

# EAST WEST NEWSLETTER

## SEMINAR 2020: BACK TO OUR ROOTS!

April 24- May 1, 2020

Dear Friends,

It is with great excitement and wonder that we announce 2020 as the 40<sup>th</sup> anniversary of the East West School of Planetary Herbology! It's hard to believe we've been teaching students around the world that long but it's true. Read below about the adventurous history of East West!

To that end, we have a very special seminar year planned with several surprises. First of all, Michael and Lesley will offer a full day of teaching to everyone, sharing their pearls from over 85 years combined experience!

One of our earliest faculty, grad Susan Kramer, will offer her popular class on homeopathy. Grad Roy Upton returns to share his incredible wisdom. As well, we have a new Friday morning class with Michael and Lesley.

We also welcome back past our great teachers Raqib Katz and Bill Schoenbart. Our new Ayurvedic teacher from last year, Manish Chandra, also returns plus of course our fabulous faculty: Susan Kramer, Holly Hutton, Nancy Angelini, Jerry Angelini, Jill Barnattan, Jen Grady & Darren Huckle.

There are even changes with our chef, Ben Zappin, who has been at our seminars since at least 2002. He recently moved his family to the Sierras, a good five hours away, so Fri - Mon he's cooking while his favorite chef from the Quaker Center will fill in the rest of the week.

Come celebrate with us - be a part of the East West forty year legacy and its future to come!

Blessings, Michael & Lesley

## HISTORY OF THE EAST WEST SCHOOL OF PLANETARY HERBOLOGY!

When Michael Tierra finished writing *The Way of Herbs* in 1980, he knew the book presented an exceptional opportunity to reach people seeking in-depth herbal studies. No other distance-learning herbal course operating then or now approached herbalism as 'Planetary Herbology' (a term coined by Lesley Tierra in the early 80's).

After typing just one lesson on an old-fashioned typewriter (this was, after all, long before personal computers!), he needed help putting the course together. At Heartwood College in Santa Cruz, he met a young woman taking classes there named Lesley. She had just left careers in management training with Ohio Bell and photography in Wyoming to learn the healing arts.

Ultimately, Michael and Lesley's partnership resulted in two co-authored books, several revisions of the herb course, their marriage, and their talented musical son, Chetan. As their business grew, they hired a school administrator, Jill Unger, and the East West family began. Fortunately for us, Jill has been with the school ever since.

Michael structured the course into 36 lessons, one lesson a month for three years. These were divided into three sections: 1st on foundation principles, 2<sup>nd</sup> on materia medica, and 3<sup>rd</sup> on the remaining materia medica along with advanced diagnosis & specific treatments.

The inaugural seminar was given in Boulder, CO, in 1987, sponsored by herbalist Brigitte Mars. When the Tierras' young son began school, the seminars were held near their home, first at Mount Madonna Center and then at the Quaker Center near Santa Cruz. CONT. p.4

### GUEST TEACHERS:

#### MICHAEL TIERRA, OMD, RH AHG:

Author of ten books, including the bestseller, *The Way of Herbs*, plus *The Natural Remedy Bible* with John Lust, and *Chinese Traditional Herbal Medicine* Vol I & II with Lesley Tierra, Michael is founder of the American Herbalists Guild and formulator of Planetary Herbals.

He will teach:

*Michael's Favorite's*, including his current topics of interest that span herbs, therapies and techniques for health and healing.



#### LESLEY TIERRA, L. AC., RH AHG

Lesley is author of seven books, including *Healing with the Herbs of Life*, *A Kid's Herb Book*, and *Chinese Traditional Herbal Medicine* Vol I & II with Michael Tierra. She will teach *The Energy of Herbs and Healing*, including treatment of specific conditions with herbs, diet and other therapies.

#### ROY UPTON, RH AHG, D Ayu:

Executive director, founder and editor of the *American Herbal Pharmacopoeia*®, member of the Standards Committee of AHPA, a founding member and past President of the AHG, member of the Board of Directors of the Botanical Medicine Academy, staff herbalist for Planetary Herbals, and author, Roy will teach his popular class: *Gynecology*,

#### SUSAN KRAMER RH AHG, RS Hom NA, CCH:

Teacher at East West seminars for 20 years, instructor of acupuncture students at Edgewood College for Oriental Medicine, past host of the Saturday morning radio show "Health Talk" (WQXI AM790) and author of *The Naturally Healthy Traveler* (Lotus Press, 2013), she will teach *Strong Remedies: Lose Dose Herbs & Homeopathy*.

