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# ***THE NODE***

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**THE NODE**  
**AN INFORMAL ICA-OE-EI NEWSLETTER**  
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**Cover Art : Casa La Primavera, Mexico: view from the balcony**

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## ICA FACILITATES AT THE PARLIAMENT OF THE WORLD'S RELIGIONS

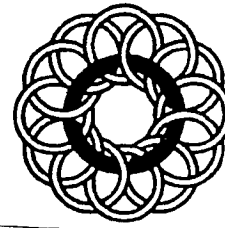
Margie Tomlinson

In early April 1993, Barbara Bernstein from a Council for the Parliament of the World's Religions called the ICA in Chicago and asked if we could provide pro bono facilitators for the eight-day Parliament, beginning August 28. She was not clear what these persons would do, but she thought there would arise times when facilitation would be needed. Tony Judge of Union of International Associations and Betty Dyson of Minnesota Interfaith Ecology Coalition had recommended ICA to Barbara.

Knowing that the ICA had no money for any of its staff to do pro bono work, I set about writing two short proposals for \$5,000 each to cover the expenses and staff time involved in such an event. The Kellogg Foundation said yes and sent \$5,000. I asked both Judy Lindblad and Ellen Howie if they were willing to be on this team without remuneration. They both said yes and so we got an insiders view of a lot of what went on. At the July meeting of the facilitators (a group that expanded to about forty before it was all over) it became clear that nothing was fixed and that this was going to be like the Global Research Assemblies of the 1970s! Betty Dyson was on this facilitation team. It was great to discover along the way that Jon Jenkins and Tim Caswell would be coming from Europe to be on the facilitation team.

At this meeting it was decided that there would be a Parliament of the People where local people who were not religious leaders and would not be presiding over panels, workshops or making presentations could express their vision, their challenges, their proposals and make their commitment to continue the inter-religious dialogue in their home places.

Each day for the facilitators began with a meeting and a re-writing of the procedures. The struggle was between those who wished to create a conflict and those who believed that peaceful sharing and focusing were the key to participation by the people. There were those who wanted the people to get to talk and those who wanted to spend the time contexting and getting themselves on stage. Continually the



facilitation group was sorting through what was taking persons to psychological deeps and what would take people to their spiritual deeps. Several on the facilitation team were consumed by their own personal agendas--be they marketing for future work or dealing with their own personal crises! Spiritual maturity and immaturity stood side by side.

In the midst of this, the Parliament of the People which took up four days of lunch time came up with input for vision, challenges and proposals. After the first two days the input was put into charts and displayed in the main corridor for all to see. Tim Caswell took responsibility for this work. To everyone who asked he told them that this was a process of the Institute of Cultural Affairs. Several came up to me to say they knew the ICA was there by the charts on the walls.

Although being on the facilitation team meant that Judy, Ellen and I did not get to hear many of the speeches, what we did hear was a great confirmation that the ICA's spiritual prowess and approaches are now being used by the religious traditions. I will highlight a few. Joseph Cardinal Bernadin outlined his three points at the beginning of his talk and made a very clear statement on his topic, Euthanasia. Gerald O. Barney of the Millennium Institute's statement on the critical issues was a series of open ended questions beginning with "what..." and reminding the audience that the roots of the crises are in the spiritual dimension. Robert Mueller of the UN University in Costa Rica called for religious traditions to look for their common ground and start there to work together. Judy and I were impressed with what several Native American nations are doing to reclaim their spirituality in USA where the laws of the land do not make this easy. From a Native American man who had spent the month of June in Geneva, Judy and I got a glimpse of how difficult it is to work in the UN for a revised Declaration of Human Rights. Judy and I heard Thomas Berry. Ellen heard Jean Houston tell her workshop that she works with the Institute of Cultural Affairs.

For me personally, it was being allowed to

listen to the Monastic Interreligious Dialogue session on differences and similarities between the Christian *kenosis* and the Buddhist *sunyata* that was the highlight. The Dalai Lama, Professor Samdhong Rinpoche, Professor Masao Abe, Achahn Chuen Phangecham, and Bhante Seelawimala talked about *sanyata* (emptiness) and Fr. Julian von Duerbeck, Sr. Johanna Becker, Brother Wayne Teasdale spoke of *kenosis* (emptiness). There are common points and there are uncommon points. The Buddhists came from Tibet, and Sri Lanka. The Christians were all from the Benedictine tradition. After a break, another group of people sat at the table and reflected on what had been said. I hope to be able to obtain that tape and to listen to it several times to really begin to answer the three questions that Brother David Steindl-Rast asked in the summary:

What do you really mean?  
How do you know? and  
Why is it so important to talk about this?

