pomeroy's clinical mentor, Albert Ellis, published an essay titled "Psychotherapy and the Value of Human Being" in which he wrote, "It is mainly philosophers and existentialists, who have honestly and determinedly tacked the problem of human value…Among these philosophers, Robert S. Hartman has led all the rest. No one has given more time and thought to the general problem of value than he; and no one, to my knowledge, has come up with a better explanation of intrinsic value, or a human being's worth to himself, than has Hartman." Ellis added, "As Hartman himself notes…all depends on a definition of good…," which, Ellis

noted, has always been circular throughout the pages of history, more "…tautological, pragmatic and without a basis in science."

1973. Ricardo Ortiz Certuche, Gabriel Camporredondo and Jorge Palafox, under Hartman's supervision, completed a study titled *Axioadministration* for bachelor degrees at the U.N.A.M. The authors applied formal axiology to describe and explain several administrative styles. Their findings advanced axio-administration theory. The HVP was used to compare several kinds of public and private administrative organizations in Mexico.

1973. Rem B. Edwards published "The Value of Man in the Hartman Value System," in *The Journal of Value Inquiry*, Vol. 7, 1973, 141-147. This was highly critical of Hartman's "Proofs" for the "Infinite Value of Man." Hartman read this and replied to it before his death, and his reply was incorporated into *Formal Axiology and Its Critics*, published in 1995.

1973. Robert S. Hartman died at his home in Mexico on September 20th at the age of 63. He was survived by his wife Rita and son Jan. All of Hartman's students were devastated by this great loss. Hartman was planning to visit David Mefford in Germany, and together they were going to attend the World Philosophical Congress in Varna, Bulgaria from the 17th to the 23rd of September. David's father made a special trip to Germany to tell David of Hartman's death. David continued his studies, more determined than ever to advance formal axiology.

1973. John W. Davis published the Memorial Minutes for "Robert S. Hartman, 1910-1973" in the *Proceedings and Addresses of the American Philosophical Association*, Vol. XLLVII, 218-219.

1973. Richard Clarke gave Art Ellis a copy of the *Freedom to Live: The Robert Hartman Story* manuscript following Hartman's death. He shared it with many others who encouraged him to find a way to publish it, but this did not happen for the next two decades.

1973. The finalized and corrected English version of Hartman's *The Hartman Value Profile: Manual of Interpretation* was typed by Charlotte Ellis. It was then edited and published by John J. Austin's *Research Concepts* of Muskegon, MI. (The first edition, in both Spanish and English, appeared earlier in Mexico circa 1969.)

1974. David Mefford returned to the US for a visit and met Nicholas J. Skinner, a logician, for the first time in New York City. David had corresponded with Nick from Germany. Nick gave David a copy of *Sets and Transfinite Numbers* by Martin Zuckerman, which David used to create his total logic system a few years later. At Rita Hartman's request, John W. Davis, David Mefford, and Vera Mefford con-

vened in Mexico and spent a month at Hartman's villa in Cuernavaca sifting through Hartman's extensive library, unpublished material, and correspondence. John W. Davis had established a "Hartman Research Library" in the Special Collections Library at the University of Tennessee so that current and future students of axiology could have access to Hartman's unpublished works. During this time, Rita's son Jan and his family also came to Cuernavaca to visit along with Dr. Hartman's brother, Henry Sherwood. All their days were spent working in Hartman's library sorting and labeling his works to prepare them for shipment, but in the evenings, many memories and stories about Bob were shared around their supper table.

1975. Gary Acquaviva was hired to teach philosophy part-time at state-supported Walters State Community College, in Morristown, Tennessee and began researching ways to interpret the Hartman Value Profile more efficiently.

1975. Steve Byrum completed requirements for his Ph.D. degree at the University of Tennessee. The title of his doctoral dissertation was *Intrinsic Value and Play*, which applied Hartman's axiology to that topic. Thereafter, Byrum pursued a career in teaching for some twenty-two years. Many of his courses emphasized the importance of Hartman's work. During this period he began to develop a consulting firm aimed at business activities, drawing upon organizational applications of the Hartman Value Profile.

1975. Rita Hartman arrived in Europe for the *Mozart Festspiele*, and invited David and Vera Mefford, who were attending the University of Heidelberg, to meet her in Salzburg, Austria. They spent a week together and discussed starting a research institute to continue Hartman's work in formal axiology.

1976. In the spring of 1976 retired Colonel Frank G. Forrest was working on his dissertation to fulfill this requirement for a Ph.D. degree. He studied the relation between human values and the emerging field of organizational development. One item of his dissertation-related literature, *New Knowledge in Human Values,* edited by Abraham Maslow, was of particular interest to him. This volume reported a conference sponsored by the Research Society for Creative Altruism at the Massachusetts Institute of Technology in October of 1957. The conference was convened to address the Society's beliefs that the ultimate disease of the time was "valuelessness," that this posed a serious danger, and that something could be done about it using our own rational efforts. Twelve leading value theorists of the day were invited to attend the conference and make presentations on how to resolve these problems and to explore the possibility of developing a science of value for this purpose. The conference report compiled their presentations, and the consensus was that a science of values is possible. One of the participants, in addition to agreeing with the possibility of such a science, went on to provide ideas on how to achieve it. His name was Robert S. Hartman. Frank G. Forrest wanted to know more. He

discovered that Hartman was a University of Tennessee faculty member. Forrest called UT, and Professor John W. Davis, Head of the Philosophy Department, told him that Hartman had died in September of 1973. Davis added that he and David Mefford had been asked by Rita to form a Research Institute in honor of Bob's work, and, together with Linda Laws, they were in the process of forming that Institute. They invited Frank to attend the first meeting.

1976. David Mefford completed the requirements for his *Magister Artium* (M.A.) degree at Heidelberg University, Germany in the areas of philosophy, psychology, and law. He and Vera returned to Knoxville, Tennessee, where John W. Davis welcomed David into the Ph.D. program at UT. He put David to work as a graduate Teaching Assistant in the Philosophy Department in the fall of that year.

David and Vera also began meeting the logician, Nick Skinner, and his wife Lulu, in Stanton Virginia for long weekends of discussion about axiology over the next few years. Out of these meetings, a predicate-logic *symbolic* document of the *Hartman Universe* was created by Nick and David. This was framed and now hangs in David's office.

1976. The first planning meeting to organize and establish the *Robert S. Hartman Institute (RSHI)* was held in Knoxville, Tennessee. The organizers and founders were John W. Davis, David Mefford, and Linda Laws. According to Rita Hartman's wishes, it was established as a non-profit research organization.

1977. On May 20-21 of this year, the first Annual Conference of the RSHI was held, with Frank Forrest, John Davis, Mark A. Moore, Rita Hartman, Barry McConnell. Robert Carter, Kurt Kaltreider, Richard Clarke, Art and Charlotte Ellis, Steve Byrum, John and Joyce Austin, Bill Curly, David and Vera Mefford, Rem B. Edwards, Rolf Krojanker, Henry Gardner, as well as many students and professors from the philosophy department in attendance. David Mefford served as the program coordinator. The first Board was elected, and it was agreed that an Annual Conference would be held in the fall of each year.

1977. John W. Davis was elected to be the first President of the RSHI. As far as we have been able to determine, he continued to serve as President until 1989, when he was succeeded by Mark A. Moore.

1977-1980. Frank G. Forrest began studying Hartman's opus, *The Structure of Value*, and learning about the HVP. He also regularly attended Annual RSHI Conferences at UT. There he acquired additional information on axiology, obtained various items of Hartman's written materials, and made new friends, among them being Nicholas Skinner, who had perfected an adjunct to Hartman's value science decision-making procedure using symbolic logic. Skinner was confident that his system was marketable and was in the process of establishing a business firm for

this purpose with Hosie Martin in Richmond, Virginia. Martin owned a small business in computerized accounting services, augmented with Skinner's axiological system for guiding business decisions. The business was renamed *Axionics*.

Martin and Skinner anticipated that additional members of the firm having some value science background would be needed, and a few available members of the RSHI were hired. This included Frank G. Forrest, who had just retired from Embry Riddle Aeronautical University, Mark A. Moore, and Kurt Kaltreider, both students of Hartman. Several months later, Forrest heard that the U. S. Army was studying how to improve organizational effectiveness in war and peace. He delivered a presentation on the rudiments of value science and its application in military ethics in 1980 which was well received and subsequently introduced to an agency known as the Joint Services Conference on Professional Ethics. This was the beginning of a series of events involving Forrest and JSCOPE. Axionics was not sufficiently capitalized and was ultimately unsuccessful in marketing Skinner's axiological decision-making procedures. Frank returned to Daytona Beach, and a short time later *Axionics* went out of business.

1977. Wayne Carpenter received a call from Mark A. Moore, who told him about the new company, *Axionics*, in Virginia. Mark told him the company was designed to create and market business applications of Hartman's HVP and that he, Richard Leggett, and Kurt Kaltreider had been employed as the research team tasked with developing such applications. Carpenter began to work with Nick Skinner studying his decision logic and endeavored, with his financial partner H. I. Martin, to raise money to fund the project. As indicated, the business was not successful.

1978-1980. Evert Schildt attended the third Annual Conference as well as a few more of the early meetings of the RSHI. David Mefford remembers how he and Schildt vigorously disagreed over the number of HVP patterns. Schildt presented nine patterns based on *binary combinations* of I, E, and S. Mefford advocated thirteen patterns based on *tertiary combinations* of I, E, and S. Mefford presented and defended his own position in his doctoral dissertation, which centered on deducing a tertiary frame of reference uniting cognitive and emotional patterns depicting the relationship of *value* with *valuation*. During the next conference in 1978, Schildt presented his *ProValuator* version of the HVP. This triggered lively theoretical discussions that involved all participants. Mark A. Moore began working with Schildt during this period and continued to do so for many years.

