

## Friends of Blackstone Ranch Institute

a gathering from  
December 2 – 4, 2009  
at

### Cavallo Point

The Lodge at the Golden Gate  
601 Murray Circle  
Fort Baker / Sausalito, CA 94965  
888-651-2003  
415-339-4700  
info@cavallopoint.com

## GETTING TO THE GATHERING

### Driving Directions

#### SFO Airport to Cavallo

Approximate time: 30 minutes

- To exit SFO, take Highway 101 north toward San Francisco (continue on U.S.-101 for 1 mi.)
- Exit onto Interstate 380 west toward San Bruno (2 mi.)
- Exit onto Interstate 280 north toward San Francisco (6 mi.)
- Stay left at the fork onto Route 1 north following signs for 19th Ave./Golden Gate Bridge
- Make a slight left onto 19th Ave. (3.4 mi.)
- When passing through Golden Gate Park, stay right as 19th Ave. becomes Park-Presidio Blvd. (3 mi.)
- Stay straight to merge onto U.S.-101 north and cross Golden Gate Bridge (2.2 mi.)
- Take second exit after bridge toward Alexander Ave.
- Stay right to immediately merge onto Sausalito Lateral Rd. (.2 mi)
- Make first left onto Bunker Rd. (.2 mi.)
- Turn right to stay on Bunker Rd., do not pass through tunnel (.6 mi.)
- Follow Bunker Rd. down hillside, at the stop sign turn right onto Murray Circle (.3 mi.)
- Stay left to follow Murray Circle around toward Cavallo Point reception.

### Shuttle Service

#### Marin Airporter Bus

Approximate time: 50 minutes

For guests arriving at SFO who prefer not to rent a car, the Marin Airporter bus is available from SFO to Sausalito. Cavallo Point provides complimentary pickup from the bus stop. This service is also available upon return to SFO. One-way fare to Spencer Avenue is \$20.00 per adult. Cash, local checks, and travelers' checks are accepted. Marin Airporter cannot accept payment by credit card. No reservations are needed.

Buses pick up passengers at SFO every 30 minutes, on the hour and half-hour, beginning at 5:00am.

Plan to depart the shuttle at Spencer Avenue. This is the exit after the Golden Gate Bridge and through a tunnel. The first exit after the tunnel is Spencer Avenue. Please call the lodge at 415-339-4700 when you are on the bridge and we will pick you up at the Spencer Avenue bus stop.

For all domestic flights, the pickup point for Marin Airporter is outside of baggage claim (located on the lower level), on the center courtesy island. The buses stop at the "Marin/Sonoma County" sign, next to the large blue pillar labeled "Airporters."

For more information:

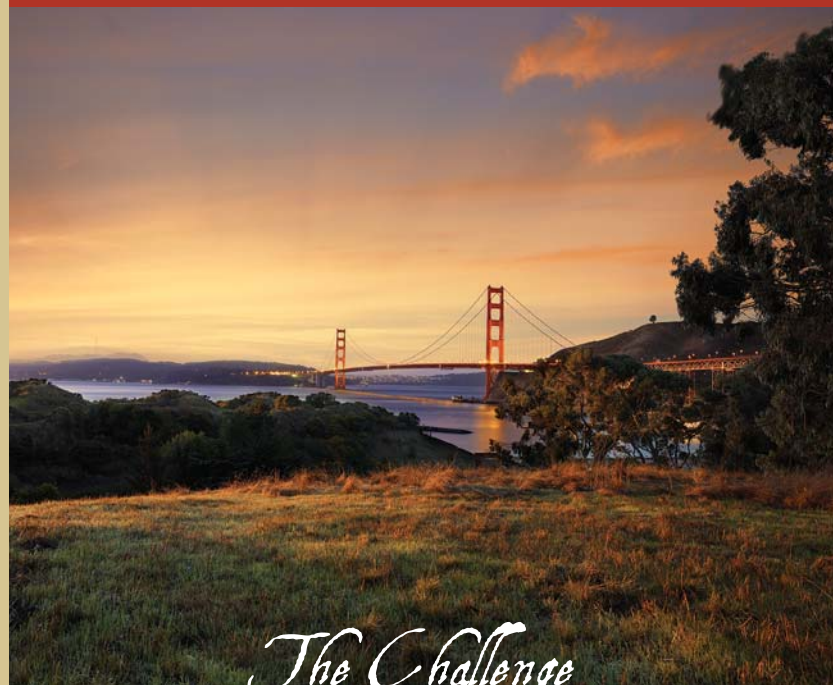
[www.cavallopoint.com](http://www.cavallopoint.com)

FRIENDS OF



# BLACKSTONE RANCH INSTITUTE

CAVALLO POINT LODGE  
FORT BAKER  
SAUSALITO, CALIFORNIA  
DECEMBER 2-4, 2009



## *The Challenge*

We invite you to go beyond your personal and occupational boundaries and work with others in the group to develop multifaceted initiatives. Our hope is that you will be able to address the systemic environmental challenges of our time in a holistic way that will ultimately enhance what you already do.

