



f r i e n d s o f
Esalen
n e w s l e t t e r

New Executive Director Chosen

The Esalen Board of Trustees announced the appointment of Andy Nusbaum as Executive Director at their August 2001 meeting. "Andy's the right man at the right time for Esalen," said Michael Murphy following the meeting. "We are lucky to have him."

Andy has been an Esalen regular since 1983. In addition to co-leading "Golf in the Kingdom" workshops, he has spent the past three years as Esalen's Director of Finance and Long Term Planning. He served as a member of Esalen's Board of Trustees from 1996-1998. He and his wife Nikki moved permanently to Big Sur from their Connecticut home outside New York City in 1996.

Andy has the combination of business acumen and personal integrity to lead Esalen into the new millennium. His background includes years as a professional golfer, business owner, and executive with the New York Times Co. where, among other things, he founded and co-chaired the New York Times Magazine Group's Diversity and Work/Life Initiatives. He has been recognized nationally with awards for his contributions to professional education and environmental sustainability.

He is passionate about preserving and enhancing Esalen programs while protecting the fragile and sacred land where Esalen is located. As a Board member he helped



Daniel Bianchetta

Andy Nusbaum

Esalen make the tough decisions to rebuild following the storms of El Nino in 1998. He then stepped down from the board to take on the staff responsibility of spearheading Esalen's Long Term Development Plan (LTDP.)

Using the same type of care and love that goes into Esalen programming, Andy is interested in helping Esalen's infrastructure evolve into a model of environmental sustainability.

"I'm not interested in making major changes in philosophy, spirit, or direction," said Andy. "I want to honor the past and preserve Esalen's

'magic' while building a foundation to protect all of Esalen for future generations." This includes financial stability to withstand future hardships such as El Nino storms, road closures, earthquakes, and other natural disasters that are commonplace on the Big Sur coast.

David Price, Esalen's Operations Manager, speaks highly of Andy, calling him a "real asset to Esalen." "He has a gift for hearing all sides of an issue and staying centered under pressure, combined with a methodical, practical approach to running a complex business."

Welcome Andy in your new role!

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Esalen Massage: The Touch That Lingers

by K Mello

For many of us, one of the highlights of our Esalen experience is receiving an “Esalen massage.” To watch the Esalen massage practitioners at work is to see living art. The respect with which they approach both this sacred craft and their clients is evident. The magnificent setting of Esalen with the hot baths perched on the cliff above the ocean and the rhythmic sound of the surf creates a very special ambiance that enhances this process. For those of us who have experienced this soothing and healing touch, just the very mention of Esalen massage may return us to the experience and bring a deep, pleasing body memory, which can slow the breath and relax the body.

Esalen massage began to ripen in the early 1960’s and has its origins in Swedish massage combined with the influence of early Esalen leaders and practitioners, such as Charlotte Selver and her student, Bernie Gunther, Fritz Perls, and Ida Rolf, among many others. Mollie Day Schakman’s “Massage and Meditation” workshop in September 1968 was the first to offer “Esalen-style massage” to the public. However, the three dozen or so massage practitioners currently at Esalen have studied and incorporate into their work an amazing variety of influences, including Polarity, Traeger, Reflexology, Accupressure, and Shiatsu. Each massage practitioner puts their personal imprint into their work to create their own individual style.

It is not so much common techniques or styles that delineates Esalen massage practitioners, but more a common philosophical approach. The most important aspect of this approach is the presence of the practitioner and the complete focus on the session. Esalen practitioners learn to clear themselves beforehand, so that when they touch another person, they’re bringing a quality of touch that is present and respectful. Esalen practitioners develop the ability to tune into the



Daniel Bianchetta

Massage Crew Manager, Peggy Horan, has been practicing Esalen Massage since 1970

client, be sensitive, and pick up cues that come through the body.

If there are common aspects of style or technique among the practitioners of Esalen massage, one is the quality of touch created by the grounded presence of the practitioner. This tactile sensitivity involves contacting or entering the physical and energy fields of another person with curious compassion and respect in a non-intrusive and nurturing way. Students of Esalen massage are taught that it is important to move through that energy field gently and with awareness before making physical contact. The first touch is held for a moment. The client begins to relax and trust in the practitioner’s hands. At this crucial moment, clients will often take a deep breath and begin to relax as their internal voices say, “I feel trusting and comfortable.” Thus an intuitive connection between the massage therapist and the client is established. Another similarity among the Esalen massage practitio-

ners is to include pauses throughout the session as well as the incorporation of slow, flowing integrative strokes, which serve to remind the body that its parts are connected – to remind the body of its wholeness.