1978. Beginning in the late 1970s, Mark A. Moore recalls spending time in Sweden with Evert Schildt and with John Zweig of the University of Maryland at Salisbury. He collaborated in validating the English version of Schildt's parallel form of the HVP, the *Provaluator.* This validation project was largely executed by Dr. Zweig. In the mid-80s, Schildt was stricken with cancer, from which he did not recover. His

passing was a shock to all who knew him, and the advancement of axiological science lost a great innovator.

Mark A. Moore's long association with Evert Schildt during the years before he died left him with a deep appreciation for and understanding of his version of the HVP and its commercial applications. He recalls Schildt's conviction that the basic value structures *should be based on valuations and not values.* Moore believes that both values and valuations are important, and that one cannot be ignored for sake of the other. Moore's collaboration with Schildt led him to focus more on the basic fundamentals of value theory than on its commercial applications and derivative instruments such as the HSVP or *Provaluator*. He believes that Schildt's contributions stand on their own merit and remain the basis for continued marketing of the HSVP in Sweden to the present day. He asserts that his knowledge of the HVP was acquired while taking the HVP and having it interpreted by Hartman, while listening to Hartman's interpretation of other test results, and while seriously studying his *Manual of Interpretation*. Moore chose to concentrate on more theoretical issues such as: What is a value? How does concept specification enrich value? What is the structure of a concept? And what is the relationship between value and valuation?

1977. John W. Davis and David Mefford collaborated in processing HVPs for the UT football program under coach Johnny Majors over the next two years, using the first computer program to process the HVP, written by the UT computer center. Information from the HVP proved very valuable to the football team, especially those players who were accident or injury-prone. Davis also administered the HVP to the Dallas Cowboys under Coach Tom Landry. He published his findings in the *Journal of the Philosophy of Sport*, Vol XVII, 1990, under the title "Measuring Athletic Goodness: Formal Axiology Applied to Football."

1978. David Mefford was hired by John Wolaver, M.D., at Knoxville Psychiatric Associates to administer the HVP to patients and to counsel them under his supervision. David continued in this job until the end of 1979. Vera Mefford also worked in the private office of John Wolaver and nine other psychologists, psychiatrists, and sociologists for several years, taking the social-work histories of all patients, and sitting in on many of the patient consultations.

1979. David Mefford provided Co-Worker and Patient Relations Training to staff members at Lakeshore Mental Health Institute in Knoxville, TN.

1979. *Axiometrics, Inc*. was established, thanks to bank loans, the resources of John W. Davis, Chairman, and the energetic, enthusiastic and productive collaboration of David Mefford, (Elected President), Wayne Carpenter (Elected Vice-President), and Board member, Richard Clarke, an Art Professor at UT. Carpenter recalls that Mefford called and told him how he, John W. Davis, and Richard Clarke were establishing a company to market the HVP. Wayne Carpenter had studied with

Davis before entering the Army. He didn't know Richard Clarke but had met Mefford as an undergraduate student. Carpenter recalls, "I went to Knoxville and met with David and Vera to discuss what I could do to contribute to the company. I had business experience, sales experience, and business contacts. I decided to join them even though, at the time, I had no experience applying the HVP. However, the idea of being involved with a company focused on axiological research inspired me." Carpenter then met Mrs. Rita Hartman at the Hartman Institute's third Annual Conference in 1979. He also met Evert Schildt, who tried to convince him that he had taken Hartman's HVP to another level. John W. Davis used the computer program at the University of Tennessee to process the HVP. Three user manuals and reports were developed from this computer output. As Carpenter recalls, "David, Vera and I made a presentation at a Women's Career Convention in Nashville. Our booth was next to a company called NASCO. We convinced the Sales Manager to take the profile, and David did an interpretation. The CEO of the company, Bill Cook, gave me a chance to present my ideas to him. He proposed that NASCO provide the research dollars needed to advance our ideas, and that we could use his computer resources to build products," but the offer was finally rejected due to complications.

1979. Rem B. Edwards published another article highly critical of Hartman titled "Intrinsic and Extrinsic Value and Valuation," in *The Journal of Value Inquiry*, Vol. 13, 133-143. While Hartman taught at UT, Edwards, then a junior colleague, sat in on most of his graduate classes (beginning in 1968), learned a great deal from him, had heated debates with him, and was his most severe critic.

1980. On January 8, David Mefford was shot through the chest in front of his wife, Vera, following a home invasion of their apartment near the UT campus. While he was recuperating in the hospital, Gary Acquaviva and Wayne Carpenter completed the office space for *Axiometrics, Inc*. in a strip mall close to Professor Davis's home. John's daughter, Amy, worked in the office as a typist, and Vera Mefford worked there as well in sales and helped out with editing and typing the manuals. The team did not get their business up and running fast enough to support themselves, and Carpenter and his family were forced to return to Nashville.

1980. In the fall, Bill Ballard, a sales trainer, consultant, and Dale Carnegie instructor, provided Carpenter with an opportunity to apply his knowledge of axiology. He developed a communication decision workshop which identified trends in individual problem solving and decision making.

1980. Gary Acquaviva taught "A Study in Values" to Austin East High School students during the winter quarter. He also tested black students at Austin East High School, Knoxville, Tennessee; and, due to the cultural differences, he made significant changes to the wording of the HVP.

1978-1981. Evert Schildt of Sweden attended the RSHI Annual Conference in 1978 and first met John W. Davis, David Mefford, and Mark A. Moore in person. Discussions focused on comparing Schildt's version of the HVP (HSVP) with the standard HVP. Reliability data for the HSVP was discussed. It had been tested on thousands of military soldiers, and this resulted in Schildt's refinement of his *Provaluator System*, the earliest parallel form of the HVP, aside from Bob Hartman's own Research Version. In 1979, Schildt traveled to the US with Lars Ander for meetings with contacts; and they published studies of 3,000 army inductees in 1979-80. Schildt found that his version worked better than the HVP in the Human Resource market. During this period Rita Hartman visited Schildt in Sweden and met with a growing number of axiologists in that country. For the last thirty years, Hartmanian assessments have been consistently used to support Human Resource applications in Sweden. They continue to be used every day at the project management company, The Hifab Group, AB, which is involved with leadership development and management recruiting in Sweden.

1979. At a seminar on Cape Cod, Leon Pomeroy rediscovered Hartman's theory of value, after having rejected it for lack of supporting empirical evidence. For Pomeroy, the historic "1879 Split" of psychology from philosophy over empiricism was healed. In 1979, one hundred years later, Pomeroy's psychiatrist friend, Vladimere Piscacek, M.D., convinced him that they should attend a workshop being given by a Mexican psychiatrist, Salvador Roquet, M.D. Pomeroy agreed, and at the workshop he took the HVP and experienced Roquet's interpretation of his and other HVP results for the first time. There he saw how the HVP could be the empirical handle to Hartman's definition of "good" and theory of value, and serve to test its predictive, descriptive, and explanatory power. Returning to Manhattan, Pomeroy began using the HVP in his private practice, after contacting John Davis at the University of Tennessee Philosophy Department. Pomeroy ordered a copy of *The Manual of Interpretation* from John Austin and began using the HVP at the Brooklyn VA Medical Center, where he had taken a position as Senior Staff Psychologist and Chief of Behavioral Medicine, after several years on the faculty of Long Island University. His clinical experience with the HVP then took him to designing validity studies, which he began to present at Annual Conferences of the RSHI. These studies confirmed the validity of Hartman's operational definition of good and its accompanying theory of value. Pomeroy found a way to develop a values-based cognitive psychology theory and practice, as introduced in the pages of his *New Science of Axiological Psychology*, published some twenty-five years later (in 2005) by Rodopi.

1980-1981. Gilberto Carrasco of Mexico reports the first recorded example of teaching Formal Axiology in Mexican schools in 1980 in classes given by Professor Alfonso Lozano González. This was an innovative project at the Teacher´s School (Normal Quince de Mayo) in Mexico City. Alfonso shared his Axio-Education

Theory with students and teachers. He taught the basics of formal axiology in a humanist environment, promoting "harmonious personality development." To successfully promote his program, Lozano joined a select group of people who taught various subjects, including natural science, pedagogy, philosophy, mathematics, music, literature and physical education. He lectured on formal axiology and psycho-axiology, and he provided guidance to students and teachers based on HVP results. Gilberto Carrasco participated in this project and taught formal axiology as well as computer processing of the HVP. Other teachers were taught how to include formal axiology in their humanistic elementary school classes. Carrasco and Lozano were involved in improving the performance of teachers using the concepts of formal axiology and the HVP system. Their innovative educational project lasted two years. The results showed dramatic positive improvements in students, as well as in teacher performance. Their data supported Cárdenas Trigos' strongly held belief that knowledge of axiological science results in action. Cárdenas was convinced, with Hartman, that Formal Axiology is a "science of good and evil" and that, like the teachings of Moses, knowledge of it can "open eyes" to good decisions and productive behaviors.

1980-82. Evert Schildt introduced peel-off bar codes to the paper-pencil version of the *Provaluator*, which made it more user friendly and avoided the problem of respondents using the same number twice. Erling Anserberg began to build a new and more flexible scoring system in 1981; and in 1982, studies of CEOs in large and small companies were undertaken by Swedish axiologists. Lars Anders wrote his Master's Thesis with the HVP as a base in 1982.