### THE ARCHIVE ANGELS: Lyn Edwards

This is the report for July. I decided to wait until after the Archive Fortnight held in August to write you.

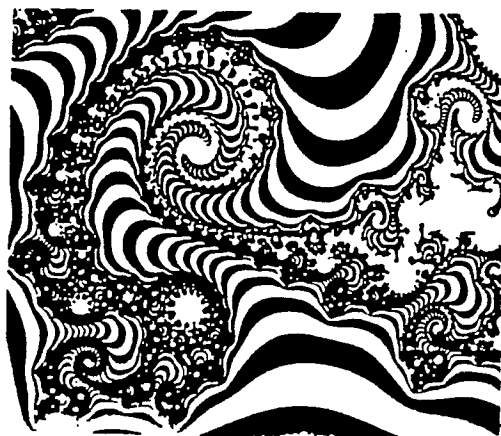
We did have a great week in the archives. A team of six to eight worked each day from Monday August 15 through the 21st. I will mention the names of those who came from outside Chicago: Angela Pouquong from Toronto (a real whiz on the computer); Fredric Buss (initiated bringing the Mathews family to the CFLC in Austin and now teaching at Schreiner Institute in Kerrville, TX); and Sandra True (she and Bob have moved to NYC to work in a new practice). We cleaned and inventoried many files. The celebration was a dinner at Marv and Hunt Womack's home and seeing "Like Water for Chocolate". On the last Saturday morning, Sandra facilitated a workshop for us, the product of which is the enclosed Critical Archive Project Issues and Questions. Distance was covered toward having ready a substantial and sophisticated presentation and workshop plan for the ICA Global Meeting in Bombay, October 3-9, 1994.

Mary Pickard from Montgomery, Al. and

archivist for Huntingdon College and two jurisdictions of the UMC was with us June 13-20. This week was very helpful. First of all, having a professional archivist sharing her knowhow and setting up the basic record group model for the data base gave us confidence and grounded anticipation. On her recommendation, we have purchased and installed Minaret software to receive the data and organize it in such a way as to allow retrieval of any one document from different angles. Mary urged us to store the files in acid-free folders and in document cases. All this is expensive but we've decided to go "carriage trade".

Best of all is hearing from colleagues from around the world. The "Correspondence" file is interesting reading and bears witness to the in-depth bonding that continues to hold us present to being Those Who Care. The Holcombes, Hahns, Pat Scott and others have spent time archiving. Many others have come by for a day or even a few hours. But it is the kind of task that is adaptable to time and contextual experience. Requests are coming in—Christina Wely in Tokyo asked to be sent the Comprehensiveness Screen for use in her consultation work. "I believe this tool is a life-saver for stressed out business people." And we do have a kitbag full here in Chicago and elsewhere around the globe. In an Information Age and communication technology, surely sharing our resources is not only a necessity but a responsibility. Do you not think so?

The page is almost used up. Must close. Don and Beverly Warren, composers of the enclosed "relic", were members of the CFLC and one of the seven families who traveled to Chicago. There will be two more reports before October 1994. Bright Blessings.



**REFLECTIONS ON  
OPEN HEART  
FACILITATION  
(Aligned with  
the 12-Step Perspective)**

**Ellen Howie**

Margie Tomlinson has suggested I send her editing of my reflections on to you. I was part of the ICA team of facilitators to the Parliament of World Religions and had been asked by Mary Finney of Case Western Reserve University to write up my reflections on an "open-heart" style of facilitation from a twelve-step spirituality perspective. I chose to take the slogans of AlAnon to form the loom on which my reflections could be woven.

In *Open Mind, Open Heart*, Thomas Keating witnesses to this gift of God to our century of the wisdom of the lives being restored within the context of Alcoholics Anonymous. I too, in the midst of my work with and experiences of the recovering community, add my note of gratitude. Written on the morning of 5 September 1993 enroute home from ten days at the Parliament, and in the midst of my own exhaustion and exhilaration, I offer this to you all.

The slogans are as follows:

EASY DOES IT  
FIRST THINGS FIRST  
HOW IMPORTANT IS IT?  
JUST FOR TODAY  
KEEP AN OPEN MIND  
KEEP IT SIMPLE  
LET GO AND LET GOD  
LET IT BEGIN WITH ME  
LISTEN AND LEARN  
LIVE AND LET LIVE  
ONE DAY AT A TIME  
THINK

**Facilitator Images & Metaphors**

**\* a facilitator becomes a chameleon** in order to become one with the group being facilitated so as to stay with them in the process of exploring one another's perspectives. Let go and let God.

