

What's Coming Down **the MAPS Pipeline**



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AS **THE OLD ADAGE GOES**, “the only constant in life is change.” MAPS has accomplished a great deal in our 22 year history. We are proud of what we have done, and with our present momentum and trajectory we expect to accomplish a whole lot more over the next decade. As part of our growth we are ready to update our image to reflect our current goals, strategies, and dreams. We are in the process of re-branding our image and revamping our website.

We also have several plans on the horizon that our members ought to be aware of. These plans include producing a continuing medical education (CME) conference, reproducing our Working With Difficult Psychedelic Experiences video, publishing Beatriz Labate’s book *Ayahuasca Religions: A Comprehensive Bibliography and Critical Essays*, and publishing another edition of Albert Hofmann’s *LSD: My Problem Child*.

MAPS Renewed Image Coming in 2009

The covers of this month’s *Bulletin* feature the creative ideas for a logo that MAPS supporters sent us in our recent logo creation contest. These logo entries have been used in our brainstorming sessions here in the office and with the talented team at Cosmic Egg Studios. I have been working closely with Cosmic Egg to create the new logo and to redesign our website. We recognize the importance of carefully choosing a symbol that will represent the organization for many more decades. So we are proceeding on this project at a measured pace to ensure that we choose an icon that we will remain happy with. We are fortunate to have David Bronner of Dr. Bronner’s Magic All One Soap funding this project.

The introduction of our new logo means that we will soon retire the logo our dedicated graphic artist and design consultant Mark Plummer created for us nearly 20 years ago. Beyond having created our logo, Mark has bestowed upon our organization many years of fantastic volunteer service. He is responsible for this *Bulletin* and all the *Bulletin* that we have printed, and he has contributed to numerous other MAPS publications, including books and fundraising packets. Mark is instrumental in our materials being created and laid out

in a timely fashion with professional quality. (Those interested in Mark’s graphic design services can contact him at mark.ii@verizon.net).

We began this endeavor of redesigning our image by focusing on the key elements of our organization. We looked at descriptors and counter-descriptors of MAPS. For example, we wish to be described as strategic, scientific, bold, and creative, and we aim not to be described as counter-culture, trippy, outlandish, or fluffy. We mulled over how we want to be perceived by our members and future patrons. We perused the designs used by organizations that we admire and organizations that we aren’t fond of. Ultimately we want our new logo to convey our compassion associated with our desire to bring powerful and effective therapeutic psychedelic treatments to persons who suffer, our rigor in pursuit of science, our boldness for carving a path through difficult political climates and obtrusive bureaucracies, and our commitment to professionalism, determination, and top-quality work.

Here is a piece of MAPS trivia: our website is one of the first 1000 websites to go online. An early MAPS member encouraged MAPS President Rick Doblin, Ph.D. to create a website in the early 1990s, long before the dotcom bubble, long before we all relied on Google to provide answers to

all of our questions. Several people have managed our site throughout its life. Most recently our information technology specialist Josh Sonstroem manages the site in-house, and Unix system administration and monitoring services are donated by Seth Hollub.

The MAPS website serves multiple purposes. The extensive archives tell the history of MAPS and the psychedelic research renaissance. The site is a wealth of information for members, supporters, press, researchers, and anyone else with interests in psychedelics, psychedelic therapy, and medical marijuana. Depending upon the month we get anywhere from 70,000 to 135,000 unique visitors viewing our website. We plan to revamp our website so that it has a modern look and is easier to navigate depending upon visitors' interest.

Making Plans for a CME in the Bay Area

The culmination of this early stage of the psychedelic research renaissance will be a CME conference in the San Francisco Bay Area. There has been so much progress that we feel it is time to reach out to other medical experts and inform them about the latest scientific research into the healing properties of psychedelic medicines. This will be a great undertaking for us and it is something that needs to be planned at least one year in advance. As soon as we secure a date and location, we will promptly announce the conference.

We expect to have over a dozen experts in the field present to about 400 people in the audience over the course of a weekend. The conference will have two focuses. One geared toward medical professionals, including medical doctors, psychiatrists, psychologists, nurses, and social workers, who will earn continuing education credits for their attendance; another for all others who are interested in the contemporary state of psychedelic research and psychedelic therapy. We are confident that our conference will be well attended, and we especially hope to attract the up and coming generation of people who foresee themselves as legal psychedelic therapists in the future.

Working With Difficult Psychedelic Experiences, the Movie

Several years ago MAPS created our first version of the Working With Difficult Psychedelic Experiences video. The video is both informative and fun to watch. Our team has utilized the video as an educational tool at presentations about handling psychedelic emergencies. In order to reach a broader audience, we are in the process of truncating the film to ten minutes to fit the YouTube phenomena. The

updated version of the video will be available by the beginning of 2009.

This video is important to our culture because there are hundreds of thousands of people who engage in psychedelic use without guidance. The video teaches people four primary principles for helping a friend handle a difficult psychedelic experience. 1) Create a safe space, 2) Sitting not guiding, 3) Talk through, not down, and 4) Difficult is not necessarily bad.

Labate and Hofmann Books in Publication Process

We are in the midst of publishing a scholarly account of Ayahuasca research by Beatriz Labate and her co-authors Isabel Santana de Rose and Rafael Guimarães dos Santos. The book titled *Ayahuasca Religions: A Comprehensive Bibliography and Critical Essays* was originally published in the authors' native language of Portuguese. Labate came to the United States from Brazil to present on a panel at the 2007 Drug Policy Alliance conference in New Orleans. There she established a relationship with MAPS, and we have helped her to get her text translated and published in English. The book scours all of the Ayahuasca research published on Brazilian Ayahuasca users, and provides a contemporary bibliography of the research.

The latest edition of the late Albert Hoffman's *LSD: My Problem Child* that we published in 2005 has just about left our shelves for homes around the world. We will publish a new edition of the text in 2009, and we will include some perspectives on the life of the admirable man who discovered LSD, including the text he wrote for his funeral.

MAPS: Still Member Based

MAPS is only able to operate due to the generosity of our several thousand members. We value and welcome the input and insight of our supporters. Please do not hesitate to contact me if you have ideas that can help our organization grow and improve. We need your help to reach out to prospective patrons and to increase our membership base!

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