Intention is kept in the foreground of the practitioner’s mind. This is not an intention that is trying to fix anything, per say; rather, the practitioner’s intention is to allow a client’s innate capacity for self-healing and balance. It is a mutual journey wherein clients are encouraged to empower themselves rather than to “be fixed.” The open-air quality of Esalen massage and the interpersonal contact banish the authoritative stance of the more traditional health practitioner, allowing the client an active role in the session. A practitioner may encourage breath, use colorful images to suggest a relaxed state,

For more information on the 28-day Massage Certification Program or other massage workshops please refer to the Esalen catalog.

and bring the client's attention to holding patterns, rather than simply relying on deep muscle work. Again and again within the session comes the reminder that the whole body - the whole person - is involved.

Some 33 years after the first massage workshop, "Esalen massage" is still being taught. Offered in the Esalen catalog are workshops ranging from weekend introductions or reviews to 28-Day Massage Practitioner Certification Programs or a two-month Work Study Massage Certification Program.

From such humble beginnings on the cliffs of Big Sur, Esalen massage is now world renown and is being practiced in such far off places as Chile, Bali, Saudi Arabia, Italy, Brazil, Germany, Japan, and in small and large towns across the USA, Canada and Mexico.

In Porter's Yurt at Esalen

by Evelyn A Brazier

Like cloves of fire
 Spirit hovers about the masseuses
 Inspiring the Inner Healer
 In all patrons on the tables
 And igniting with Energy
 in the room.
 I lie passively,
 surrenderingly on the table
 Releasing experiences
 held in my body
 While forgiving myself and others
 For perceived injuries
 and misdeeds.
 I am stroked, rubbed and shaken
 As the past rolls into abyss
 And I am healed and
 opened once more.
 I lie in the sacred chapel
 of my mind
 As the session ends
 Having heard God's voice
 And having chosen a heart
 forever open.

Daniel Bianchetto

Planning for the Future: Guiding Principles for Esalen's Long Term Development Plan

For the past 3 years and under the leadership of Andy Nusbaum, Esalen has been working on a Long Term Development Plan (LTDP). The plan calls for repairing and/or rebuilding aging physical facilities while establishing a far-reaching vision and renewing the Institute's operations, including new program initiatives.

A set of guiding principles were established for shaping the physical environment through a lengthy period of study, query, and contemplation by the Esalen community a volunteer team of planners, architects, engineers, energy specialists and freethinkers.

The principles are:

- Creation of a sense of space in harmony with the programs Esalen offers to foster personal and social

transformation.

- Utilization of nature's teaching to mimic life's underlying proportions in shaping our environments.
- Appropriate use of land, water, trees, sunshine, and waste that will serve as a model for sustainability.
- Minimizing energy use and promoting the conservation, enhancement, and protection of the natural habitat.
- Economizing of construction and operation, which further supports conservation and resource efficiency.
- Maintenance of current staff size and number of seminar participants.
- Minimizing the dependence, use, and existence of automotive transport on property.
- Providing a positive addition to the Big Sur community.

In brief, take less from the earth and provide more for its inhabitants.





Gazebo Staff

Gazebo teacher, Neal Baldwin, with young visitors from Hong Kong

Chinese Kids Visit Gazebo

Nine children from Hong Kong ranging in age from two to seven spent a week at the Gazebo School in July. They traveled the long distance to Esalen with their parents who had booked a private conference and wanted their children to have the Gazebo experience. Language was no problem as the universal language of children kicked in. The parents joined their children for several training sessions on Gazebo philosophy and hands on practical experience. The group plans to return next year.

Whales a Common Sight Off Esalen Coast

Sightings of gray whales migrating up and down the coast is a common occurrence at Esalen in the winter and spring. Gray whales pass Esalen going south from late fall through January and going north from March through May. Esalen's old (soon to be new) hot tubs on the cliff are a good place to sit and watch for whales. Many whales can be seen spouting on the horizon, but it's most exciting when they wander into the bay below the baths to linger and search for food.