I am not in control here, although I stay in the midst of what is evolving, asking questions of clarity, asking questions to assist in the unfolding of experience so that the group can enter in, setting aside their own personal agenda in order to listen, hear non-judgementally.

**\* a facilitator is a spiritual director**

Live and let live.

Not only am I myself in spiritual direction, but I also do a verbatim on the journey of the group being facilitated, focussing on where I got "hooked", where I was not able to stay present. I take this to supervision on a one-to-one level, as well as to peer supervision with an on-going group of my peers who are also facilitators.

**\* a facilitator is a meditator, a pray-er and comtemplative**

One day at a time.

Staying focussed in the moment results from a disciplined life of meditation, contemplation and prayer. Provide journals for each facilitator, so that each one reflects on the wisdom resulting from their own particular spiritual practices and is mindful of how their own compassion becomes manifest.

**\* a facilitator is a guide during the journey**

Think.

Time is spent as a group to ponder new ideas, to let go of old ways of thinking, to make conscious choices of how I want to respond, rather than to speak impulsively out of old images. The process of dialogue, a stop/look/listen does not threaten me when I am willing to respond rather than react and when I am willing to state my own position while respecting differing positions.

**\* a facilitator is a dancer**, sometimes taking the lead, sometimes being the partner who is following the lead of the Other and sometimes doing a

solo. Here the nonchalance and style of humility which comes from knowing I am not alone - that I am in partnership with the Higher Power/God/Ultimate Reality - comes to my aid and my style of "taking it easy" comes across as one who can detach with love. Take it easy (Easy does it).

**\* a facilitator is a weaver**

First things first.

Attending to setting priorities, making decisions and acting on them, being responsible for my own actions, taking responsibility for taking care of myself and my own happiness, being careful not to sabotage my own best interests in the midst of enormous stress. Time is taken to attend to my own physical, emotional and spiritual needs so that I bring to "the table" my own healthy self, having woven, into my own life what is needed, under the rubric of "Let it begin with me".

**\* a facilitator is a brand new member of the choir**

Listen and learn. Keep it simple. Keep an open mind.

As I come in to this situation, I am willing to listen and learn, being in touch with my own feelings of inadequacy, yet keeping it simple by not expecting too much of myself and keeping an open mind in the midst of new music/new sounds, and no guarantee of what will happen when the choir performs.

**\* a facilitator is a human being, albeit striving toward profound humanness.**

How important is it? Just for today. Nothing lasts forever.

Can I take myself lightly? This is the most difficult for me. Thus finally, when I tap in to my own sense of humour, or when a member of the team invites me to laugh at myself, I experience the fantastic re-arranging of all the cells of my body and come to experience myself as the wounded

healer, offering my own woundedness in service to others.

*Dick and I are in the midst of packing and preparing for our return to Altamont after his retirement on Nov. 1. Our address will be: Box 40, Altamont, NY12009.*

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**TARZIE VITTACHI:  
THE COMPLETED  
LIFE**

Many of us will remember the name of Tarzie Vittachi from our village development days and from seeing him at a Chicago summer program. Mr Vittachi died on September 20, age 72.

Vittachi made his mark as a hard-hitting journalist in his native Sri Lanka, which he had to leave in 1958 following threats after he wrote articles critical of the government's racial policies.

Since then, Vittachi was a media nomad, living in involuntary self-exile in various countries, espousing a frontierless world and trying to improve the quality of journalism in Asian countries. He served as the first director of the International Press Institute's Asia programme in 1960 and helped set up national press institutes in various Asian countries.

In 1968, Vittachi assisted in the establishment of the Manila-based press foundation of Asia, where he also served as director of training projects. Vittachi then joined the United Nations, serving first as director of the U.N. World Population year, then as director of information and public affairs at the United Nations Population Fund (UNFPA) and later as deputy executive director of UNICEF.



But throughout this time, Vittachi never lost touch with writing, contributing incisive and passionate columns to *Newsweek*, NRC Handelsblad of Rotterdam, Inter Press Service and the world paper on the third world's development dilemma.

In his frequent travels, Vittachi helped the press institutes he set up in Asia and advised media training projects in developing countries, often sitting down with journalists to personally edit their copy with a red pen.

Vittachi was the author of four books, the most recent of which is "The Brown Sahib (Revisited)". In the last years of his life, Vittachi became increasingly concerned about global environmental problems. He served as chairman of the media advisory group of the global forum of spiritual and parliamentary leaders on human survival.

He said in 1989: "the issue of global survival involves both the outer environment in which we live our outward lives, and the 'invironment' in which we live our inner lives."