1981. John W. Davis, David Mefford, and Vera Mefford establish *Computer Sports Research* with Andrew Cafferky serving as President. They purchased the Baker-Peters Mansion in West Knoxville for office space. Working together, John Davis, David Mefford and Mark A. Moore developed axiological formulae for sports handicapping against the Las Vegas Line. In the first week, their handicapping selections proved to be 88% accurate. This system gained many followers and many up-and-down weeks occurred before the season ended.

1981. Gary Acquaviva received an NEH (National Endowment for the Humanities) grant to do applied research on value theory and business in Utica, New York. When he returned to Tennessee, Wayne Carpenter, who was employed by Jerry Ezell of Nashville, contacted him about sharing his research on the HVP. He was hired part-time by Ezell to collaborate with Carpenter, but the association was short-lived.

1981. Wayne Carpenter utilized his Army research to establish his own platform and to differentiate between psychological and axiological analysis. His decision models relied on the process of concept formation as the key to interpreting the decision

process—moving from recognition, to analysis, to resolution. He developed a sales analysis, which successfully measured whether an individual can sell and will sell.

1981. Frank G. Forrest immersed himself in developing a valuemetrics-based ethics course for the military, which took several years to complete. No one has labored so extensively to inject value science into the classroom. He is a pioneer in axiological ethics education.

1982. Frank G. Forrest attended the 1982 Annual JSCOPE Conference at the Air Force Academy at Colorado Springs, Colorado. At this meeting, and at subsequent conferences, Forrest made many new contacts at the U.S. Military Academy, West Point, New York, and the U.S. Army Command and General Staff College, Ft. Leavenworth, Kansas. His next step was to prepare the necessary text material for value science applications. He chose the field where he thought the need was the greatest, namely, ethics. What followed was a textbook, completed in early 1988, with the title *Valuemetrics: the Science of Personal and Professional Ethics.* The material in this textbook was based on Hartman's *The Structure of Value* and some of his value science essays.

1982. Gary Acquaviva filed and obtained copyrights on the first computerized written analysis, based on Robert S. Hartman's Value Theory.

1982. Gilberto Carrasco earned his bachelor`s degree in Industrial Engineering at the Military Engineering School under the direction of Ricardo Ortiz Certuche. He went on to apply axio-administration ideas at the Central Military Hospital's outpatient department.

1982. Leon Pomeroy presented research findings concerning the HVP before the annual meeting of the *Southeastern Psychological Associ*ation. Thereafter, he and John W. Davis were invited to published these data in *The Journal of the Cattell Institute for Personality Testing*, Urbana, Illinois, 1982. Following this first publication of empirical data supporting Hartman's theory of value and its underlying definition of good, Pomeroy regularly reported his research findings before the Annual Conferences of the RSHI.

1982. David and Vera Mefford formed their own company, *Value Measurement Technologies*, and began successfully marketing the Personal, Sales, and Management profiles and reference manuals that they had developed in the company *Axiometrics* from 1979-80. They firmly believed that Dr. Hartman's Research Version had a great deal to offer, and for several decades, they utilized the Standard HVP together with Hartman's Research Version, placing the "10 Questions" Dr. Hartman created for Nationwide Insurance in-between the two profiles. They had a six part assessment, with reports for Sales, Management, and General Employability, which

they sold successfully to companies like State Farm Insurance, Chase Manhattan Bank, Alcoa Aluminum, Oak Ridge National Lab, numerous healthcare organizations, etc. They also wrote their own *Manual of HVP Interpretation*, copyrighted in 1983, which included both base and exponent analyses. David presented many of their findings at the Annual Conference held in Mexico in 1983. In 1984, the Meffords held a seminar at their home on Riverside Drive in Knoxville, Tennessee. Rem B. Edwards, Leon Pomeroy, and Dr. Hartman's nephew from the Research Triangle of North Carolina attended, among others.

1982. Wayne Carpenter remembers how fortunate he was to collect sales data from different parts of the United States. His basic "Sales Screen," was successful in identifying sales talent, but it failed to function as a consistent measure of sales performance. He began to consider the differences between whether a person could sell, actually would sell, and would sell in a specific context or environment. In 1982, Bud Martin built a program to computerize Wayne's "Matrix Program" and developed his first computerized analysis. The length of this instrument, and its focus on personal development rather than professional development, led Wayne's other business partners to withdraw from his research. Martin and Carpenter organized *Value, Inc.*, and Carpenter named his research company the *Value Resource Group*.

1982. Gary Acquaviva formed the corporation, *Selective Evaluators Associates* (SEA). He worked as CEO, President, and Computer Analyst for designing computer programs related to profiling occupations for the purposes of selection, evaluation, and promotion. He filed and received copyrights on computer programs that enabled any corporation to customize virtually any occupational profile. He received registration of copyrights on the completed *Value Questionnaire* in 1983.

1983. Chuck McDonald convinced Wayne Carpenter to pay more attention to validity issues. In 1984, they began to develop parallel forms to function as backups to the Hartman Value Profile. Carpenter also initiated a research project to design a profile capable of measuring the tendency to value children as sex objects. His research was funded by grants from the State of Tennessee. The new profiles were designed to measure pedophilia, and they were validated with data on convicted pedophiles as well a normal individuals. The findings were reported at Annual Conferences of the Hartman Institute.

McDonald was Carpenter's consulting partner in the Dollar General Project, and Bud Martin assisted by computerizing reports. The Dollar General Project provided an opportunity to prove that the Hartman Profile System could be used to measure specific concepts like "honesty" and develop performance measures for predicting risk. The project provided the data and the environment for McDonald to validate the Hartman Value Profile and the Carpenter Assessment System.

1983. Gilberto Carrasco worked with Rita Hartman and Ricardo Ortiz to organize the 1983 Annual Conference of the RSHI in Mexico. This conference was in recognition of the tenth anniversary of Hartman`s death. It was held in the Hartman Library and at La Salle University. Carrasco remembers the meeting as very successful, with "wonderful academic and spiritual experiences shared by everyone, and by old and new friends alike." He recalls meeting Frank Forrest, Leon Pomeroy, John Davis, David Mefford and John Austin from the US, as well as Ricardo Ortiz, Alfonso Lozano, Mario Cárdenas, Leonardo Gomez Navas, Israel Stolar, and Jose Elias Martinez from Mexico. Pomeroy presented four papers, formally launching his programmatic series of empirical studies aimed at either supporting or refuting the validity of the HVP and the theory of values behind it. Pomeroy also presented a paper examining Frank Forrest's alternative scoring methods. The conference reported increasing applications of the HVP to various fields including psychology, administration, business, psychological testing, psychotherapy, logic, religion, and theoretical studies. Both Frank Forrest and David Mefford presented new approaches to scoring the HVP. Rita Hartman commented on how happy she was that Hartman's discoveries were being recognized. She recalled that before his death he spoke of his fear that his work might not be properly recognized for many years to come.

1983. David Mefford also recalls attending the 1983 conference in Mexico where he presented papers with others at Hartman's library in his home in Cuernavaca, Mexico. He presented his new procedure for expanded scoring of the HVP, which took into account different ways of collecting item deviations: composition-transposition unities, and base and exponent value constructs. Lively discussion followed, including remarks by Frank G. Forrest concerning their respective alternative scoring procedures. Forrest presented his own reduction scoring method that collapsed the assessment lists from Hartman's 18 to 14.

1983. David and Vera Mefford began holding executive retreats to train corporate leaders in axiology at Staunton Hill, David Bruce's Castle, near Brookneal, Virginia. There David presented his "NLP and Axiology Seminar" to psychiatrists. David and Vera also began working with Phil King, the Psychological Examiner for Brushy Mountain State Prison, on utilizing David's total frame of reference, the *MAP (Meta-Axiological Pattern)*, for classifying prisoners. This project culminated in 1985 with an all-day workshop given by David at Tullahoma to all Psych Examiners in the state.

1983. Leon Pomeroy met Cardenos Trigos at the 1983 RSHI Conference in Mexico for the first time. At this conference, Pomeroy recorded on video John Austin's informative and entertaining interview of Rita Hartman. At this conference, Pomeroy met Rita Hartman for the first time and was charmed by her elegant European

manner and articulate speech. A year later, Rita visited him at his apartment in Manhattan, located just a few blocks away from her son Jan's home.

1984. Wayne Carpenter refined his new scoring and analysis procedure through what he called his "Nine-Style-Method" for interpreting HVP scores and trends. In his own words, "This model relied on dyad combinations and became a useful heuristic device providing the opportunity to view individual patterns from a global perspective." Based on his research and development in the Dollar General Project, Carpenter began to develop reports based on alternative profiles. He incorporated the information into an "Honesty Index" and an "Employability Index" specifically designed for Dollar General. He also developed a basic set of performance capacities to build specific performance screens and assessments for sales, management, customer service, and general employability.

1984. David and Vera Mefford began working with the NBFAA (National Burglar and Fire Alarm Association) on a national level, and they wrote a training manual that gave their clients guidance and samples of how to write an Axiological Job Description, and how to do an Axiological Performance Appraisal. They also began working with a division of Sears (Custom House) at this time. The internet was not yet popular, and they wore out several fax machines receiving and sending value profiles. During this time Vera Mefford discovered the importance of item analysis; 99% of the technicians and installers they profiled for these companies ranked "A short circuit" as a good thing. When asked why, they answered, because we found a source for electricity or power, of course! Item analysis became very meaningful in the Meffords future research, in particular with clinical or borderline cases.