As mammals, gray whales bear live young which they nurse, breathe air, and are warm blooded. They have baleen fringes inside their mouths rather than teeth. They breathe air at the surface of the water through two blowholes located near the top of the head. At rest, gray whales spout (breathe) 2-3 times per minute. Between deep dives they take deep breaths for about 3-5 minutes. The spout of the gray whale can rise 10-13 feet above the water.

Gray whales spend summers in the icy waters around and north of Alaska. As the ice pack advances

in the fall, they embark on one of the longest known migrations of any mammal. Hugging the pacific coastline, the whales swim south more than 5,600 miles to Baja California. The gray whales forage along the ocean floor as they travel, gulping great mouthfuls of bottom dwelling invertebrates. During their extended migration they swim day and night, not sleeping.

Females give birth every other year in the warm, shallow waters of protected Baja lagoons. Calves are 15 feet long and weigh 1,500 pounds. The newborn instinctively swims to the surface within 10 seconds for its first breath, helped by its mother, using her flippers. Within 30 minutes of its birth the baby whale can swim. The baby is nurtured with its mother's fatty milk (53% fat) and is weaned in about 7-8 months. The mother and calf may stay together for about a year. The calf gets in shape for the long trip north by swimming against the current as water flows into the lagoon. By the time the whales leave the lagoon the calf has grown to 19 feet long and weighs about 3,000 pounds.

Female gray whales average 42 to 50 feet and may weigh 34 to 38 tons. Males are 35 to 50 feet and weigh 28 to 38 tons. Their life expectancy is 50-60 years. The gray body of the whale is covered with white, yellow, or orange patches of barnacles and parasites (whale lice), particularly on top of the head, around the blowhole and on the anterior part of the back.

At one time there were three gray whale populations: a north Atlantic population, now extinct; a Korean or western north Pacific stock, now very depleted; and the eastern north Pacific population, the largest surviving population.

Hunted to the brink of extinction in the 1850's and again in the early 1900's, the gray whale was given partial protection in 1937 and full protection in 1947 by the International Whaling Commission (IWC). Since that time the Pacific population has made a remarkable recovery and now numbers between 19,000 and 23,000. In 1993 the gray whale was removed from the endangered species list.

Campaign Update

By Serena D'Arcy -Fisher

Our effort to fund the Long Term Development Plan is now officially named *The Esalen Campaign for the Future*. Still in the quiet or ramp-up phase, the Marin County-based Esalen Campaign staff are currently assessing Esalen's funding needs for various capital, endowment, and scholarship projects, as well as conducting prospect donor research.

Print materials, a Campaign website, and a fundraising video directed by Esalen President George Leonard are under way.

Dan Spinner, Senior Campaign Counsel, has been in touch with socially and environmentally active businesses and organizations who are interested in exploring ways to participate in the LTDP with in-kind gifts. Strategic alliances are being pursued that will assist Esalen in its goal to become a world-class model of energy conservation and sustainability.

Esalen has been receiving media coverage. An article on the campaign and LTDP appeared in the July/August issue of *LOHAS* (Life Styles of Health and Sustainability). A front page story appeared in *The Monterey County Herald* newspaper on August 15th titled "*Esalen Institute Rebuilds*." So, the word is out!

In-Kind Gifts

WebWare of Sausalito, CA has recently donated a significant in-kind gift of archiving software called WebWare MAMBO™ that will enable Esalen to preserve its priceless historic "assets" for posterity in a centralized repository. The LTDP includes developing a new library facility onsite; however, as part of Esalen's mission to reach a global community, selected assets will also be made available online in an electronic archive. Over the next few years, thousands of hours of instructional audio and videotape,

lectures, and photos will be digitized and archived. In addition, selected volumes of the recently donated personal libraries and notes of Abraham Maslow and Terence McKenna will also be digitized and archived.

Highlights of the LTDP

In order for you to understand the planned changes on-site, a self-guided tour in the form of a brochure will be available soon. During your workshop visits you will be able to walk at your leisure around the property with a map and information highlighting the planned improvements that will take place over the next decade.