*Inter Press Service*

### INTER-BEING Thich Nhat Hanh

If you are a poet, you will see clearly that there is a cloud floating in this sheet of paper. Without a cloud, there will be no rain; without rain, the trees cannot grow; and without trees, we cannot make paper. The cloud is essential for the paper to exist. If the cloud is not here, the sheet of paper cannot be here either. So we can say that the cloud and the paper inter-are. "Interbeing" is a word that is not in the dictionary yet, but if we combine the prefix "inter-" with the verb "to be", we have a new verb, inter-be.

If we look into this sheet of paper even more deeply, we can see the sunshine in it. Without sunshine, the forest cannot grow. In fact, nothing can grow without sunshine. And so, we know that the sunshine is also in this sheet of paper. The paper and the sunshine inter-are.

and if we continue to look, we can see the logger who cut the tree and brought it to the mill to be transformed into paper. And we see wheat. We know that the logger cannot exist without his daily bread, and therefore the wheat that became his bread is also in this sheet of paper. The logger's father and mother are in it, too. When we look in this way, we see that without all of these things, this sheet of paper cannot exist.

Looking even more deeply, we can see ourselves in this sheet of paper, too. This is not difficult to see, because when we look at a sheet of paper, it is part of our perception. Your mind is in here and mine is also. So we can say that everything is in here with this sheet of paper. We cannot point out one thing that is not here—time, space, the earth, the rain, the minerals, in the soil, the sunshine, the cloud, the river, the heat. Everything co-exists with this sheet of paper. That is why I think the word, "inter-be" should be in the dictionary. "To be" is to inter-be. We cannot just 'be' by ourselves alone. We have to inter-be with every other thing. This sheet of paper is, because everything else is.

Suppose we try to return one of the elements to its source. Suppose we return the sunshine to the sun. Do you think that this sheet of paper will be possible? No, without sunshine nothing can be. And if we return the logger to his mother, then we have no sheet of paper either. The fact is that this sheet of paper is made up only of "non-paper" elements. And if we return these non-paper elements to their sources, then there can be no paper at all. Without non-paper elements, like mind, logger, sunshine and so on, there will be no paper. As thin as this sheet of paper is, it contains everything in the universe in it.

"If I continue to look, I will touch time, space, consciousness. I will touch everything in the cosmos that is there in the sheet of paper."



## ICA ZAMBIA: WORKING ON MANY FRONTS

*From the newsletter*

The Sustainable Agriculture Village Educators (SAVE) programme continues to go well at Kapini. The purchase of a vehicle in January helped the distribution of garden seeds, watering cans, water pumps, and fencing wire, and greatly assisted in solving our transport problem. After a good rainy season, farmers are now harvesting their maize and starting to see the results of their experiments with sunnhemp, and their attention is turning to their gardens. Already many have planted a wide variety of vegetables with varying degrees of success and utilising the methods encouraged by SAVE.

In April ICA Zambia staff facilitated a two-week training programme for all the SAVE farmers, concentrating particularly on agroforestry, small animal production, vegetable growing, and record keeping. The course was well attended and received with enthusiasm by the farmers.

As well as the International Visits, we have had a series of visitors from within Zambia, including Mr Homer of Africare, Mr Mchanga of UNDP, Mrs. Kani of Village Industry Services, and Mr. Scherer of USAID. The University of Zambia Soil Science Department have also made preliminary visits prior to them carrying out soil tests for the farmers after this year's harvest. In this area SAVE has also been assisted by the British High Commission in Lusaka, who donated two pH

testers together with two spring balances.

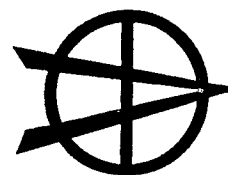
The Demonstration Plots at Kapini yielded maize, sunflower, soyabeans, and sunnhemp and the areas have now been fenced by the farmers clubs. The trees planted in December have been cleared, and ICAZ has made a contract with the DAPP Nursery at Kembe for a further supply of seedlings in November.

In Mambwe sub-district ICAZ staff conducted an area action follow-up in Chief Msoro, Jumbe, Nsefu, Kakumi, and Mikhania area. Here ICAZ is working with NORAD under the Luangwa Integrated Resource Development Project. The ICAZ facilitators were being assisted by the Chiefs to coordinate the events.

In the area action programme follow-ups have been conducted. Some of the outcomes are: the building of schools, bridges, and cooperative shops, the holding of regular committee meetings and the clearing of well surroundings. In addition, new wells have been dug, bricks moulded, a clinic constructed and women's clubs formed.

These programmes are done in a participatory way, with the primary aim of involving most of the villagers and relying on local resources.

ICAZ has initiated a new Women's Development Programme based at our Kapini centre. Four women's clubs have been formed in Katuba and Mungule Wards, in Kabwe Rural District. These are Tuchatane, Tweleshe, Tuchibwalu bilo,



and Lamanshingo, each of which have 14-20 members.