1984-1986. Wayne Carpenter and Chuck McDonald conducted two major validity projects. Internally, at the Value Resource Group, construct validity studies were conducted on the HVP items, on the Hartman Mathematics, and on the Carpenter Mathematics, which creates the statement sets and other products. Their studies confirmed that the HVP does not discriminate against age, sex, or race. They created a reliability study and a criterion study on the results of the employability model at Dollar General.

1984. Mark A. Moore conducted the first international axiology training on the *Provaluator* in Sweden, attended by Swedish axiologists like Gunnar Selin and Christian Kaijser, Sr..

1984. Gary Acquaviva was elected Member of the Robert S. Hartman Institute Board and elected to be the 1985 Conference Coordinator. He presented his "Axiological Algorithms and the Development of Human Resources," paper at the Axiological Congresso, Mexico City, Mexico. He also visited Cuernavaca, Mexico, to research and obtain additional material for inclusion in the University of Tennes-

see Hartman Special Library Collection. He received approval from the Tennessee Department of Corrections to test and value-profile 1,000 criminals on probation. In connection with this project, he lectured on "Implementation of Value Testing" to Tennessee state probation officers in Kingsport, Tennessee. In July, he visited Cuernavaca, Mexico to share his research with Gilberto Carrasco, (who had given him a Spanish copy of *El Conocimiento del Bien* (*The Knowledge of Good*), by Robert S. Hartman, 1965).

1984. Wayne Carpenter developed his *Is-Ought* profiles around cultural profiles to measure attitudes toward service, sales, and management. This analysis measured the shift in a specific concept from expectation to perception. The new technology prioritized the individual items and led to a series of new report formats. Wayne began to apply this analysis in a study on "Excellence," sponsored by the United States Postal Service. That project was carried out with Bill Linderman, and it became the basis for a "Quest for Excellence" system.

1985. Leon Pomeroy's article, "Behavioral Axiology and Health Psychology," was published in *VA Practitioner***,** Volume 2, No. 7, July, 1985. His article, "*Beyond Terrorism and War: An Introduction to Behavioral Axiology,"* was also published in *The International Journal of Group Tensions***,** Volume 15, No. 1, 1985.

1985. Frank Forrest believed that his development of valuemetrics was sufficient to gain some experience teaching it. By this time, Embry Riddle Aeronautical University in Daytona Beach, Florida had fully-staffed Army and Air Force ROTC units conducting cadet training programs containing brief courses in military ethics. Forrest convinced the staff that his course on "Value Vision Development" would be more effective than the prescribed military ethics course. To determine the degree of success of his instruction, he administered his version of the HVP at the beginning and end of each course. The average pretest and posttest scores in all of his classes indicated a substantial improvement in the keenness of the cadets' value vision.

1986. Evert Schildt passed away in March.

1986-1988. David Mefford presented the HVP to Volvo-White, and this led to consulting with the Morgan Truck Body Corporation in Pennsylvania. He and Vera developed the first *Product-perception* Parallel Form of the HVP, which focused on how well clients objectively understood the product, as well as how they rated their personal experience with the product and with the service provided by Morgan. Their application of the HVP was different this time; it was applied to a "material thing," namely the Morgan Truck Body. This testing with the HVP was called *AXCES (Axiological Comprehensive Evaluation System)*, which consists of a custom

axiological application to any product or service for the purpose of increasing market resonance.

They presented the results of the large gaps found between the company's advertising message and the actual consumer perceptions in the marketplace at the Annual Meeting of Morgan Corp at Baltimore in 1987. The company took their suggestions for closing the gaps seriously, and after full implementation, Morgan returned to profitability in circa 18 months.

1986. Gary Acquaviva's research project involving value-testing of prison inmates was approved by Commissioner Steve Norris, Tennessee Department of Corrections. The project involved testing of prison inmates in all of Tennessee's state prisons– both male and female inmates.

1987. Gary Acquaviva received Copyrights on his "Analisis de Evaluacion/Pueba Valor," a Spanish translation of The Value Questionnaire. His article, "From Ortega Y Gasset to R. S. Hartman: Thoughts on Value Theory," was published in *Jose Ortega y Gasset*, Greenwood Press, Westport Connecticut, Nora De Marval-McNair, ed. Gary co-authored "Value Testing to Predict Recidivism," reporting on the results of his research project in Tennessee state prisons with Tennessee Department of Corrections Regional Director of Probation, Paul Lewin.

1987-1990. Robert Kinsel Smith was introduced to formal axiology through Bud Martin and Wayne Carpenter as they sought a business relationship with the corporate trainer, Ron Willingham. Smith was trained by Wayne Carpenter in formal axiology. Over the ensuing six years, Smith and his partner, Jack Wilder, used Carpenter and Martin's axiological products.

1987. Wayne Carpenter gave his first training seminar to introduce axiology as a science, instruct others in the delivery of the HVP and the derived products and services of *Value Resource Group*, train participants in interpreting the HVP, demonstrate how to deliver new axiological products, and introduce his system for managing new consultant clients. Leon Pomeroy attended the workshop and documented the validity and power of the HVP and axiology. Carpenter completed his Dollar General Project and published the validity reports. He incorporated the results of his Dollar General project and pedophile research into a published article entitled "Why Good People Do Bad Things." Then he developed the *Carpenter Value Profile System* and organized products and services into a total, integrated, system approach.

1987. Rem B. Edwards decided, 15 years or so after Hartman's death, that the bulk of Hartman's system could be separated and saved from the disaster of Hartman's application of transfinite math to axiology, and he became much more active in the Hartman Institute. He was elected to its Board of Directors in November.

1988. David Mefford completed the requirements for his Philosophy Ph.D. with a dissertation on Hartman's formal axiology. For the first time it integrated the cognitive and emotional sides of human values and valuations employing a *13 by 27 logic system of 351 value cells* used by other business entities such as *Innermetrix, TTI*, and *AXCES Solutions*.

1988. John W. Davis retired as Head of the University of Tennessee Philosophy at the end of July. He continued to teach at UT until 1991. He continued to serve on the Hartman Institute's Board of Directors.

1988. Robert K. Smith first attended a RSHI Annual Conference in 1988. That year he joined and actively participated in the Institute. There he formed close relationships with many board members, including Mark A. Moore, John W. Davis, Rem B. Edwards, David Mefford, Vera Mefford, John Austin, Frank G. Forest, Art Ellis, Steve Byrum, and Rita Hartman. Bob met Christian Kaijser, the lead Swedish consultant using axiology, in Dallas in 1988, beginning an ongoing relationship that lasted until Christian's death in March, 2012.

1988-89. Frank G. Forrest conducted the Spring semester course as a formal research project involving an experimental group of Embry Riddle cadets and a control group of ROTC cadets at other universities. Forrest, McCord, and Hinkley conducted two field experiments. In both instances statistical analysis of the pretest/posttest value profile scores of the experimental group and the control group indicated a significant improvement in the value vision acuity of the experimental group members, while the value vision acuity of the control group stayed the same as it was in the pretest. McCord and Hinckley forwarded the reports of their research to their respective higher headquarters with a recommendation that plans be initiated for adopting this course by all ROTC units under their control. This ended when they received a letter from AF ROTC Hqrs. stating that "the Air Force was not ready to conduct military ethics according to an abstract model."

1988-1991. During this period, David and Vera Mefford began working with the head oncologist at a holistic cancer clinic in Germany, Dr. Manfred von Luhmann. They first presented their HVP evaluations to the staff of the Habichtswald Klinik at Kassel, Germany, who deemed the results so accurate that they wanted to do a study on their patients. David and Vera, together with Dr. Manfred, worked with 60 cancer patients and developed a "Will to Live" scale, which was 90% accurate. The psychotherapists who worked with the patients indicated that the 6 part HVP provided not just similar but exactly the same results as 12 weeks of intensive psychotherapy. This would not have been possible without using Hartman's Research Version in addition to the Standard Version. Hartman's Standard Version, Part 2, is about the socialized self within the world, while part 2 on his Research Version is about the primordial or private self: *body, mind, and spirit*. An article was pub-

lished about their work in the German oncology research magazine, *Krebsforum* in 1991.

1988-1995. K. T. Connor inspired the development of two key products, "Managing Innovation Analysis" and the "Sixteen Styles" model, which made possible the inclusion of "Unconventional Thinking" as a key definitive measure.

1989-1999. During this period Gilberto Carrasco completed the requirements for his Master's Thesis at Iberoamerican University under the direction of psychologist Mario Cárdenas Trigos. The title was, *Values and Human Development: Application of Formal Axiology to Facilitate the Harmonious Development of Personality.* For this study, he obtained HVP measures of students before and after taking his human development and formal axiology course. This pretest, posttest methodology is the same as that used by Frank G. Forrest in assessing the efficacy of his valuemetrics-based ethics training course for the military. The participants in Carrasco's study were adolescents and adults drawn from the Cento Escolar Maestro Mexicano, located in Mexico City. These data were statistically significant and meaningful. In some cases there was dramatic improvement of the participants' general capacity to value, as measured by the HVP. Carrasco shared these findings with Mario Cárdenas and his friend Israel Stolar. They suggested that he check the results against individual interviews with students and parents in order to verify the HVP recorded changes. He selected those with the most surprising results and interviewed them and their parents. He verified the validity of the changes recorded by the HVP. These empirical findings are documented in his Master's thesis.

1989. In September, Mark A. Moore was elected President of the RSHI and continued to serve until 1997.

1989. In September, Rem B. Edwards was elected Secretary/Treasurer of the RSHI, and began actively to collect royalties from users of the Hartman Value Profile. Prior to his efforts, only $25.00 in royalties was ever paid to the RSHI—by David Mefford.