One of several buildings scheduled in the first phase of construction is "The Gateway Center." When completed The Gateway Center will be the new Esalen welcome complex for guest check-in, bookstore and administrative services. The new building will be to the right of the main entrance, where the gate house, administration and some staff housing are currently located. This new facility and the limited use of golf carts will dramatically reduce the number of automobiles driving on the property, and facilitate guest

arrival and departure.

Programs Fund

According to Nancy Lunney-Wheeler, Director of Programming, a lack of funds has limited Esalen's ability to offer more experimental programs. As Nancy puts it, "On the one hand, it is through the creation (and repetition) of broadly popular courses with known and popular teachers that tuition revenues are generated; these revenues provide almost all of the cash income stream that supports Esalen. On the other hand, experimental and exploratory courses and conferences, which may have much less 'draw', are what define Esalen and keep it at the cutting edge of the most important new thinking in the culture."

Additional funds will enable the program department flexibility to offer more unusual programs, experiment with pairing of teachers, create additional housing for visiting leaders, as well as offer some travel costs, and stipends to resident scholars.

The campaign's first major event, Celebrating Esalen's Future, will be held at Esalen over November 2-4. See catalogs for details.

Baths - The End is In Sight

The baths continue to move toward completion. Like all construction projects, an exact opening date is difficult to predict.

This challenging project has taken three years and several million dollars to complete. The temporary bridge jutting out over the cliff, which was used by construction workers

to stand on, has come down along with the wooden construction forms. What remains is flowing curves of structured concrete, vaulted ceilings, broad flagstone steps, stone tubs, and sheer beauty.

Thanks to all of you who have sent in donations. It's not too late to be a part of this project. Contributions are welcome and very much appreciated.

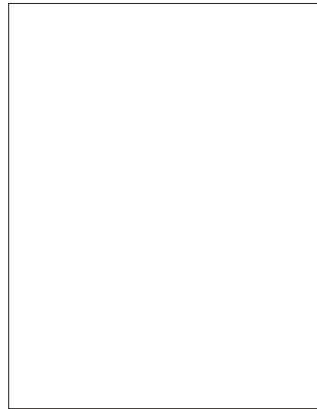


Daniel Bianchetto

TRANSITIONS



Elaine Farris Hughes died on June 27th at the age of 66. Elaine was a dazzling bright light, a loquacious Southern belle, an author, and a beloved Esalen teacher and student. Her annual Christmas-at-the-Little-House weeklong writing classes provided a holiday home-away-from-home for Esalenites of all stripes. A force of nature, her spirit remained undimmed by her two-decade-long battle with cancer. Some of her ashes were scattered at Esalen. We'll miss "the mouth of the South." An Elaine Hughes Memorial Scholarship Fund has been established at Esalen in Elaine's memory by her sons David and James. Donations to the fund will go to support Work Scholar scholarships.



Jane Frances Miletich, born in New York on February 12, 1945, died in the loving company of her friends at Esalen on June 29th. Jane is carried in the hearts of many lifelong friends and communities which span the coastlines of California and Maui, Hawaii. She spent many decades living at Esalen and in recent years returned annually to offer a "spring cleanse" to the community.

She had a wonderfully generous spirit, fed our bodies with her natural food and nourished our souls with her love. Always a free spirit, she walked her talk. Jane was the last stowaway on the Queen Mary. We miss you, Jane.

The Friends of Esalen Newsletter is published three times per year by Esalen Institute as an informational vehicle for our supporters.

Esalen Institute was founded in 1962 as an alternative educational center devoted to the exploration of the human potential.

Founders:

Michael Murphy & Dick Price

Esalen Board of Trustees:

Mary Ellen Klee, George Leonard, Nancy Lunney-Wheeler, Michael Murphy, Marilyn Schlitz, Jeremy Tarcher, Keith Thompson

Executive Director:

Andy Nusbaum

Newsletter Editor & Friends of Esalen Coordinator:

Nancy Worcester

"I particularly appreciate the fact that this place has found a way to let all kinds of people have access - young, old, rich, and poor - and model a way of living harmoniously on the land. Thank you, thank you, thank you."