## FRIENDS OF THE INSTITUTE



300 Kit Carson Road  
Taos, New Mexico 87571  
(575) 758-3436  
blackstoneranchinstitute.org

Dear Friends,

We welcome you to the first gathering of the Friends of Blackstone Ranch Institute. This is our way of showing appreciation to those of you who have worked hard and accomplished important things with our support. Collectively, you represent the cutting edge of meaningful environmental change in North America. Each of you has developed innovative and important initiatives that the Institute has been proud to support.

For quite some time we have wanted to see what would happen if we could realize our dream of putting all of you in the same place for a couple of days, without the restrictions of most gatherings. We now have this opportunity, and offer an open-ended challenge to think beyond yourselves and your organizations to put together meaningful initiatives using the collective resources and experience embodied in this group.

No matter what happens, we hope you will enjoy meeting each other and making connections that will help advance the work you are already doing.

With much appreciation from all of us at Blackstone Ranch Institute.

JOHN RICHARDSON, *Executive Director*

- KENNY AUSUBEL, *CEO and Founder*  
Bioneers
- JARED BLUMENFELD, *Director*  
San Francisco Department of the Environment
- CHARLIE BROWN, *Executive Director*  
Changemakers Program, Ashoka Foundation
- ALEXANDRA COUSTEAU, *Founder and President*  
Blue Legacy International
- DAVE DAVIS, *CEO and Executive Director*  
Community Environmental Council of Santa Barbara
- TERRY GARCIA, *Executive Vice President of Mission Programs*  
National Geographic
- CRAIG HANSON, *Director of People and Ecosystems Program*  
World Resources Institute
- REBECCA HARRELL, *Film Producer and Nonprofit Director*
- TONY HIRSCH, *Cofounder*  
Famous Partners
- DAVID J. JHIRAD, *Special Advisor on Energy and Climate Change*  
The Rockefeller Foundation
- ELIZABETH LAHEY, *Cofounder*  
Famous Partners
- DIANE MAILEY, *Senior Vice President*  
*of Business Development and Planning*  
Presidio Graduate School
- JASON McLENNAN, *CEO*  
Cascadia Green Building Council
- CAROL MISSELDINE, *Coordinator*  
Green Cities California
- STEVE NICHOLAS, *Vice President of Climate*  
*and Environmental Programs*  
Institute for Sustainable Communities
- TODD PAGLIA, *Executive Director*  
ForestEthics
- BRYONY SCHWAN, *Executive Director and Cofounder*  
Biomimicry Institute
- JOSH TICKELL, *Filmmaker and Founder*  
of The Veggie Van Organization
- DR. ANDREW WEIL, *Founder and Director*  
Arizona Center for Integrative Medicine



## THE INITIATIVES

There is a wide range of expertise and issue focus in the group. There are leading innovators in the fields of urban government, science and technology, corporate and business sustainability, integrative medicine, natural resource preservation, green design, and film and media outreach.

The group includes experienced campaign professionals, eco-celebrities, people who understand social and financial leverage, those with global networks, and those who know how to get things done without making the process too complicated.

The group of Friends has used seed money from Blackstone Ranch Institute in its efforts to launch working groups, civic campaigns, influential models at local and state levels, education campaigns, and new and influential networks. Among the group's achievements are the following initiatives:

### **National Urban Sustainability Network in North America**

A growing network of city environment and sustainability directors which will play a central role in current and future efforts to redesign the city as a living habitat.

*Green Cities California*  
*Climate Leadership Academy*  
*Urban Sustainability Directors Network*  
*Seattle Office of Sustainability and Environment*

### **National Business and Ecosystems Leadership Group**

A first-of-its-kind roundtable of major U.S. companies that are developing ways to be more effective stewards of the natural resources upon which their continued success depends.

*World Resources Institute*

### **Executive Intensives for Corporate and Business Sustainability Leaders**

A new executive intensives program designed to stimulate innovation among corporate sustainability leaders that will be held at Blackstone Ranch.

*Presidio Graduate School*

### **National Sustainable Fuels Campaign**

A pioneering effort to create a market space for sustainable biodiesel as an alternative to fossil fuels through an integrated educational, social, and political campaign.

