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CONTACT [Aubrey Streit](mailto:Aubrey.Streit@bethanylb.edu), (785) 227-3311, ext. 8274

PEARSON PROFESSOR TO SHARE ANALYSIS & VISION FOR BETHANY, LINDSBORG
LINDSBORG, Kan.—Jimmy Sjöblom, Bethany College's 2009 Pearson Distinguished Professor of Swedish Studies, will give his last two public addresses on Monday, May 4.

Sjöblom will speak in Swenson Chapel at 10:30 a.m. on May 4.

That evening at 7:30 p.m. in Lindquist Hall, he will give a public address about where Bethany College and Lindsborg could be in 2010, 2015 and 2020. Entitled, "Backcasting Bethany: the SWOT-team reports," the presentation will include Sjöblom's analysis of the community's strengths and weaknesses regarding sustainability, and the opportunities and threats the community faces. Using this information, he will provide a vision for the sustainable future of the community.

Both presentations are free and open to the public.

Sjöblom is an international expert in sustainability who also served as the 2001 Pearson Professor. He returned to continue teaching about his work with the Natural Step. This spring, he participated in a number of public events, including Bethany's Earth Day festivities on April 22 and a Natural Step workshop on April 25. He also led discussions and classes with students, faculty and staff on campus. He will join in a community garden planting at 2 p.m. on Sunday, May 3.

More information is available at www.bethanylb.edu/sjoblom.

Bethany College, established by Swedish Lutheran immigrants in 1881, is a college of the Evangelical Lutheran Church in America. The mission of Bethany College is to educate, develop, and challenge individuals to reach for truth and excellence as they lead lives of faith, learning and service. Bethany College is on the Web at www.bethanylb.edu.