Esalen Seminarian

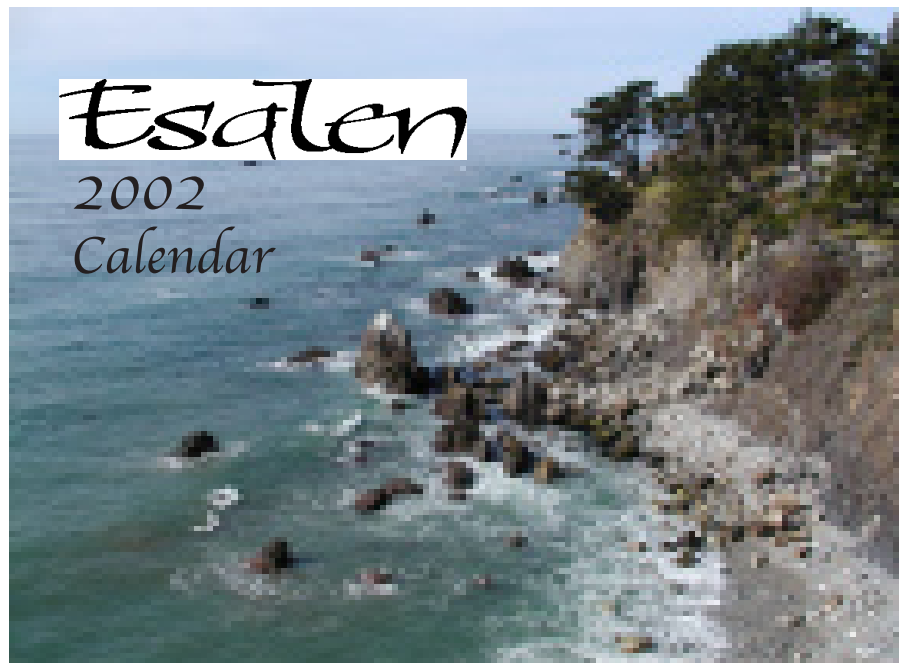
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Commemorating Esalen's
40th Anniversary

~
Get one as our gift to you by
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~
Or order several by sending
\$17/calendar for USA addresses
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(includes tax, shipping and handling)



Michael C Harris

Support for Today • Building for the Future

We want to extend our heartfelt thanks to the many wonderful Friends of Esalen who generously support our operations, capital, and special projects. The following is a list of friends who have given over \$500 from 1/1/2001-9/1/2001. We couldn't be here without you!

Italics below indicate a lifetime donation giving commitment and/or a donation pledge of \$100,000 or more

CENTURY CIRCLE - gifts of \$10,000 or more

Anonymous

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Did You Know....

- You can leave your legacy to Esalen and help ensure Esalen's future by making a bequest to Esalen in your will or trust.
- When you give a gift of appreciated stock to Esalen (rather than selling the stock and giving cash) you avoid paying capital gains taxes, and you may deduct the full fair market value of the stock from your current year's taxable income, regardless of what you initially paid for the stock.
- You can designate Esalen Institute as a recipient of your donations through your workplace or United Way Campaign. You will not see Esalen's name listed as a United Way agency, but you can still designate your gifts to Esalen.
- For more information, please call Nancy Worcester at (831) 667-3032 or email nancy.worcester@esalen.org.

Giving Back to Esalen

Coming full circle and wanting to give something back is how Dorothy Charles and Frances Verrinder describe their joining together this past year to teach two work study months in Gestalt practice and expressive arts at

Esalen.

Frances and Dorothy first met at Esalen in February of 1982. Both had come for the first time, found themselves rooming with each other and participating in the same Work Study month with Paul Rebillot. Dorothy had been a horse trainer and was newly divorced. Frances was a MFCC. Both were in transition. That month lead to many more for Dorothy who stayed around to study Gestalt practice with Dick and Chris Price, became a cook in the kitchen, and subsequently a teacher at Gazebo. Frances continued to come to Esalen over the years to study Gestalt, participate in community groups, and teach family therapy for the community.

“Being a work scholar and studying with Dick completely changed the course of my life,” Dorothy says. “To be able to pass that on to others is a privilege.”

Frances says, “I came to Esalen to save my life, and with the help of the Gestalt



Daniel Bianciletta

Dorothy Charles and Frances Verrinder

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