There are 86 women involved in the programme all together. The aims and objectives of the programme are: to integrate women into the development process through participatory methods, to conscientize women on human rights, to give women skills which will enable them to take a more active part in the development of their communities, and to discuss the problems which hinder women in taking up leadership roles at the grassroots level.

The clubs' major activities include: Baking, keeping poultry, sewing, market gardening, agroforestry, keeping pigs, and primary health education. A schedule of training workshops has already commenced, enabling the women in self-help development. Topics covered include leadership, primary health care, agriculture, and planning. ICAZ staff carry out regular visits to the clubs to monitor progress.

In Chipata District, ICAZ continued its programme of inventory follow-up seminars under the IRDP/SIDA completing the programme in Chadiza, Nyimba, and Petauke Districts by the 12th February. The programme then moved to Chipata District where we started on the 17th March and will remain until October this year. The seminars last for one day and focus on project



visitation, obtaining reports from maintenance committees on their achievements, failures, and solutions, discussing the roles and duties of the maintenance committees, the creation of a one-year calendar of activities, and doing a workday demonstration.

In Petauke the projects covered included dip tanks, crush pens, water wells, housing, primary schools, rural health centres, storage sheds, roads and bridges. In Chipata the emphasis to date has been more on well maintenance and repair, sanitation and hygiene.

On the whole the results have been encouraging with a lot of activities recorded, ineffective committees being replaced, and a total of around 2,000 women and men attending the 34 seminars held by the beginning of May.

We also want to mention several key events. In January we welcomed Wayne Nelson of ICA Canada and Ebra John, a CIDA representative, who came to evaluate the CIDA funding of ICAZ's programme in Eastern province, and to consider the proposal for next year. They also visited the SAVE programme, met all the ICAZ staff, and Wayne facilitated a planning workshop for ICAZ.

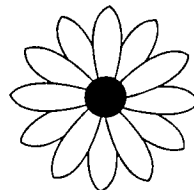
In February Dick Alton, the Secretary General of ICA International, came to Zambia, principally to prepare for the workshop for all African ICAs to be held in Lusaka from 14 September. Also in February the SAVE programme received a visit from John Rupert Barnes, an international consultant who has been associated with SAVE since its inception.

This Update is being delivered with the first edition of *MWABUKA!*, ICAZ's new magazine which has been funded by CIDA. It is intended that this will be an annual publication, with regular updates to monitor ICAZ's progress. ICAZ has also produced two leaflets, one detailing our work, and one specifically for the SAVE programme.

Both Ruth Lukona and Voice Vingo were on national radio programmes during May, following a visit by the National Agricultural Information Service team to Kapini.

At the conclusion of the SAVE farmers training, ICAZ invited a number of representatives of fellow NGOs, donors, and government, to attend the closing day's activities. Due to the declaration of the period of National Mourning for the Zambian Football Team shortly beforehand not all of those invited came, but there was a good local attendance and it was a successful day.

Finally, ICAZ has been asked by Misereor, the German Catholic aid agency, to organise a 3-4 day workshop on Sustainable Agriculture in August/September this year.



### THE INDIA CONFERENCE

The Institute of Cultural Affairs: India is very pleased to host the next ICA global

gathering in India and invite you to it. We have scheduled this event for October 3 to 9, 1994. With this advance notice we hope you will be able to attend this conference.

The conference theme is "Culture In the Transformation Process". We are suggesting that this gathering be a research event to deepen our understanding of the cultural dynamic and harvest our knowhow of facilitating cultural processes that are shaping our collective future.

The conference will be conducted in three parts: part one will focus on exploring the depth of our understanding of the subject; part two will be documenting our discoveries and during part three, participants will articulate the implications for each of the engagement networks.

We would like your feed back on the proposed theme and would ask that you send us a list of "what ifs" on both the focus and the process of the conference. Here are some of the "what ifs" we are working with:

🍏 What if we worked on the role of social arts in the transformation process?

🍏 What if we discovered, from one another, how we are approaching the area of myth, rites and icons?

### EXPLOSION IN THE AMAZON

Kit Krauss

Our World Bank contract to assess the management needs

and propose a management strengthening plan for "Extractive Reserves", and our continuing work with World Wildlife Fund have generated an explosion of potential work in the Amazon for 1994 and beyond. As a result, we are beginning to wonder if we can handle it alone. Just the leadership and community development training that may come our way would probably require more skilled rural development troops than we can muster locally. All Portuguese-speaking colleagues who have (or haven't yet) dreamed of working in the Amazon, please take note! The chance may come next year.