1989. According to the Minutes of the September Board meeting, "Edwards suggested that the members of the Institute adopt the joint undertaking of writing a book that could be used to teach the theory and applications of formal axiology to others, that we work on this project during the coming year, and that our writing efforts be presented at next year's annual meeting. This project was enthusiastically adopted. A letter was sent out to all members explaining this project and inviting them to participate." The resulting book was published in 1991.

1989. K.T. Connor discovered the HVP and institutionalized its use throughout Rich-SeaPak Corporation, her employer, at all levels and functions using Wayne Carpenter's computerized system.

1990-1996. K.T. Connor complemented her Ph.D. with extensive axiological training under Wayne Carpenter. She then built her own private practice around the HVP, and she began to certify consultants both internal and external, nationally and internationally.

1990. Leon Pomeroy's paper titled "Behavioral Axiology: Part II: A Cross-Cultural Validation of Hartman's Valuemetrics and Value Science Assumptions as a New Orientation in Psychology" was presented before the 22nd International Congress of Applied Psychology at Kyoto, Japan, July 22-27. It was later published in the official proceedings of this International Congress.

1990s. Robert K. Smith actively participated in RSHI meetings, presenting papers on theory, applications, research, improving the scientific precision and competence of the practitioners, and how to write value profiles. In 1992 he traveled with Mark A. Moore to Sweden to speak and to train axiologists. He met with Evert Schildt's daughter and widow, who eventually sold the Swedish profile business to Christian Kaijser. In 1995 Smith started his own company, Clear Direction, Inc., where he started from scratch, writing software and applications that use formal axiology for candidate selection, management training, employee training, and self-development.

1990-1992. David and Vera Mefford developed an insurance agency management VIP (3-part) application of the HVP for 125 districts of the State Farm Insurance Company.

1991. Rem B. Edwards and John W. Davis edited, wrote for, and publish *Forms of Value and Valuation: Theory and Applications* through University Press of America, Lanham, Maryland. Many members of the Institute contributed essays to this volume and worked on their contributions for a year or more prior to publication.

1991. John W. Davis retired from teaching at the University of Tennessee.

1991-1992. David and Vera Mefford provide axiological evaluations of staff and healthcare teams at the Fort Sanders Regional Medical Center, Knoxville, Tennessee. Vera published her benchmark article, "Uses of Axiology in Business," in *Forms of Value and Valuation, Theory and Applications,* edited by Rem B. Edwards and John W. Davis. Her article condensed a 600-page manual on the work she and David accomplished in the preceding decade, including axiological clarity patterns as well as emotional bias patterns (also referred to as valences). In addition, she

outlined "12 Steps to Excellence in a Business" and summarized their approach to applying axiological patterns to communications and advertising.

1992. Rem B. Edwards became the editor of the *Hartman Institute Axiology Studies* sub-series of Rodopi's *Value Inquiry Book Series.* All of the books to follow published by Rodopi belong within this series and were heavily edited by Edwards. The RSHI resolved to sponsor this book series and redouble its efforts to share evolving axiological science with the wider world.

1992. Steve Byrum introduced Darlene and Lynn Clark to the Hartman Value Profile when he brought the profile to Memorial Herman Healthcare System.

1992. During this summer, Frank G. Forrest became aware that the profession of law enforcement was interested in improving ethics training, and he looked into opportunities to present scientific ethics to them. He visited the Police Academy at the Daytona Beach Community College and found the Police Academy Director, Toby Wall, in his office. Wall became interested in Forrest's ideas concerning the application of value science to police officer ethics education, and he agreed that Forrest should attend the next police academy training program, scheduled to begin in a few weeks. Under the guidance of Richard Davidson, Director of Training and Instructor in Criminal Law, Forrest attended this training program for the next five months.

1993. In frequent conversations with Forrest, Davidson became very interested in valuemetrics and its application to police ethics. He suggested that Forrest organize such a course for police recruits, beginning with the 1993 class. Forrest agreed, and during the following two years he conducted a police ethics course for four regular police academy classes. Again, the pretest/posttest value profile scores of the Police Academy classes indicated an improvement in the student's value vision.

1993. David Mefford constructed the *Master AXiology Indicator* (MAX). This is a stock market investment application of formal axiology, and it was used until 1997 for timing trading stock and bond index futures derivatives. Several articles concerning this application were published in the *CTCR* (*Commodities Trading Consumer Report*). David also published a daily market newsletter, which was carried on several market internet sites. In 1995, David and Vera were invited to Bad Homburg, Germany, to give a seminar on trading futures with his axiological model, attended by heads of banks from several European countries. Over three million dollars was collected into the trading account after this seminar.

1993-2012. K.T. Connor assisted Wayne Carpenter in expanding his applications, including style and culture analyses. She applied these and other Carpenter applications to resorts, health facilities, corporations and small businesses, often engaging in beta testing, especially of his HVP adaption.

1994. Art and Charlotte Ellis travel to Mexico in January to meet with Rita Hartman in Cuernavaca to obtain her signature on a document that assigned her rights to all of Hartman's works to the Institute. Unknown to them, Mrs. Hartman had been admitted to an assisted living facility operated by her doctor. Eventually they located her and visited her daily for several days. Art arranged with a legal service to get the rights-assignment documents duly signed, executed, and notarized literally minutes before they had to catch the bus back to Mexico City to get to their flight home. Charlotte and Art said tearful goodbyes to Rita.

1994. Rita Hartman died in August.

1994. Rem B. Edwards arranged with Rodopi to publish Hartman's *Freedom to Live: The Robert Hartman Story*, edited by Art Ellis. Ellis contacted attorneys at Nationwide Insurance to be sure they had no claim on it before editing this book for publication. The corporate attorney to whom Ellis sent the manuscript for review thanked him and commented that it was among his most interesting assignments.

1994. Frank G. Forrest's *Valuemetrics*: *The Science of Personal and Professional Ethics* was published by Rodopi.

1995. Rem B. Edwards edited, partly wrote, and published *Formal Axiology and Its Critics* through Rodopi.

1995-99. Robert K. Smith's company, *Clear Direction, Inc*., in conjunction with Sara Lee, EDS, Club Corp, and two law firms, automated the generation of new axiologically-based profile reports with personalized development lessons based on the participant's profile scores. In 1997, a Candidate Interviewing Report and a Professional and an Attorney Profile Report were fully automated. In 1998 International Risk Management Institute purchased the exclusive rights to represent, market, sell and support *Clear Direction, Inc.*'s candidate interviewing products, calling their company *ZeroRisk HR*. In 1999, *ZeroRisk HR* went online (prior products were generated by software on clients' computers). At that same time, *Clear Direction*, Inc. went on line with its own website and product offerings. During this period Smith added two new tasks to Hartman's profile because checking participants' rankings was a physical impossibility when dealing with people taking the profile on line. These two tasks were for redundancy checking, using software that Bob wrote to check for anomalies in rankings based on misreading statements in the profiles. Bob sought and received permission of the Board of Directors of the RSHI to add the two additional tasks for checking purposes and named the instrument, "The Hartman-Kinsel Profile." At this time, Smith added a fifth profile task for purposes of research (a manager's profile task, a sales task, a customer service task, a general employee task, and an attorney task). At this time Smith's company was also compiling statistical data from participants that included

age, race, sex, religious upbringing, favorite colors, handedness, etc. in order to do correlation studies of thinking and different characteristics, preferences, and experiences. Smith presented findings from these studies at the Hartman Institute in the late 90s. At those meetings he also suggested that the RSHI collectively correct the HVP, since a number of items representing value combinations were axiologically questionable.

1995. Art Ellis spent lots of time in the Special Collection Library of the University of Tennessee, Knoxville, locating other material to publish. He searched for a manuscript to which Hartman had alluded in some of his writings, his *Principia Axiologica,* which harks back to Newton's *Principia Mathematica*, but he never found it. Apparently it was never written, cut short by Hartman's very premature death.

1995. Clayton Lafferty held an assessment summit at the home office of Human Synergistics in Lavonia, Michigan. John Austin invited David and Vera Mefford to participate in processing HVP reports for Dr. Lafferty's 17 staff members. Austin's reports used the Standard HVP, and the Meffords reports used both the Standard and Research HVPs. All voted that David and Vera's reports were the most accurate and useful.

Thereafter, Lafferty hired the Meffords to work with him to create a new values assessment based in part on Abraham Maslow's work. They soon arrived at an all positive assessment with I, E, and S sentence completion alternatives, and they named it the *Values Usage Exercises (VUEs)*.

With Dr. Lafferty, the Meffords also did a lot of research with semantic differential value assessments. Lafferty died in 1997, and their research lay dormant for a while. Later, this research on semantic differentials was the basis for creating the *R.I.S.E. Profile* for assessing organizational health and management gaps (how a company values itself) and the *COMPASS Market Probe* for measuring *market resonance* values (how customers value a company and its products).

1995. K.T. Connor designed with Wayne Carpenter a management assessment process for the innovative St. Joseph Hospital in Atlanta involving the entire administrative staff.

1996-2012. Steve Byrum concentrated on his business, marketing HVP applications to other business organizations. He also focused on developing and expanding Hartman's insights concerning leadership development in business activities. During this period Byrum wrote more than thirty books, the most recent being *From the Neck Up* (2009), which deals with Hartman's ideas. It compares approaches to the work world taken by Robert S. Hartman and Frederick W. Taylor. Byrum's book entitled *The Myth of Personality* is scheduled for publication in 2012.

1996. Jay Niblick was introduced to the Hartman Institute through his father's work with a very early axiological profile created by Bud Martin. This profile, while functional and in DOS, was enough to expose him to the power of Axiology. Being unreliable and not very accurate, it led Jay to join the Institute to learn the "real story."

