Marcia Ascher was one of the early proponents of the study of ethnomathematics, a field named by Ubiratan D’Ambrosio in his address at ICME 5 in 1984. Her books and articles helped stimulate discussion about the nature of mathematical ideas and how they find their expression. ”Mathematical ideas” for her were ideas “involving number, logic, spatial configuration, and, more significant, the combination or organization of these into systems and structures.” She was able to find numerous examples of such ideas in “traditional” cultures, cultures which were generally non-literate in our sense. In this talk, we will discuss some of her significant contributions to the field of ethnomathematics and explain why they have continuing implications today. (Received September 11, 2014)