*Famous Partners*  
*Veggie Van Organization*  
*The movie FUEL*

### **State and Municipal Renewable Energy Models**

Pioneering attempts in New Mexico and Santa Barbara, California to create model plans for a move away from our dependence upon fossil fuels toward a more sustainable reliance upon a diversity of renewable energies and related civic structures.

*Bioneers*  
*Community Environmental Council of Santa Barbara*

### **Global Carbon Measurement Collaborative**

A global project to develop a useable system of carbon measurement that can be useful to emerging carbon markets and global conservation efforts as governments and individuals attempt to balance gains from carbon credits against profit from resource exploitation.

*National Geographic Society*  
*Rockefeller Foundation*  
*Clinton Foundation*

### **Clean Up of Canada's Tar Sands**

A campaign to pressure oil extraction companies in Alberta's Tar Sands to mitigate the effects of their work on the environment and to work with big companies that use Tar Sands oil to switch to more renewable sources of fuel.

*ForestEthics*

### **Corporate Dialogs to Reduce Volume of Junk Mail**

An audacious effort to reduce the volume of junk mail and its debilitating effects on both the continent's greatest forests and personal privacy by mixing smart media campaigns with corporate dialog.

*ForestEthics*

### **Environmental Health Curriculum for Medical Schools**

An initiative to develop an educational module for medical students that will address the effects of environmental factors upon human health and be a required part of curricula in all medical schools across the United States.

*Arizona Center for Integrative Medicine*

### **Blackstone Innovation Challenge Grant to National Geographic Explorers**

A challenge to young scientists and explorers working around the world to collaborate in the application of science to some of the world's most challenging environmental problems.

*National Geographic Society*

### **Biomimicry Design Challenge**

An effort to challenge some of the world's leading social entrepreneurs and green designers to apply the principles of biomimicry to leading design challenges in the human environment.

*Biomimicry Institute*  
*Ashoka Foundation*

### **Evolution of Regional Green Building Standards**

An effort from one of North America's leading regional green building councils and the municipalities of Seattle, Vancouver, and Portland to integrate and accelerate the green and sustainable building practices of the Pacific Northwest bioregion.

*Cascadia Region Green Building Council*

### **Global Education Campaign on World's Water Resources**

A global media and citizen action campaign on the world's increasingly threatened water supply that aims to make an awareness of one's water footprint a fundamental part of civic literacy.

*Blue Legacy International*

## MISSION OF BLACKSTONE RANCH INSTITUTE

- to address the planetary challenges of our time
- to influence pioneers of environmental change
- to accelerate the adoption of best practices

## OPERATING PRINCIPLES

- change is an organic and creative process
- early stage dialog among varied but related interests is an essential ingredient in the development of social innovation
- environmental challenges cannot be adequately addressed without broad participation from all sectors of society
- the challenges of our time require a greater leverage and effectiveness than any of us can deliver on our own



BLACKSTONE RANCH BY WILLIAM DAVIS

## BLACKSTONE RANCH INSTITUTE

### **PAT BLACK, *President and Founder***



As a venture capitalist and entrepreneur, Pat has invested extensively in the development of clean, green, healthy fuel and in the purity and sustainable management of water resources. He is the Chairman of Erie Management Group, LLC (EMG), which counts among its portfolio of companies HERO BX, LLC (HERO). HERO is an accredited BQ9000 biodiesel fuels

producer and is one of the largest biodiesel plants in the northeastern United States.

He and his wife Susan own Blackstone Ranch in Taos, New Mexico, a grasslands ranch property dedicated to making ecologically sustainable improvements to the land while ranching and farming profitably.

Pat is also cofounder and president of The Black Family Foundation in Erie, Pennsylvania. For over 13 years, the Foundation has promoted innovation across a broad range of compelling community issues, from educational excellence to health disparities to workforce development and the arts.

### **PHILLIP GIBBS, *Organizational Development Advisor***



Phillip specializes in strategic planning, program design, organizational development, and program evaluation. Phillip has worked on international issues for over 20 years with the United Nations, the World Bank, the U.S. Agency for International Development, National Geographic, and other major nongovernmental organizations. He has been on the advisory

board of Blue Legacy International.

### **RON HUBERT, *Strategic Advisor***



Ron is the founder and managing director of Hozho International, a firm working with clients to develop innovative strategies that align improved financial performance with environmental sustainability and social responsibility. Ron is an adjunct professor, and the program director for the Sustainable Communities

Program at Northern Arizona University's School of Earth Sciences and Environmental Sustainability. During his career he has authored over 50 articles, research papers, and book chapters, and has spoken at over 70 seminars and professional conferences. Ron also has served on more than 25 nonprofit and for-profit boards.