1996. The January 1996 issue of the International Association of Chiefs of Police journal, *The Police Chief*, contained an article by President David G. Walchack in which he argued for the need to improve the public image of police in America. This induced Frank G. Forrest to write an article on how the valuemetrics-based ethical education of police officers would serve to accomplish this objective. He sent the article to the publisher of the IACP journal, and they published it in the October 1996 issue. Richard Davidson and Forrest also collaborated on adapting Forrest's book on valuemetrics to ethics in policing. The title of this volume was *A New Approach to Police Ethics.*

1996. K.T. Connor addressed the US Small Business Administration concerning the HVP through their annual "Creativity, Innovation, and Entrepreneurship Conference."

1997. Armando Molina of Las Palmas, Spain, published his *Our Ways: Values and Character* through Rodopi. This book encompassed both axiological and enneagram typologies of people.

1997. David and Vera Mefford developed a special Officership VUE for the USAF with 400 cases from the Air Force Academy. Results were presented at the 1997 JSCOPE Conference at Fort McNair in Washington, D.C.

1997-2001. Mario Cárdenas Trigos worked with Gilberto Carrasco to explore and develop the concept of "ordinal valuation." This concept allowed them to identify axiological processes involved in "axio-orientation in human development."

1998. After learning as much as he could about Axiology from such mentors as Leon Pomeroy, David and Vera Mefford, Robert K Smith, Rem B. Edwards, and Wayne Carpenter, Jay Niblick began developing his own axiological profile, the *Attribute Index*. Jay's intent was to create an instrument and output that is reliable, valid, and applicable to the world of Business Consulting. He initially focused on using it only for his own business consulting. He felt there was no exclusively business focused application that suited his client's needs, spoke in their language, and presented relevant information in a way from which they could benefit without having to become axiologists themselves. Jay usually described them as "people who could benefit from the knowledge of electrical engineering, but who didn't want to become electrical engineers." Thus, they needed a light switch of knowledge

from which they could benefit without having to possess that knowledge. When Niblick launched his very first business-oriented profile, the *Attribute Index*, in 2001, he gained 200 clients during the first year of business operations.

1998. *InsideOut Development*, a sports and business coaching company, hired K.T. Connor full-time to integrate the Carpenter system into their methodology.

1998-2001. K.T. Connor assisted Wayne Carpenter in designing an assessment measuring the performance vulnerabilities in golfers, using data from the PGA and European Tour golfers, and applied this to work performance in other fields as well. During this time the Ford Motor Company used Connor and the HVP to prepare High Potentials for their month-long program shadowing the CEO and his team.

1997-1999. Wayne Carpenter developed a consulting relationship with Arthur Anderson, and he was asked to develop a new "Arthur Anderson Culture Profile." He needed a more in-depth contract, which required his being approved by a board of consulting psychologists. Leon Pomeroy's meticulous research validating axiology came to his rescue. He worked with a special team who reported directly to the President of Arthur Anderson and taught them how to translate Anderson's ideals into an axiological profile. This independent organization worked with Carpenter to both build a "Concept-Cultural Profile" and validate it.

1998. David and Vera Mefford were involved in several venture capital start-ups, and originated an investment club in Morristown, TN together with Jim Pless, O.D., using the MAX axiological filters. This club eventually included some 90 members.

1998. In October, Arthur Ellis was elected to a one year term as President of the RSHI.

1998. At its October meeting, the Board of the RSHI voted to create a Robert S. Hartman Institute website. This website became operational early in 1999. It was initially created for us by Bob Carpenter, the son of Wayne Carpenter. As soon thereafter as he could learn the ropes, Rem B. Edwards became the regular Webmaster for it, and he still is to this day. It has been regularly revised and updated as needed. To view it, go to: www.hartmaninstitute.org.

1999. Gary Acquaviva published his *Values, Violence, and Our Future* through Rodopi.

1999. In October, Leon Pomeroy was elected as the President of RSHI and continued to serve until 2005.

1999. Rem B. Edwards published "Fetz's Misunderstandings of Formal Axiology" in the European philosophy journal, *Kriterion*, No. 13, pp. 24-30. Though agreeing with Fetz's rejection of the proof for the "infinite value of man," Edwards defended Frank G. Forrest's book, *Valuemetrics: The Science of Professional and Personal Ethics*, against Fetz's objections to it.

1999. David Mefford gave Art Ellis an incomplete manuscript that Hartman had given him prior to his death in 1973. Ellis then found a complete manuscript of this work titled *The Knowledge of Good, Critique of Axiological Reason* in the Special Collections Library at the University of Tennessee. He and Rem B. Edwards immediately realized it was worth publishing, scanned it, spent many months correcting the errors and editing it, and published it in Rodopi's *Hartman Institute Axiology Studies* series. Hartman had previously published an early version of this book in Spanish in Mexico.

1999-2001. Richard Davidson mentioned to Frank G. Forrest that on several occasions Police Academy students expressed an aversion to mathematics in the ethics courses. He asked Forrest if a value science course for ethics could be developed without the math. Teaching the science of value without the math was an idea Forrest had always rejected, but this time, with confidence in Davidson's gut feeling and his skill as a teacher, he agreed to give it a try.

A textbook for the department's Professional Ethics course had to be prepared, then lesson plans for each period of instruction in a trimester, and the course was offered during the Fall Semester of 2001. The textbook titled *Ethical Decision Making for the 21st Century,* and it contained procedural rules in lieu of mathematical operations for ethical problem solving. However, the mathematical operations were given in an Appendix. Students enrolled in the course on their own initiative and participated in the pretests and posttests. In every class, the average pretest/posttest difference scores revealed a significant improvement in students' value vision acuity. Students' comments at the end of the course included such statements as: "This course has changed my life," "This was the best course I have attended here at DBCC," "Students at a younger age should become acquainted with this subject," "It was a class that put things in perspective," and "This course should be a requirement for graduation." (Davidson retired from teaching at the end of Spring 2006 trimester.)

1999-2012. During this period, Wayne Carpenter continued to support his consultants and developed consulting contracts in Nashville, Tennessee, Selma, Alabama, and with The Southern Yankees in Tampa, Florida. While working with the Southern Yankees, he developed a sports model that included a "Team Competency Model" and a "Scouting Model." During this period Carpenter also developed an "Advanced Student model," which Bill Linderman utilized in Spain. It was also used in a clinical training program by Guillermo Barba, a consultant representative in

Mexico. As a result of one of his consulting contracts, Carpenter met Bob Terrell. Bob had experience building software and hardware companies, and Carpenter joined him in developing *Axiometrics International*. Terrell reorganized the company, and in 2003 Wayne launched his first operational Benchmark System for measuring nurse performance. The Benchmark System includes a measure for "Talent," "Access," "Attitude," and "Skill." Curt Englemann, one of Carpenter's consultants, began to assist in the application and development of the new Benchmark System. Steve Healy worked to computerize it into an online delivery system.

1999-2001. In the winter of 1999, Frank G. Forrest's health made it necessary for him to resign as a Board Member of the RSHI after decades of active participation. Standing on the shoulders of Robert S. Hartman, Forrest notes the following as his unique contributions to the development of value science. To get the details on each of these, read his book titled *Ethical Decision Making for the 21st Century.* He has contributed significantly to our understanding of: 1. The Cardinality of Analytic Concept Intensions, 2. Formulating the Basic Equation of the Calculus of Value, 3.Transposing Transpositions. 4. Justifying Transpositions, and 5. The Combination of Transposing a Transposition and Justifying It.

2000. Gary Acquaviva published his *Violence, Values, and Our Future* through Rodopi.

2000. Rem B. Edwards published his *Religious Values and Valuations* through Paidia Publishing Co., Chattanooga, Tenn.

2000-2001. David and Vera Mefford collaborated to fund Robert Short's first company, *I-AM Netware.* It focused on developing a superior Artificial Intelligence Program. David began caring for his seriously ill father, who developed cancer.

2000-2004. Robert K. Smith's company and *ZeroRisk HR* served as active members and royalty payees to the RSHI for their use of the Hartman Profile. In 2001, *ZeroRisk HR* and Smith validated a revised *Hartman-Kinsel Profile* because they found that a number of statements were unusable in the 21st century (like "Burn a heretic at the stake" or "Blow up an airliner in flight") – either as not being understood or being politically loaded. Validation of the new instrument was completed the week of 9/11/2001, and *ZeroRisk HR* and *Clear Direction, Inc*. immediately switched to the new instrument. The next year, the principals of the Swedish Institute of Axiology, Christian Kaijser, Gunnar Selin, and Charlotte Weimenhög, purchased the rights to Smith's software for the Scandinavian countries, translated his key products into Swedish, and began to train, market, sell, and support the use of these products in Scandinavia. Smith worked closely with this Swedish company, *Profiles4-Professionals*, visiting, training and speaking at conferences in Sweden every other year. In 2003 he was elected to and began to serve on the Board of the Hartman Institute.

At this time he was granted the first two patents employing formal axiology in the United States, one of which designs personalized training and development for individuals based on their profiles and the second provides personalized counsel to one party based on the profiles of that party and the person with whom that party is interacting (a management, counseling, or personal relationship).