Our World Bank contract, as reported in the last "EchoNet", is part of the pre-investment phase of a \$9 million Extraction Reserve Project which is scheduled to begin next year. The reserves are areas of Amazon forest where rubber, brazil nuts, and other forest products have been extracted in a sustainable way in the past by rural workers employed by large landowners. As these areas began to be threatened by expanding cattle ranching and other activities in the early 80's, Chico Mendes and the rubber tappers and other groups organized to try to stop the devastation and gain control of the lands. The Extractive Reserves are the results. These lands have been claimed by the Federal Government, and the existing residents (rubber tappers, etc.) will be given occupation licences and the mandate to manage each reserve through their own local organization. The aim of the joint World Bank/Brazilian Government project is to enable the first four reserves to become fully established and

self-sustaining within three years.

Nira and I spent four weeks visiting the reserves which are in the states of Acre, Rondonia and Amapa. At each reserve we met with the local association and supporting groups. In three of the four we visited the interior of the reserve. One thing became clear very quickly: the local leadership core tends to be strong, but the level of organization and leadership development within the reserves tends to be very weak. If the local associations are to manage the reserves in a democratic and participative way, basic organization and leadership training are badly needed. We are going to propose this along with other more technical recommendations, and it could start happening as early as March or April, 1994.

Our work with WWF took an interesting turn in August when Nira and I were asked to form a team with another consultant to do institutional diagnostic and strategic planning with GTA (The Amazon Working Group). This is a network of 280 NGOs and grassroots organizations from the entire Amazon region. The five day program was organized by WWF and received funding from the World Bank to help finalize the GTA's three year proposal. The event took place in Manaus and brought together twenty-seven representatives of key groups throughout the region. There will probably be a follow-up in February, and we expect other work with them as well.

All in all, it's adding up to a pretty exciting prospect for 1994, which just might give some of you a chance to contribute directly to

sustainable development in the Amazon as well.



## WE DID IT ON OUR OWN!

### Nadira

On the 28th and 29th of May of this year, Funatura, Brazil's ProNature Foundation, held a Strategic Planning Seminar. The focus was: how can we accomplish institutional development and financial independence as well as technical credibility?

Although this was one of many such seminars offered by ICA Brazil, there was an important difference from all the others in that it was completely coordinated and facilitated by a team of well-trained Brazilians. In spite of the long time that ICA has been in Brazil and the large number of programs that have been held, all of them, until now, depended on a 'foreign' coordinator. For one reason or another, perhaps because we Brazilians have not felt sufficiently secure to take on this work alone or because the 'foreign' team simply didn't force us to, is of no great import now. The important thing to announce is that, when the need arose, we were able to take advantage of the opportunity and the result was very good indeed.

As Cristian and I already had scheduled a business trip to Brasilia, where Funatura is based, we will also be able to do the follow-up or second

phase of the seminar. We will review the tactics and their implication to date, celebrate the new level reached and choose new tactics for the next six months.

Because of all this, this seminar should be considered a benchmark in the history of ICA:Brazil!

### ICA NETWORK CONFERENCE

Greetings from Virginia and the ICANetwork!

Some comments from the 1993 Network conference feedback: "Tremendous energy in the gathered group." "Many methods, gimmicks, processes for my tool box." "New relationships which I suspect will be of continuing significance." "Stimulated a great deal of new thinking."

It's time to plan your participation in the next great Network Conference, coming up in Washington, D. C., January 14 (evening)—17 (noon), 1994. You will not want to miss this one!

The theme is "Creating the Culture of Participation" with a sub theme of "Multiple Modes of Dialogue." The Planning Task Force invites your immediate input on topics, activities and other things you would like to see or participate in at the Conference. The Conference will be held at the Old Colony Inn (Best Western) in Alexandria, VA, two miles from Washington National Airport.

### JEAN HOUSTON IN AUSTRALIA

from *Pacific Waves*

Jean's tour was an awesome event for us. Jean arrived in Perth, Australia on June 20th after a week in New Zealand in which she led three seminars. She then went on for the next two days, at a beach resort, leading a dynamic, heartfelt and thought-provoking seminar on "The Wizard of Oz" for 120 participants. ICA members, Kevin Balm, worked with the Gaia Foundation, the University of Western Australia and many other volunteers to help set it up.

The next seminar was in Sydney and the next day 150 leaders from business, education, and religion turned up for breakfast at in the Intercontinental Hotel to hear Jean speak on social artistry. After that, there were interviews on radio and TV stations; then in the evening, Dr Houston addressed over 1700 people in the Sydney Town Hall on the theme of "Echoes of the Future: Dreaming Ideas into Action". Jean soon had the audience up on their feet, dancing and chanting to use the West African problem-solving method.