**ORIANE LEE JOHNSTON,**  
*Organizational Development Coach*



Oriane Lee Johnston was the program director for many years at the Hollyhock Educational Retreat Centre in Canada, one of the leading experiential learning centers in the world. She has worked with hundreds of designers, educators, leaders, authors, and innovators in developing and refining their work in the world.

She currently mentors leaders in personal and professional sustainability, consults on program design for new learning centers, and helps people apply contemplative practice in their secular life. She has worked with Blackstone Ranch Institute staff to align their personal values with the mission of the organization.

**JOHN RICHARDSON,** *Executive Director*



For many years John was a troubleshooter for the United Nations Children's Fund (UNICEF), focusing on emergency relief operations and sustainable development efforts in more than 30 countries around the world. He has also been a professor of international politics at the University of New Mexico, written about travel

and politics for a variety of national publications, and was a U.S. Peace Corps volunteer in central Africa in the late 1970s.

**ADA STEVENSON,** *Executive Administrator*



Ada has been a vice president of regulatory compliance for the commercial mortgage division of General Motors and a chief litigation paralegal for a major law firm in Syracuse, New York. She has also been a curatorial assistant to the director of the Cornell Laboratory of Ornithology in Ithaca, New York and a mayoral appointee to the Syracuse Conservation

Advisory Council. Ada conducted ornithological field studies throughout the Adirondack Mountains of upstate New York and was commissioned by the State University of New York to complete a baseline census of bird species.

**SUSAN STRONG,** *Associate Director*



Susan has worked in the nonprofit world for the past 20 years, both as an accountant and an associate director. She has acted as auditor and consultant to a number of prominent nonprofit organizations in New Mexico. Susan has spent much of her time working in the art and museum world. She was one of the founders of the Museum Association of Taos and the

Southwest Research Center. She has a background in southwestern archaeology and ethnobotany.





# The Agenda

SAN FRANCISCO BY KODIAK GREENWOOD

The retreat is designed to be open and creative. There will be no formal presentations, no PowerPoints, no stage talk, no sales pitches, and no fund-raising. We want to encourage honest communication, and give you an opportunity to do some serious exploration.

Action will move back and forth between larger group exchanges oriented toward expansive thinking about the world, and smaller working groups aimed at transforming big ideas into workable strategies and action plans. We hope that some new and exciting collaborative projects will emerge from the conversations, and that everyone will be open to whatever forms those projects may take.

## EVENING WELCOME WEDNESDAY, DECEMBER 2, 2009

- 5-7pm**      *Drinks and dinner; opening remarks by Pat Black.*
- 7-9pm**      *Showing of *Fuel* with Q&A afterward with Josh Tickell.*

## DAY ONE THURSDAY, DECEMBER 3, 2009 *Thinking Big: Moving Beyond Where We Are Now*

- 9-10:30am**    **Introductions:** Who are you, what do you do, and why are you here?
- 10:30-12 noon**    **Discussion:** What are the greatest challenges and opportunities for environmental change in the next 3-5 years and how might this group respond to them?
- 12-1pm**      *Lunch*

- 1-3pm**      **Working groups:** Develop individual themes from morning session for presentation to larger group.
- 3-4pm**      **Presentations:** Working groups frame opportunities and challenges for larger group.
- 4-6pm**      **Break:** Conversations, reflective walks, private contemplation, views of San Francisco Bay.
- 6-7pm**      *Dinner*

## DAY TWO FRIDAY, DECEMBER 4, 2009 *Acting Big: The Way Forward*

- 9-12noon**    **Working groups:** Develop proposals/ action plans.
- 12-1pm**      *Lunch*
- 1-2pm**      **Presentations:** Working groups present to the larger group.  
**Feedback:** Is the proposal ambitious enough? Will it really lead to systemic change? What is realistic to expect?
- 2-4pm**      **Working groups:** Further refinement based on feedback from larger group.
- 4pm**      **Final presentations:** Working groups present to the larger group.  
**Discussion:** Plan follow-up steps.
- 6-7pm**      *Dinner and final remarks*

## FRIENDS OF THE INSTITUTE

### **KENNY AUSUBEL, CEO and Founder Bioneers**



In addition to leading the Bioneers, an iconic educational nonprofit that highlights breakthrough solutions for restoring people and the planet, Kenny is an award-winning social entrepreneur, author, journalist and filmmaker. For 25 years, his work has been at the forefront of environmental, health, and progressive social-change movements. His films include

*Hoxsey: When Healing Becomes a Crime*, (“Best Censored Stories” journalistic award). The film played in theaters, on HBO, and international TV. It had a special screening for members of the U.S. Congress, was reported about on National Public Radio, and helped influence national policy. He wrote the acclaimed companion book *When Healing Becomes a Crime*. Kenny has written three books and edited several others.