2001. Gilberto Carrasco collaborated with Antonio Hernandez to organize the 2001 RSHI Conference in Mexico, billed as the *"Second International Congress of Formal Axiology: Advances in the State of Knowledge in Human Values.*" It was held at the Autonomous State University of Mexico in Toluca. The congress was a great success, both in terms of the quality of presentations and the cooperation of the University. Congress papers dealt with formal axiology and with other topics not directly related to formal axiology. The proceedings of the conference were published and included some 40 papers, 11 of which dealt specifically with formal axiology. Those present from the USA included Leon Pomeroy, Art Ellis, John Austin, and Rem B. Edwards. Mexicans in attendance included Gilberto Carrasco, Mario Cardenas, Alfonso Lozano, Israel Stolar, Marcos Gojman, Graciela Hierro, Antonio Hernandez, and Antonio Franco. The papers and proceedings of this Conference were published as: *Memorias, 2nd Congreso Internacional Axiología Formal*, (Toluca, MX: Universidad Autónoma del Estado de México, 2001).

2001. Gilberto Carrasco published (in Spanish) his *The Axiological Theory of Human Development*, (*La Teoría Axiológica del Desarrollo Humano*), which implements formal axiology in the field of Developmental Psychology. It explores the axiological meaning of important concepts such as person, personality, self, personality structure, harmonious personality development, education, the infinite potential of the person, the process of human development, and the meaning of life. To accomplish this, Carrasco had to develop his ideas concerning the "good ordinal" to explain the functionality of a personality's value system, the HVP, the process of human development, and so forth.

2001. Thomas M. Dicken and Rem B. Edwards publish *Dialogues on Values and Centers of Value* through Rodopi. In it, Edwards explains the basic features of axiology to an old friend.

2002. Robert S. Hartman's *The Knowledge of Good, Critique of Axiological Reason*, edited by Arthur R. Ellis and Rem B. Edwards, was published by Rodopi.

2002. In Sweden, Christian Kaijser, Sr. purchased the international rights for the *Provaluator* from Anna-Lena Schildt and added his *Adlecta* methodology. In the same year Christian Kaijser, Gunnar Selin, and Charlotte Weimenhoeg founded *Profiles4Professionals* (*Pro4Pro*). Since 2002, 60 new Swedish axiologists have been trained.

2002. Jay Niblick was elected to the Hartman Institute Board of Directors, where he says he continues to learn immensely from all the truly remarkable more senior Board members and founders.

2002. Darlene and Lynn Clark joined the Robert S. Hartman Institute when Darlene started Value Partners Consulting. With Steve Byrum, they created a HVP Brochure, which included information about Hartman and several critical success indicators.

2002. The Meffords and Rem B. Edwards collaborate in developing the *Christian Value Profile* and the more general *Religious Value Profile* as parallel forms of the HVP. They begin working on a Guidebook, with suggestions and exercises for spiritual development. As indicated later, this book was published in 2005 and its successor was published in 2012.

2002-2008. Gilberto Carrasco gathered evidence to support the conclusion that the experiential teaching of formal axiology and axiological theory, in the context of human development, helps people develop and then live better lives. Between 2002 and 2008, he applied his understanding of axiological science to human development at Emiliano Zapata Technical University, where he served as Director of Information Technology. Using axiological concepts, he facilitated the education of teachers and students with respect to self-realization, organizational quality, and competitiveness. He reported excellent results and won recognition for his achievements. His activities were accredited by the Interagency Committee on Higher Education Assessment (CIEES) and the National Council for Accreditation in Computer Science (CONAIC). His work significantly raised the academic performance of students, as measured by a General Exit Exam given at the end of career training for the National Evaluation Center (CENEVAL). His contribution to the Information Technology Program, Software Development Center, Advanced Training Center, Process Automation Center, and Institute of Entrepreneurs Center involved an investment of 50 million pesos and gained him wide recognition. Four Academic Bodies were then organized to articulate and integrate these projects with academic divisions, applied research faculty, students, and alumni.

2003. David Mefford and Bill Bonnstetter met at the Annual RSHI Conference. Bonnstetter asked David to present an overview of the *HVP-AXCES System* at TTI's January 1, 2004 Winter Conference. Vera and David's first TTI job involved working as advanced coaches, interpreting Jay Niblick's A.I. parallel version of the HVP.

2003. Steve Byrum and Darlene and Lynn Clark developed an internal online HVP database for Memorial Hermann Healthcare System, including integration with their HRIS system.

2003. K.T. Connor introduced the HVP to Merrill Lynch, where it was used internally in its Leadership Development division with its internal staff trained and certified to interpret Carpenter's HVP system.

2003. The Joint Project Team of the Army Corps of Engineers (USACE) and the Georgia Ports Authority used axiology to manage serious inter-team conflict on a critical project using team building processes designed by K.T. Connor. This led to integration of the HVP in team building by USACE Commander.

2004. Robert K. Smith worked with Frank G. Forrest to automate Frank's advanced course in axiology so people could take it on the internet. *Clear Direction, Inc.* had seven different business products and three products for individuals. This same year, Smith resigned from his position on the Board of the RSHI and began to form a non-profit *Academy of Value Sciences* (with Mark A. Moore, Christian Kaijser, and Steven Jenkins) for the purpose of advancing the formal science of axiology and its applications in education and industry.

2004. K.T. Connor reported on the Organizational Development (OD) implications for axiology to the *RSHI Annual Conference*. President Pomeroy responded by inviting her to consider Board membership.

2005. Rem B. Edwards published "Robert S. Hartman," in the *Dictionary of Modern American Philosophers*, London - New York, Thoemmes/Continuum.

2005. The University of Tennessee at Chattanooga, in partnership with Steve Byrum and Blue Cross/Blue Shield of Tennessee, completed a validation of the HVP on May 6.

2005. Leon Pomeroy published *The New Science of Axiological Psychology* through Rodopi, which gives a systematic tour of his research horizons over the years. Pomeroy unequivocally established the validity of the Hartman Value Profile (HVP). His empirical data effectively began to transform Hartman's formal science of value into an empirical science of value.

2005. David and Vera Mefford filed copyright for their 800 page manual titled *Axiology: Theory and Practice.*

2005. Rem B. Edwards and the Meffords published their book, *Developing Your Spiritual Potentials: The Christian and Religious Value Profiles* through Xlibris Press. It was withdrawn from circulation after a few years because the project needed more work. Its successor was published in 2012.

2005. Lynn Clark, while employed by Memorial Hermann Healthcare System, used the HVP Standard Version - Byrum Method to conduct an analysis of HR metrics over 3 years (FY2002-2004) of consistently using the HVP in its hiring/selection process that reflected significant reductions in turnover, vacancy rates, and time-to-fill positions. Lynn also conducted an analysis of actual performance correlated with INT[1] scores, which demonstrated that managers with stronger scores performed at higher levels than those with weaker scores.

2005. The European Union's "Conference on Innovation in the Public Sector" at the University of Cork, Ireland, included a presentation by K.T. Connor on research using both U.S. federal and local HVP data.

2005. In October, Steve Byrum was elected as the President of the RSHI and continued to serve until 2011.

2006-2007. TTI hired David and Vera Mefford to revise Jay Niblick's A.I. version of the HVP. The revision was renamed the *Personal Talent and Skills Inventory (PTSI)* and became part of TTI's *Trimetrix Reports*.

2006. The first meeting of Robert K. Smith's *Academy of Value Sciences* was held in Dallas, Texas. These meetings have continued each year (with 2009 being skipped because of economic strains caused by the global recession). At the second meeting, Smith distributed to the *Academy* attendees a translation of the article, "The Woman Hitler" that Robert Hartman (Schirokauer) had written and published in Berlin in the *Das Freie Wort* in 1932. The first five meetings of the *Academy of Value Science* included numerous attendees and presenters from all over the world in varied arenas.

2006. The RSHI published a Second Edition of Robert S. Hartman's, *The Hartman Value Profile (HVP) Manual of Interpretation* with a new Preface by Leon Pomeroy and a new Table of Contents and Index prepared by Rem B. Edwards.

2006. Robert K Smith's first axiologically based book, *Discover Your Blind Spots*, published in 2002, then translated into Swedish and published by Liber Publishing, was named a finalist for Leadership Book of the Year in Sweden in 2006. Since then Smith has published 9 other books employing formal axiology. His subjects include: how to write a value profile, axiological analysis of psychology and personality disorders, validating the economic benefits of using axiology in business, using axiology to be an effective communicator, introduction to the dimensions of value, and different specific business applications booklets.

2006. Steve Byrum and Darlene and Lynn Clark developed a new internet HVP database.

2006. *Industrial and Commercial Training*, a UK business publication**,** published K.T. Connor's article describing her empirical research on management and employee approaches to ethics using axiology.

2006. K.T. Connor and Wayne Carpenter used axiology in "Ethics for the Colonization of Space" in *Beyond Earth: The Future of Human in Space*, produced by the Aerospace Technology Working Group.

2006. In October, the Board established the Spanish-speaking Iberoamerican Branch of the Robert S. Hartman Institute. Marcos Gojman was elected as President, and Gilberto Carrasco was elected as Vice President.

2007. John W. Davis died on March 5th. He had been living for a number of years since his retirement near his son, Paul, in Oldsmar, Florida and serving as an Emeritus member of, and much trusted and revered advisor and friend to, the Robert S. Hartman Institute and its Board.

2007. Darlene Clark began using Hartman's Pictorial HVP to help level the employment field for individuals with disabilities.

2008. The first issue of *The Journal of Formal Axiology: Theory and Practice* was published, edited by Rem B. Edwards and Vera Mefford. No articles published here will be identified in what follows because we cannot mention one article without mentioning all. Membership dues to the Hartman Institute pay for subscriptions, but non-members can also subscribe. Check the "Journal of Formal Axiology" page on the Hartman Institute website for information about subscriptions and "Guidelines for Authors."