The next day, the action moved to Melbourne for an evening lecture and a two-day seminar on the story of the Red Indians, Deganawida and Hiawatha, and how the tribes of eastern USA came to peace through the unceasing visionary and practical efforts of this 13th century peacemaker, teacher and prophet. Jean enabled about

250 participants to relive Deganawida's story in their own lives, doing the impossible, experiencing being a holy child and creating a new and deeper way of being.

Then it was back to Sydney for a three-day seminar on Pangaia with 220 people from all walks of life and sectors of society, who had a great time exploring unity in diversity. Then followed another seminar at Parklea where 130 people were taken on a life journey which healed the rifts and released the gifts of each stage of life from pre-conception to maturity. The far-reaching and creative processes were greatly enriched through the participation in leadership of three aboriginal participants, as well as a powerful Maori woman from New Zealand.

Then it was Brisbane, where Jean Houston took another 120 participants on a journey into "The Mysteries of Our Lives" for one day, and then spent another day with them on "The Wizard of Oz". Then, Peggy Nash Rubin and several other artists of dance, song, storytelling and poetry gave 400 people a grand night of mid-winter magic at the Brisbane Town Hall.

Peggy Nash Rubin will be coming back to Australia in January 1994 to train people in facilitating Jean Houston's work. The two-week, non-residential course is almost booked out already. For more information on tapes, books, events, contact Maria or Richard Maguire (02) 896 3839, or fax (02) 631 3239; 18 Sturdee Street, Wentworthville, NSW 2145.

us some home truths about magazine marketing, in particular, the trifold relationship between distribution, advertising, and editorial content. Hitherto, we had naively believed that distribution equalled subscriptions and a few sales to magazine distributor houses. Tom taught us differently. Hitherto, we had treated advertising as a necessary evil. Not so, said Tom. As for editorial content, we had thought we could pluck our themes from far and wide. Stupid, said Tom. Your distribution, your advertising and your 'editorial' (content) must be in sync. (It almost sounded theological.)

After we had got up off the floor, our consultant workshopped the ICA staff to narrow down the content arena. We agreed that Edges was in the broad arena known as "the change business". Then he assigned Staples and Stanfield to answer the question, "in what sociological arena of the change business is there a market niche for this magazine?" A month of research yielded the "Universes of Change" document which also appeared in the March '93 Edges Newsletter (and has subsequently appeared in the French-language magazine *Ressources*.) Scanning a listing of thousands of magazines and periodicals revealed a gap in the arena of education and learning. This arena will be for some time the niche into which Edges will aim its editorial, its distribution strategy, and its advertising.

Then Tom showed us how to win at

advertising and distribution, by making initial calls himself and securing substantial advertising revenue from some top Canadian corporations. He then introduced us to the concept of cut-rate bulk sales, which meant selling by the thousand, rather than one-at-a-time subscriptions.

Since then, Edges has secured editorial, advertising, and distribution centred on the ECO-ED conference in Toronto, on the theme of environmental-development education. Then, in collaboration with the Canadian Association of Adult Educators produced an issue on Citizen Empowerment. At the time of writing, Edges is now preparing a November '93 issue, *Learning a Living*, sponsored by the Conference Board of Canada, with bulk distribution paid for by the School Boards Association of Canada, together with IBM and BC-Tel Corporations training divisions, and with advertising drawn from the school provisions industries.

The upshot is that this year, Edges will break even, and next year may actually make a profit. Circulation leapt from 6000 to 16,000, and advertising income is substantial. It seems the recovery is assured.

But now comes the jackpot. For the April 1994 issue, Bill Staples has approached the Ontario Teachers Federation (125,000 teachers) for funding bulk distribution. They are interested in collaborating on an issue that would resonate with their current project, *Creating a Culture*

of Change (among Ontario teachers). Initial meetings with the top execs of the Fédération indicated 95 per cent certainty that they would fund 25,000 copies for multiple distribution to all schools in Ontario. But they were also tossing up the idea whether to go the whole hog—125,000, one for every teacher in the province.

In a subsequent meeting, Bill Staples sold them on the idea of upfronting cash for 125,000 copies, and immediately ascended into publishers' heaven.

The upshot is that the print run for April '94 will be 130,000 copies, representing a circulation increase of 900 per cent. ICA Canada has the possible of making substantial impact on every teacher in Ontario. There will be a separate French-language print run for francophone teachers.

In addition, copies will also be sent to Chairs of school boards, Directors of Education and Superintendents in school boards, Ministry officials, members of the Ontario Legislature and members of the Council of Ministers of Education.

In the meantime, Edges appreciates the loyal readers who keep renewing their subscriptions, sending their address changes, and writing those life-saving notes of encouragement.

