



SPRING 2008

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## Olivia Newton-John Supports the ACEER Foundation

International celebrity, actress, and four-time Grammy Award winner Olivia Newton-John has committed to working with ACEER to promote our mission of rainforest conservation in the Amazon. Olivia has long been a supporter of environmental causes, including the rainforest, and believes that human health and healing is intricately linked to the health and well being of Planet Earth. She had learned of the work of the ACEER in the Peruvian Amazon through her good friend John Easterling, and expressed an interest in visiting with ACEER. Last November, she met with ACEER President, Dr. Roger Mustalish, ACEER's Director of Operations, Marguerite Gould, and ACEER Board Member and Treasurer, Dr. Donald Barr. During the meeting Olivia expressed an interest in helping ACEER get its conservation message to a wider audience. "Your work and your message are just wonderful and need to get to a broader audience. I'd like to help you with that," she indicated. Olivia offered to perform at a benefit event for ACEER in 2008 and to serve in



an on-going capacity as an advisor to ACEER President Dr. Mustalish. A follow-up meeting in December firmed plans for her benefit concert and led to an agreement to expand ACEER's acclaimed ¡AMIGOS! Partnership for Education to the central Peruvian rainforest near Pucallpa, in conjunction with the Amazon Herb Company, headed by John Easterling.

Olivia's benefit event for ACEER, *Olivia: Voices for the Rainforest* is scheduled for May 7, 2008 at the headquarters of the National Geographic Society. For information on sponsorships and attendance please contact Marguerite Gould at 610-738-0477, or [mgould@wcupa.edu](mailto:mgould@wcupa.edu).

We are thrilled to welcome Olivia to ACEER and welcome her voice for the rainforest and its people.

### WE HAVE MET THE INITIAL CHALLENGE!



In 2007, the Windhover Foundation made a major challenge grant to the ACEER. The challenge was simple: raise \$250,000 and Windhover would match it with another \$250,000. Later, the Windhover Foundation offered ACEER an additional \$100,000 if we raised the \$250,000 by March 1, 2008 and secured an additional \$100,000 by July 1, 2008. Thanks to the hard work of ACEER Board members and staff, and the very generous contributions of individuals, institutions and corporations around the world that understand the critical importance of the good work of the ACEER, we have raised the initial \$250,000! We now have until July, 2008 to raise an additional \$100,000 to meet Windhover's second challenge. This means ACEER could realize a grand total of **\$700,000** in new funds critical to our rainforest conservation mission! The match requires that all donations come from new donors to the ACEER. Donations of \$2,500 or more are eligible for the match. **WON'T YOU HELP?**

*Would you like to help with a smaller gift? Thanks to a partnership with the West Chester University Foundation, smaller gifts can be made eligible for the match. Contact Marguerite Gould at 610-738-0477 for more information on how to participate in this challenge grant.*

## THE ¡AMIGOS! PARTNERSHIP FOR EDUCATION EXPANDS TO PUCALLPA AREA

The ACEER is partnering with the Amazon Herb Company to bring ACEER's ¡AMIGOS! Environmental Education programs to rural villages along the Rio Pisqui and near Pucallpa in Peru's central rainforest. This expansion is made possible by a generous grant of \$50,000 to ACEER by the Amazon Herb Company. Aura Murrieta, ACEER's Director of Peru Programs, is meeting with members of the native communities to assess their needs. Implementation of teacher training and provision of learning materials to all village schools is expected in time for the start of the new Peruvian school year.

John Easterling, Amazon Herb Company's founder and CEO, has spent nearly 30 years in Amazonia. Through his vision and leadership, Amazon Herb Company has assisted the indigenous peoples of this region by:

- Sponsoring the formation of the Rio Pisqui Federation. This federation represents all of the natives along the isolated Pisqui River. As a united Federation these communities will be better able to protect and defend their land, way of life and traditional knowledge. They will also be able to better provide education for their children, safeguard their culture and right for self-determination. Together and collectively empowered, they will advocate for laws that favor native communities, as it pertains to social, economic and political issues.
- Assisting the 200 Shipibo inhabitants of the small village of Porvenir to secure legal ownership to 13,000 acres of land that sustains their way of life.

- Creating an ecological reserve near Yarinacocha, Peru, to protect it from logging and other development. The reserve contains a small camu-camu grove that is harvested twice a year. Ecologically harvesting herbs has produced a valuable new income source for the region.

"We're excited by this new partnership between Amazon Herb Company and the ACEER," noted ACEER President Dr. Roger Mustalish. "We value the confidence they have in ACEER; it is a testament to the good work ACEER does in villages and cities throughout the Peruvian Amazon," he added. John Easterling agrees, "It is a great example of what can be achieved to promote conservation and protect indigenous rights, and is, as we like to say, beyond good business."



