



# THE TATTLE-TAEL

Official newsletter of THE AMERUS EXCHANGE, LTD

Winter, 2006  
Volume 1, Issue 1

Американско-Российский  
Фонд  
Образовательных Обменов

## The Regional Open Social Institute TAEL's "Strategic Partner"

### DATES TO REMEMBER:

- Cal. State- Long Beach Roundtable in Kursk, Russia May, 2007
- TAEL presents annual Prof. Lisa Kuhmerker Memorial Award in Kursk, Russia May, 2007
- TAEL- ROSI seminars and presentation of the annual Kuhmerker Award in Kursk April, 2008

### Special points of interest:

THE AMERUS EXCHANGE, LTD (TAEL)

is a non-profit organization incorporated in New York State.

Visit our website at: [www.theamerusexchange.org](http://www.theamerusexchange.org)

Visit our blog at: <http://tael.wordpress.com/>  
53 Acorn Lane  
Chatham, NY 12037  
Tel: 518-392-2589  
Fax: 518-392-6148

Success is seldom accomplished alone. Good partners create synergism and their efforts are multiplied and become much more effective than either could accomplish alone.

TAEL's strategic partner, The Regional Open Social Institute of Kursk, Russia helps our organization to do more than what otherwise might appear possible. Our relationship makes THE AMERUS EXCHANGE,LTD unique because of the elements that make ROSI unique.

Founded in 1994 as the first non-state educational establishment in the Kursk region, ROSI became one of the first of its kind in all of

Russia and is thereby an alternative education source for Russian students.

The Institute is open to all who are qualified to begin higher learning and it is "social" in that it serves those seeking to eventually work with people. In this way ROSI differs from a purely scientific institute.

Each year ROSI serves about 1,400 students wishing to build careers as lawyers, educators, psychologists, interpreters, translators, business managers, or specialists in the social and cultural



Tatyana Tysrlina, Vice-Rector and Vladimir Petrov, Rector of ROSI

tourism industry.

With its contacts throughout Russia and its staff of 200 highly qualified specialists, full and associate professors, ROSI has contributed greatly to the mission of TAEL by providing interpreters, host families, meeting and seminar space, as well as promoting our work in Russia thereby gaining us

## TAEL TEAMS WITH EMPAX TO SHARPEN IMAGE

"We brand the good guys," is the motto of EMPAX, a New York City based graphic design house, "devoted exclusively to helping non-profit organizations... package their message successfully."

The design company is known for getting funding agencies to take notice of client not-for-profits. It is this trait plus the fact that the EMPAX staff is young, diverse, international and energetic that brought TAEL to the ninth floor of

27 West 24th St.

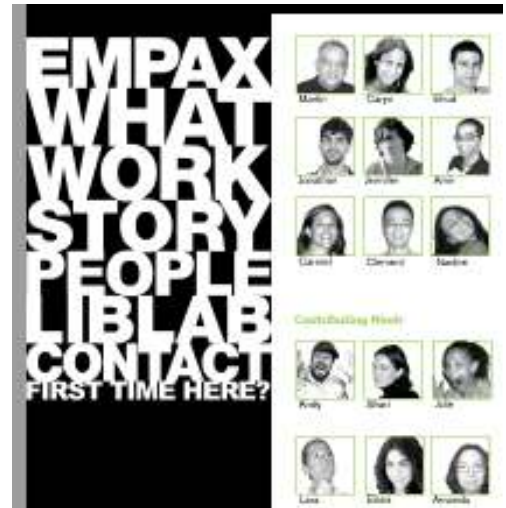
Martin Kace, CEO, psychologist and professor at New York School of Visual Arts, heads up the EMPAX team that has tallied up extraordinary credits: creation of (Cont. pg. 2)

## EMPAX-TAEL TEAMUP (Continued)

Blue/Green National Campaign, a grassroots peace effort in Israel; logo, website and monthly newsletter for the United Nations Security Council Report; the Reut Institute logo; Miracle Corners of the World logo and website; the Impact Festival of NYC logo and merchandise design as well as the visual system for EXPLAY, a manufacturer of nano-

projector technologies.

Looking for help in successfully navigating the fiercely competitive field of fundraising, TAEI approached the experts at EMPAX to “develop a graphic symbol that would become the spine of our organization because it would address the deep content of TAEI.”



From EMPAX website: [www.empax.org](http://www.empax.org)

## ROSI-TAEL PARTNERSHIP (Continued from pg.1)

ROSI support for our organization’s activities in Russia draws large numbers of educators to our seminars and presentations.

ROSI student interpreters hone their own skills while providing each American participant with a thorough understanding of what is taking place throughout our group’s stay in Kursk.

Host families in which there is

always an English speaker are enlisted by ROSI to take Amerus Exchange participants into their homes for the length of our stay in this famous “Hero City.” The largest tank battle of World War II took place here and the comradeship of the war years is reflected in the care that the Kursk host families shower on their American guests.

These are a few of the unique assets that strengthen the ROSI-TAEL partnership in its efforts to build cross-cultural relationships and share

Want to help TAEI accomplish its mission? Send a donation to: TAEI 53 Acorn Lane, Chatham, NY 12037

## Public Invited to Join the Spring 2008 TAEI Trip to Russia

When THE AMERUS EXCHANGE, LTD 2008 group leaves JFK on the Moscow flight among its participants will be educators, business people, medical professionals, students and emergency services workers.

These intrepid travelers will journey to what some have called “a far corner of the world” for the express purpose of helping to



The 2004 TAEI group eagerly awaits their trip.

make the world a better place through establishing personal relationships and the professional exchange of ideas.

This two week

trip to Russia will include sightseeing in Moscow and St. Petersburg but will focus mainly on sharing lives with Russian educators, families, students and all whom the group meets.

Visit [www.theamerusexchange.org](http://www.theamerusexchange.org) to learn more about this unique opportunity to visit historic cities and meet fascinating people in Russia, a vital and vibrant nation in our world.