It's been quite a journey.

## OVERBOARD



**CASA  
LA PRIMAVERA  
MEXICO**

**Rod & Rose Worden**

Greetings from Playa Litibu and a little bit of paradise. It has been a year since we moved to the beach and we can finally say that our house, ICA office, and guest facilities are fully operational. Three other families have also completed their houses, the Carusos, Farris and Wests, but we are the only ones living here full time.

The Worden's newly constructed guest apartment at Playa Litibu (one hour north of Puerto Vallarta) is ready for renting. We can accommodate up to three couples with kitchen, dining area, two bedrooms, two baths, futon sapce in the living room and a terrace with ocean view. A pristine white sand beach is 100 feet

away from the front porch. Casa La Primavera is an ecologically managed residential property using solar power and collected rainwater.

Reservations are available for any time of the year except Christmass through New Year. Rent is US\$20 a night for one person. Each additional person is \$10 a night. Arrangements can be made for a cook and for recreation events.

A major portion of our financial support will come from rental use of our guest facilities. This will enable us to stay in Mexico and continue working with ICA Mexico.

We need your help getting the word out through your

networks that vacations and retreats can be held here. Please display the promotion on your bulletin board. Any other creative publicity would be greatly appreciated.

We have been trying to install a cellular phone and will let you know when it is functional. In the meantime the mail (seven days) and fax messages should reach us and we can return any calls.

**Mailing address:**  
**Rode and Rose Worden**  
**Apartado 43**  
**63732 Bucerias,**  
**Nayarit**  
**Mexico**  
**Fax/Phone:**  
**52 (329) 80296**



## YOUTH EXCHANGE SOUGHT BY BELGIAN FAMILY

Linda Alton  
October 18, 1993

ICA Brussels is helping Jerome and Brigitte Dayez find a family in the United States that would like to arrange an exchange of their teenage son or daughter for four months sometime in 1994-95. They are hoping that the US family would be ICA-related.

The Dayez family lives about three blocks from the ICA house in Brussels. Both Mr and Mrs Dayez teach ethics in local high schools. Jerome Dayez is a professional artist and has had huge murals commissioned all over Brussels. Brigitte Dayez is very engaged with immigrant women, and has taught herself Turkish to help her in this work.

French is the language of the household and all speak Flemish (Dutch) as well.

Their second daughter, Eleonore, is graduating from high school this year and will be entering medical studies. The Dayez's would like to offer her a year's break to gain experience and language skills through the exchange.

Eleonore could go to school, could help in the house, could assist in community activities.

A teenager coming to Brussels would spend a wonderful four months in the midst of this large family, trying out painting, going to school as an observer, seeing Brussels and the Belgian countryside.

The ICA is close and would be a useful link to the outside world.

The idea is that each family would cover the travel, as long as the youth comes with his/her own leisure and entertainment money.

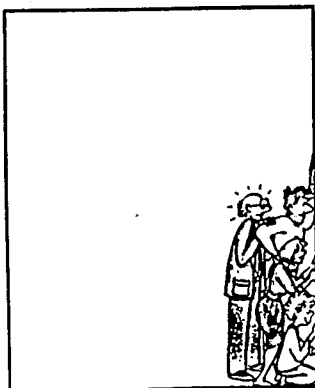
I highly recommend this family. I told them I would circulate this invitation and when responses came in, they could begin direct communications, discuss times, specific possibilities directly with interested parties.

Perhaps you know someone that is not ICA but is looking for such an opportunity. Some kind of

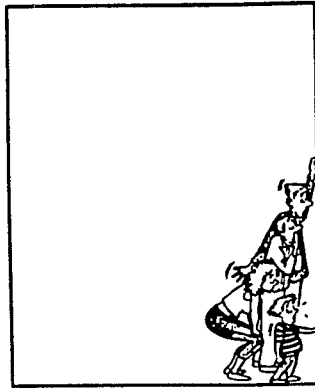
character reference for the hosting family would be useful, in that case.

Fax or mail responses to the Dayez's via Linda Alton, at ICA Brussels. Messages will be delivered to them immediately.

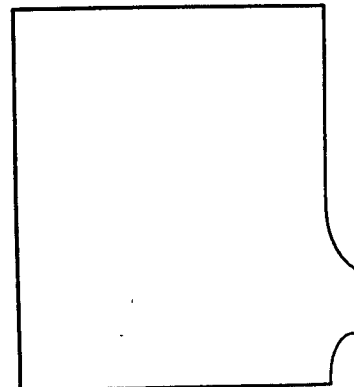
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Some watched with exhilaration,



some watched with fear,



as Herman broke out



of structure.