John Easterling with members of the community of Porvenir holding legal title to their land

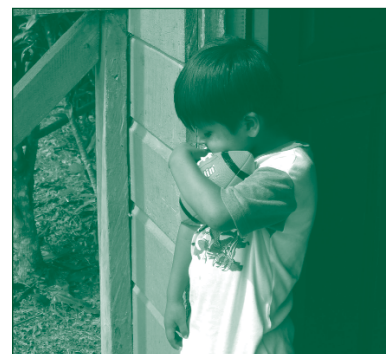
**Amazon Herb Company,  
visit them at [www.amazonherb.net](http://www.amazonherb.net)**

## THE ACEER ¡AMIGOS! PROGRAM BENEFITS FROM EDGECOMB EDDY SCHOOL'S COIN WAR

Each year the Parent Teacher Club at Edgcomb Eddy School in Maine sponsors a charity donation drive which they call the "Coin War." Students are asked to bring in spare change from home, over a period of three weeks, and the class that raises the most money per student gets to choose where to donate the total amount raised by the whole school.

This year the students raised \$582.42 in the Coin War, and the winning class was Mrs. Jarvis' 4th grade class of 20 students. These students took their responsibility to choose the recipient charity very seriously. They held discussions, made suggestions, did research and took a vote. The 4th graders were very interested in somehow helping the rainforest, and at the same time supporting "something scientific," because Mrs. Jarvis is their science teacher and they all love science! Ultimately, the students voted to divide the money, with \$332.42 going to support the ACEER ¡Amigos! Program and the remaining \$250 being sent to another charity.

The funds will go to support village schools in the Peruvian rainforest, such as the school in Baltimore, where ACEER recently delivered school supplies and several mini footballs that were a great hit with the boys!



## ACEER Welcomes New Staff

ACEER is pleased to welcome two new members to its staff - Carmen Chavez has joined ACEER as the new University Outreach Coordinator and Mary Ann Robinson is the new Program Coordinator.



Carmen will focus on developing an outreach program that will bring ACEER's message and highlight workshop opportunities to colleges, universities, high schools and other student travel organizations around the country. "I am thrilled to join the ACEER team since my main interests are promoting conservation of tropical forests and environmental education and research, especially in my home country of Peru. I also have a very strong interest in helping to promote the professional development of Latin American students and scientists."

Carmen received her B.S. in Biology from Universidad Nacional San Antonio Abad del Cusco, Peru and her M.S. in Biology from Wake Forest University. Prior to working with the ACEER, Carmen worked as a Faculty Assistant at both Harvard University and Wake Forest University. In Peru, Carmen was Manager of Cocha Cashu Biological Station in Manu National Park where she served as official liaison between the station, Peruvian government and International researchers. Carmen, lives in Winston-Salem, North Carolina with her husband and son.



Mary Ann will be responsible for managing the logistics of all workshops including serving as liaison between ACEER, universities and travel vendors/site managers in Peru, creating itineraries, costing workshops and preparing pre-departure materials.

Mary Ann received her B.S. in Finance from Penn State University and her M.B.A. from Villanova University. Previously, Mary Ann worked at the Robinson Research Group as a medical marketing researcher, at Johnson Matthey as an accountant and as a cost analyst at General Electric. She lives in West Chester, PA with her husband and two sons.

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### YES, I WANT TO SUPPORT THE ACEER FOUNDATION

NAME: \_\_\_\_\_

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E-MAIL: \_\_\_\_\_

____ Friend (Individual)	\$50	____ Patron	\$500
____ Friend (Family)	\$100	____ Benefactor	\$1,000
____ Sponsor	\$250	____ Corporate	\$5,000
____ ¡Amigos! School Sponsor	\$375		

Enclosed is a total of \$ \_\_\_\_\_ as my contribution to support the ACEER Foundation.

*Please make checks payable to the ACEER Foundation and mail to:*

The ACEER Foundation.

P.O Box 2549 WCU

West Chester, PA 19383

**THANK YOU!**

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## VISIT THE PERUVIAN AMAZON AND THE ANDES FUTURE WORKSHOPS

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### **Student Rainforest Fund**

June 22 - July 2nd, 2008

Pharmacy students interested in medicinal plants visit the rainforest and Machu Picchu.

### **Yoga and Meditation in the Sacred Places of Peru**

July 10 - 20th, 2008

Visit the rainforests of the Amazon, the majestic Andes, and ancient ruins of Machu Picchu - one of the wonders of the world.

### **Environmental Education Teacher's Workshop**

July 10 - 20th, 2008

Ecology and environmental studies in the rainforests of Peru, for teachers and student teachers.

### **Environmental Issues Across the Americas - Penn State University**

August 7 - 22nd, 2008

An exploration of the structure and functioning of Amazonian aquatic systems.

### **Botanical Medicines from the Amazon and the Andes**

September 26 - October 5th, 2008

An exploration of traditional and modern uses of plant based medicines from the Amazon and Andes for health promotion, symptom management and disease treatments (ACEER and ABC.)

### **Orchids of Peru**

November 1 - 10th, 2008

Explore the Cloud Forests of the Andes and see the Sacred City of Machu Picchu. Also visit Alfredo Manrique's Nurseries in Lima.

For details contact: Mary Ann Robinson- [mrobinson@wcupa.edu](mailto:mrobinson@wcupa.edu) ACEER Foundation 610-738-0477 [www.aceer.org](http://www.aceer.org)

## ACEER IS GOING GREEN!!



ACEER is going green by making the newsletter available via e-mail.

If you would like to receive your copy by e-mail, please let us know by providing the following information:

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(As it appears on your newsletter mailing label)

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And e-mail to Mary Ann Robinson at [mrobinson@wcupa.edu](mailto:mrobinson@wcupa.edu)

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