## HERBAL SEMINAR APRIL 24 - MAY 1, 2020

### Classes for All Tracks:

**Michael Tierra:** *Michael's Favorite's*

**Lesley Tierra:** *Energy of Herbs & Healing*

**Susan Kramer:** *Homeopathy*

**Roy Upton:** *Gynecology*

**Staff:** *Yoga/Qi Gong/Unwind Your Mind Relaxation*

### FOUNDATION TRACK

This track is for everyone. Hands-on interaction is emphasized. Required reading: *Chinese Traditional Herbal Medicine, Vol. I* and *The Way of Herbs*.

- Traditional Chinese Medicine theory
- Traditional Ayurveda Medicine theory
- Five Element Theory
- Energy of illness and herbs
- Tongue and pulse diagnosis
- Medicine making
- Garden herb walk
- Barefoot doctor techniques
- Diagnosis and case studies
- Simple clinical remedies
- Twenty herbs to begin your pharmacy



### INTERMEDIATE TRACK

This track is for students who have completed the Foundation Track and through Lesson 24 of the East West Herb Course. Hands-on practice & interaction are emphasized. Required reading: *Chinese Traditional Herbal Medicine, Vol. I & II, Planetary Herbology* and *Healing with the Herbs of Life*.

- Diagnosis and treatment strategies
- Advanced tongue and pulse diagnosis
- Setting up an herbal practice
- *Materia medica*: Western, Chinese & Ayurvedic
- Specific formulas to know (38+ commonly used ones)
- The five stagnations and abdominal diagnosis
- Student clinic & case studies
- Wild herb walk
- Korean Hand Therapy

Go to [www.planetherbs.com](http://www.planetherbs.com) for more detailed class descriptions and teacher biographies.

### ADVANCED TRACK

This track is limited to qualifying students who have attended both the Foundation and Intermediate Tracks, **completed the East West Herb Course through Lesson 36** (with Lesson 33 cases submitted for review no later than Feb 28, 2020), and are ready to practice clinical planetary herbalism. When applying, include a biography and outline of previous clinical experience with your registration.

- . Case studies with professional practitioners
- . Planetary Herbology with Michael
- . Ayurvedic panchakarma: shirodara
- . Auricular Therapy
- . Student clinic & onsite clinic with clients
- . Visit to professional clinics
- . Launching your herbal practice

### MEDICINE MAKING AND MERIDIAN THERAPY TRACK \*

While many participants happily describe this track as a "week at the spa," it also includes multiple in-depth and hands-on remedies, therapies and body techniques. It is not a basic or beginning preparations class, however, it is open to anyone regardless of experience or background, although it is highly recommended for those who have attended the Foundation Track or who already have TCM experience. Class size is limited and a minimum number of 8 are required. Cancellation of class may occur if the minimum number is not enrolled by Jan 31, 2020. This track Includes:

- . Advanced herbal decoctions and preservations
- . Salves, body butters, lotions
- . Herbal teaqills and fluid extracts
- . Deep decoctions (preserved decoctions)
- . Advanced tinctures: the percolation method
- . Hand and foot reflexology
- . Acupuncture points to know and use
- . Channel massage and meridian pathways
- . Location and detail of 12 acupuncture meridians
- . Dried powdered extracts
- . Therapeutic gomasio's
- . Herbal beers and meads
- . Fermented herbal jams and sauerkrauts
- . Tincture formulation, solvents and chemical constituents
- . *Pao Zhi*: processing herbal medicinals
- . Herbal steams, compresses and fomentations
- . GMP regulations and compliance
- . Ayurvedic churna, avarasa, ksira paka, avaieha, taila, ghrita, oils & draksharishta

*The Therapies track is especially useful for those who have completed the Foundation or Intermediate tracks of the East West Seminar and aren't prepared or ready to participate in their next track, or for those who desire to hone or augment their current skill/tool sets or practicums.*

**\*NOTE:** This track does not qualify as one of the three required seminars for the EWCH degree.



## HERBAL SEMINAR APRIL 24 - MAY 1, 2020

### SEMINAR TUITION FEES:

**Cost For Seminar:** Week-long Seminar: \$1075 (Foundation Intermediate, Advanced, Therapies)

**Early registration:** register by 1/31/20 and save \$150: Week-long Seminar: \$925

**NOTE:** \*Therapies Track Materials Fee: \$55;

Select one of the accommodation/facility fees below (in addition to tuition).