2008. In October, the Third International Conference for Formal Axiology on "Values and Human Development" was held at the Hotel Racquet in Cuernavaca, Morelos, Mexico. It was preceded by a well attended one day Workshop in the Hotel Bristol in Mexico City. Attending this conference from the United States were Pam Brooks and Rod Larkin, Darlene and Lynn Clark, K. T. Connor, Art and Charlotte Ellis, Rem B. Edwards, Cliff Hurst, Ron Oltmanns, Leon Pomeroy, and Rich and Joy Ruhmann. Mexicans in attendance included Gilberto Carrasco, Marcos Gojman, Jose Landeros and Elsa Ortiz, and many others. Marcus Wartilovaara also attended from Finland.

2008-2010. David and Vera Mefford collaborated with Greg Woods of Charlotte, N.C. to form a research company, *The Value Source Group (TVSG).* Their first project was developing the *Pro-Sports profile* for team sports. This was followed by numerous other parallel forms of the HVP serving other purposes, called *Targeted Axiological Profiles (TAPS)*.

2008-2012. Consultant networks in India (*Exon Solutions*) and the UK (*Axia*) were certified by K.T. Connor to interpret the Carpenter system, and she trained consultants in Europe, South Africa, and the US.

2008. Lynn Clark, while employed by Memorial Hermann Healthcare System, used the HVP Standard Version - Byrum Method to analyze data over the previous 3 years documenting potential annual savings of over $41M, if closer attention had been paid to HVP scores and the results used to their full potential.

2009. Robert K. Smith developed an advanced, data-analytics software to instantly distinguish the statistically significant differences in the thinking and valuing of top performers from those of sub-performers in any role or position. That analytics program has been used with professional athletes, sales persons, managers, accountants, marketing specialists, consultants, administrative assistants, construction workers, etc. By 2010 *Clear Direction, Inc.* had translated its value profile into numerous languages, had more than 12 concept specific profiles, had conducted more than 40 validation studies, and offered more than 15 different products generated using formal axiology.

In 2009 Smith worked with Christian Kaijser, Mike Poskey, and Nick Pothecary to compile sufficient volumes of data to analyze the thinking differences of men and women in the US, Mexico, Sweden, and India. They presented those findings in 2010 at the *Academy* meeting.

2009. Gary Gallopin published *Beyond Perestroika: Axiology and the New Russian Entrepreneur*s through Rodopi.

2009. Gilberto Carrasco's information technology projects were instrumental in his winning the 2009 State Prize for Quality and the SEP-ANUT Prize for best technological innovation awarded by the National Association of Technological Universities. The competition involved 72 technological universities in Mexico. At various levels, individual, teacher and student, the program earned financial support for the study of technological specialization and postgraduate courses and became recognized by institutions in Mexico and France. Every day more alumni of these programs are obtaining good jobs and excelling in leadership positions thanks in part to their exposure to the principles of axiological science.

2009. Cliff Hurst was elected to our Board of Directors in October.

2010. The Meffords established *AXCES*, an axiology company dedicated to developing an expanded diagnostic system, axiology version 3.0, employing parallel forms of the HVP. They also obtain copyright to *50 Easy Pieces*, a compendium of 50 targeted HVP parallel versions, both profiles and indexes, which they continue to expand today.

2010. Gilberto Carrasco presented a paper at the 2010 RSHI Conference devoted to axiology in education. His focus was on developing good university students. He shared his very successful experience teaching "Formal Axiology and a Human Development" to 746 freshman students, in which the aim was to foster the development of "good students" for careers in Information Technology, Industrial Maintenance, Industrial Design, Industrial Production, Industrial Processes, Mechatronics, Administration and Business Development at the Emiliano Zapata Technological University in the State of Morelos.

2010. Robert K. Smith rewrote Hartman's "Introduction" to *The Structure of Value*, believing it was too hard for people to understand without explanations, and he began to write an explanation of the rest of that seminal book. Nick Pothecary joined Smith's efforts in 2012, and they are scheduled to complete and publish their *Explanation of the Structure of Value* by 2013.

2010. Leon Pomeroy met with Uli Vogel in Berlin, Germany during the fall to discuss his work and the RSHI. Pomeroy asked Vogel to think about how he would build an European Branch of the RSHI.

2010. Rem B. Edwards published *The Essentials of Formal Axiology* through the University Press of America, Lanham, Maryland.

2011. *Pro4Pro* in Sweden was sold to a new generation of Swedish axiologists, including Maria Lagerstedt, Director, Marita Lekmo, and Kjell Ekbladh. Today, Swedish Axiologists continue to use the Hartman-Kinsel report formats in partnership with 40 experienced consultants.

2011. Gilberto Carrasco presented his findings concerning the communication of formal axiology principles in the junior high schools of Morelos, Mexico at the 2011 RSHI Conference.

2011. The Meffords build a computer program for their expanded diagnostic system version 3.0 which consists of 50+ *Targeted Parallel Forms* of the HVP. Their company, *AXCES Solutions*, was formed to market these diagnostic tools, and a back office was developed to perform instantaneous comparisons of individuals, teams, and organizations in the areas of ethics, leadership, sales, management, team and individual sports, healthcare, dental care, hospitality, work life, etc.

2011. Uli Vogel presented a paper to our Annual Conference in October concerning the use of Hartman scales and how they relate to his marketing of the HVP to the European business community. He also attended the Board meeting and discussed plans for an European Branch of the RSHI. Uli Vogel is very active training business partners in Europe and elsewhere, and his company is named *Profilingvalues*.

Our Board authorized establishing an European Branch and elected Uli Vogel as its President.

2011. In October, K. T. (Kate) Connor was elected President of the RSHI. She currently serves in that office.

2011. Leon Pomeroy was invited to Blog for *Psychology Today* magazine. This provides him with a new venue from which to project axiological science and psychology, as well as Hartman's legacy, into the wider world.

2011. Axiologist Mario Cárdenas Trigos died on December 10th. One month before he died, Ricardo Ortiz visited him and encouraged him to become more active in the Mexican Branch of the RSHI. He accepted. Although he is no longer with them in person, Carrasco reports that his spirit remains very much with them.

2012. Early this year, Cliff Hurst became a Co-Editor for the *Journal of Formal Axiology: Theory and Practice*, joining Rem B. Edwards and Vera Mefford.

2012. The RSHI republished Robert S. Hartman, *The Structure of Value: Foundations of Scientific Axiology* through WIPF & STOCK, Eugene, Oregon. This project was executed by Rem B. Edwards.

2012. Cliff Hurst was awarded his Ph.D. His dissertation applied axiology and the HVP to identifying would-be entrepreneurs. He accepted the position of Assistant Professor of Management, Gore School of Business, Westminster College, Salt Lake City, Utah.

2012. Following his presentation before the American Philosophical Association, Leon Pomeroy was invited to sit on the governing board of its new division, *The National Philosophical Counseling Association (NPCA)*.

2012. Leon Pomeroy contributed a chapter titled "Psychotherapy and the Value of a Human Being" to an anthology honoring his mentor, Albert Ellis. The book is: *Albert Ellis Revisited*, edited by Jon Carlson and Bill Knaus and published by Routledge Press.

2012. Jay Niblick and his company, *Innermetrix*, have certified roughly 1,500 consultants in numerous countries. He has added other profiles to his product line such as *DISC* and *Values/Motivators*, but he always crafts the assessments for those profiles by integrating axiological theory into the mix.

2012. Between January and March, Leon Pomeroy published three Blogs for *Psychology Today* written from the perspective of axiological science: 1. "Defining

Good to Kill Evil," 2. "Seeing With Values," and 3. "Knowing Evil Without Evil Knowing You." He writes using the I, E, S analogs of Feeler, Doer, Thinker as he struggles to pitch a complex subject in the simplest possible terms.

2012. Arthur Ellis visited Eunice and Frank Forrest at their Florida home in early March. He found Frank, in his nineties, maneuvering successfully with a walker for safety. In Art's words, Frank is "sharp as always…of course! Frank and Art believed for years, that a more cost-effective approach to treating problems in life or the work-world is best approached preventatively by "teaching IESs along with the ABCs and 123s." Frank calls it "upgrading 3R Education to 4R education, consisting of reading writing, arithmetic, and rational moral education grounded in axiological science. Frank imagines that this could become part of proactive, values-based cognitive psychology or axiological psychology. "When we complete the project we're working on, we'll have a value science text for use in classrooms as well as a proactive preventive approach to mental health," Forrest said.

2012. David and Vera Mefford completed and published their new manual, *Values for Living: The Playbook of Life,* in two volumes. This work was begun in the fall of 2007 at the request of the NFL Players Association in Charlotte, NC. It consists of two volumes. The first covers Axiological Diagnostics, and the second focuses on prescriptions for personal and professional betterment. In these volumes, the *TAPs* (*Targeted Axiological Profiles and Indexes*) are described, and their revolutionary coaching model, "The Axiological Dialectic," is laid out in 26 life plays. The Meffords began conducting on-line webinars to train and certify consultants worldwide in February.

2012. Rem B. Edwards published three books through Emeth Press, Lexington, Kentucky applying axiology to religion and spirituality. They are: *1. John Wesley's Values–And Ours, 2. Spiritual Values and Evaluations,* and *3. Developing Your Spiritual Values: The Christian Values Profile.* The Wesley book offers a model for how axiology can be applied to any religious or denominational tradition. The Christian Values Profile (CVP) book was co-authored with David and Vera Mefford. The CVP can be taken on line at www.christianvaluesprofile.com.

Now, we wait to see what the future holds for formal axiology and the Robert S. Hartman Institute.