



The origins and meaning of the Great Seal of the Bonney Technical School of Business Transformation at American Meridian University

The Bon-Tech Seal was created by the school's President and Founder, R. Scott Bonney. It includes symbolism worthy of explanation.

- The Bonney Technical School of Business Transformation (Bon-Tech) is a school of American Meridian University. The two organizations operate independently, with separate executives, separate budgets, and separate organizational structures. At the same time, Bon-Tech and American Meridian University are one; partnered, aligned, and integrated. Bon-Tech classes are AMU classes, and Bon-Tech certifications are AMU certifications. Our seal reflects this separation and this unity. The seal also reflects a similar structure to that of American Meridian University, reflecting the respect and honor in which we hold AMU and a desire to complement its work in all that we do.
- Semper Discere. Semper Docui. Semper Maiorem Causam. This is our motto: Always learn. Always teach. Always a greater cause. Our purpose is continuous personal, professional, and performance improvement through learning. It is our belief that learning cannot be fully consummated without teaching. One cannot fully understand without first doing, and then teaching. Finally, to learn and to teach without direction is insufficient. It is vital that thoughts, words, and deeds align to more than self-service. There must always be a greater, worthy cause.
- The shield of our seal represents both individual and collaborative strength. When under attack from lies and false teachings, the shield protects the individual who bears it, as well as those under his protection. A single shield is powerful; but many shields in the hands of troops trained to work as a team can employ their shields together as a nearly impenetrable barrier against

their enemies. Our logo includes just one shield, because the power of the shield is placed in the hand of every Bon-Tech student, to support and defend the truth together.

- At the top, left corner of the shield is the book of knowledge, illuminated by the light of the spirit of knowledge. Book knowledge alone is not enough. True understanding comes when that education is clearly illuminated through application and inspiration.
- At the top, right corner of the shield is a map of the world. This is our campus. Wherever there are people, there is opportunity to elevate their knowledge, their skill, their freedom to choose the path that best fits their designed intent, and their understanding that it is every person's responsibility to give back to the world by adding value through service.
- At the bottom, right of the shield is the five-layered pyramid that represents Maslow's hierarchy of needs. To climb to the pinnacle of self-actualization is the right of every man and woman, but it is a difficult journey alone. Wherever we find ourselves in this life-long journey, it is our duty to look around us and to offer a helping hand to raise others up in their journeys as well.
- At the bottom, left of the shield is the simple outline of the letters B and T, shown as a wire that transfers the electrical energy of our own bodies and minds to the illuminate our own light bulb of ideas. This was the original logo of Bon-Tech, prior to its being replaced by the current Bon-Tech Seal in 2015, and is honored as such by being allowed to retain its original color the otherwise black and white seal. The goal of Bon-Tech is not to make clones and cookie-cutter images of someone else, but to empower each individual to realize their own ideas, and to use those ideas to make the world a better, brighter place for everyone.
- Finally, within the shield is the shape of the cross. This central Christian imagery reflects the faith of our Founder, and his belief in the immense value of each human being – a value so great, that the Creator of all things was willing to suffer and die in order to provide mankind the opportunity for salvation. In the Christian faith, God himself began the process of "paying it forward" to allow each of us a chance at becoming more than just the dust of the earth. It is our Founder's hope that Bon-Tech may in some small way continue that message and that mission of forgiving past mistakes and providing a path to continuously improve ourselves and our world.