**Space is limited! To reserve your place,** send a \$250 **non-refundable** deposit

**TO REGISTER: CALL 831-336-5010; OR ONLINE: [planetherbs.com](http://planetherbs.com)**



### SEMINAR TIMES

**Week-long Seminar:** begins Friday, April 24 - Registration from 4 - 6 PM; ends Friday, May 1 at 1 PM.

Those coming from a distance often find it best to travel to the area a day or so before the seminar starts and/or plan to stay nearby for a day or two after. The nearest airport is San Jose International (SJC), one hour from the seminar location. A schedule for the seminar, including maps, directions and all other pertinent information, is sent upon registration.

**CANCELLATION POLICY:** cancellations before March 30, 2020 are refunded all fees paid less the \$250 deposit.

Cancellations after March 30, 2020 are refunded all fees paid less the \$250 deposit plus \$150 penalty fee.

\* If the Therapies Track does not take place, all fees will be refunded.

### REGISTRATION FORM

**SEMINAR TRACK:** \_\_\_\_\_ **FEE:** \_\_\_\_\_

(Foundation, Intermediate, Advanced\*, Therapies)

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

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**MOBILE PHONE NUMBER:** \_\_\_\_\_

**E-MAIL ADDRESS:** \_\_\_\_\_

### ACCOMMODATION OPTIONS AT THE QUAKER CENTER (Select One):

**Week-long Seminar** (Foundation, Intermediate, Advanced, Therapies)

\_\_\_\_\_ Room & Board (double occupancy, 7 days & 21 meals): \$700

\_\_\_\_\_ Camping & Board (7 days & 21 meals): \$550

\_\_\_\_\_ Commuters Facility Fee (not staying overnight): 7 days & 12 meals: \$300

\_\_\_\_\_ Commuters Facility Fee (not staying overnight) 7 days & no meals: \$150

\_\_\_\_\_ Therapies Track Materials Fee: \$55

### EMAIL FOR ADDITIONAL OFFSITE AND/OR COMMUTER OPTIONS AND FEES

**DIET** (meat, vegetarian, vegan, allergies): \_\_\_\_\_

**TOTAL FEE:** \_\_\_\_\_ **DEPOSIT:** \_\_\_\_\_

**AMOUNT DUE (Total fees less deposit):** \_\_\_\_\_

**PAYMENT METHOD** (Credit/Debit Card, Check, Money Order): \_\_\_\_\_

**VISA, MC, AMEX, DISC #:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_

\* Advanced Track applicants include a biography and outline of previous clinical experience.

[www.planetherbs.com](http://www.planetherbs.com)

831-336-5010

[herbcourse@planetherbs.com](mailto:herbcourse@planetherbs.com)

**\*There's a minimum of 8 people required for the Therapies Track to take place;  
register by Jan 31, 2020; notification will be sent to confirm on Feb 1, 2020**



## HERBAL SEMINAR APRIL 24 - MAY 1, 2020

***Congratulations to our newest 2019 "Planetary Herbalists" - graduates of the herb course plus attendance at all three seminars:***

Jen Ciccolella  
Sallie Dixon  
Chandra Hartman  
Shelby Heinzer  
Shannon Hobson  
Michele Klassen

Katie MacKenzie  
Roger Martin\*  
Barbara Scavotto  
Adrienne Totino  
Rachael Witt  
Brett Wyatt

### OUR NEWEST EWCH GRAD!

Barbara Scavotto not only received her Planetary Herbalist's certificate but also attained the East West Clinical Herbalist Degree. Congratulations Barb!

\* We are sad to announce that Planetary Herbalist, Roger Martin, passed in Sept. 2019. We miss you Roger!



### History of the East West School of Planetary Herbology continued from p.1 . . .

As the course grew to enroll thousands of students worldwide, herbalists David and Sarah Holland established the European branch in England in 1990. For ten years, the Tierras traveled there to help develop that school and teach annual seminars outside of London. By 1998, England began changing to fit the European Common Union requirements, and as a result, the European branch of our school was ultimately closed in 2002.

When personal computers and the internet finally revolutionized communications and publishing in the 1990s, the Herb Course was professionally edited and stored in electronic format. In 2006, the Tierras developed the East West Clinical Herbalist Program (E.W.C.H.), which recognizes the expertise of the school's graduates. As well, they led students on two international tours, one to China in 2016 and one to Costa Rica in 2019.

Many of our graduates have become leading herbalists in the field today, practicing professionally, writing books, teaching, doing radio shows, creating products, maintaining quality assurance, and developing other aspects of herbal medicine.

We are proud of our students, graduates and the growth of our East West School over the last four decades. We look forward to our students' and school's continuing development and fulfillment of our mission to provide the finest herbal education for decades to come. HAPPY 40th!



CALL, MAIL OR EMAIL YOUR REGISTRATION TO:  
[herbcourse@planetherbs.com](mailto:herbcourse@planetherbs.com)

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