Kenny cofounded the biodiversity organic company Seeds of Change in 1989 and served as CEO until 1994. He was a pathfinder in advancing backyard biodiversity conservation and organic farming. He has won many media awards and in 2008 he became a fellow of the Britain’s Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA), which was founded 250 years ago.

### **JARED BLUMENFELD, Director San Francisco Department of the Environment**



Jared has spent the better part of the past decade developing this department into one of the most progressive and admired urban environment offices in the world. His office has created innovative, practical, and wide-ranging environmental programs; fostered groundbreaking legislation; and educated the public on a wide range of sustainable practices.

The department delivers practical services to the city of San Francisco, including recycling, toxics reduction, environmental justice grants, and energy efficiency.

Prior to working for the city of San Francisco, he led the International Fund for Animal Welfare’s campaign to stop Mitsubishi Corporation from building a salt factory in Baja’s San Ignacio Lagoon, the winter calving grounds for the gray whale.

### **CHARLIE BROWN, Executive Director Ashoka Foundation Changemakers Program**



Charlie leads a global online community that connects innovative solutions to entrenched social problems and builds communities of action to support them. Before Changemakers, Charlie spent three years building the architecture for Ashoka’s global community of over 2,500 Ashoka Fellows and directed three policy-

focused Ashoka initiatives. In addition to Ashoka, Charlie has worked in conservation finance related to climate change, tourism, and innovations for the management of national parks in the U.S. and Jamaica.

### **ALEXANDRA COUSTEAU, President and Founder Blue Legacy International**



Alexandra’s organization is dedicated to exploring how humans connect to our water planet. As a globally-recognized advocate on water quality and policy, Alexandra continues the work of her renowned grandfather Jacques-Yves Cousteau and her father Philippe Cousteau, Sr.

In 2008, she was honored as a National Geographic Emerging Explorer, an elite group of visionary young scientists and explorers from around the world. Alexandra is a global environmental correspondent, water expert, and host for Discovery Channel’s *Planet Green* and publishes a monthly syndicated column through *Reader’s Digest International*. She is regularly featured in publications ranging from *Cosmopolitan* and *Elle* to *Outside Magazine* and *Traditional Home*.

She has been honored as an Earth Trustee by the U.N. and has testified on critical policy issues before the U.S. Congress. Alexandra has been a keynote speaker on environmental issues for a diversity of organizations and is regularly featured on *CNN International*. Her first book, *This Blue Planet*, will be published in 2011 by Dutton Publishing. She is fluent in English, French, and Spanish.

### **DAVE DAVIS, CEO and Executive Director Community Environmental Council of Santa Barbara**



As head of the Community Environmental Council, Dave has led efforts to promote energy efficiency, renewable energy, and sustainable transportation in the Santa Barbara region.

The organization’s goal is to reduce the region’s carbon footprint by ending its dependency on fossil fuels in one generation. Before coming to CEC, Dave served as the city of Santa Barbara’s

community development director and city planner for almost 25 years.

Dave currently serves as chair of the Santa Barbara Metropolitan Transit District Board of Directors, the provider of regional transit services to the Santa Barbara South Coast and a national leader in electric bus technology. He has taught planning and environmental studies at UCLA, Moorpark College, and lectures frequently at the University of California, Santa Barbara.

**TERRY GARCIA, Executive Vice President  
for Mission Programs  
National Geographic Society**



Terry is responsible for programs which support and manage more than 400 scientific field research conservation and exploration projects annually. In addition, he oversees the Society's Explorers-in-Residence and Emerging Explorers programs, geography and science education programs, exhibitions, and live events.

Prior to joining the Society in 1999, Terry was the assistant secretary of commerce for Oceans and Atmosphere, U.S. Department of Commerce, and deputy administrator of the National Oceanic and Atmospheric Administration (NOAA). From 1994 to 1996 he was the general counsel for the NOAA. Before entering government service, Terry was a partner in the law firm of Manatt, Phelps & Phillips in Los Angeles.

**CRAIG HANSON, Director  
World Resources Institute People  
and Ecosystems Program**



Craig leads World Resources Institute's (WRI) new Mainstreaming Ecosystem Services Initiative, which seeks to reduce ecosystem degradation by helping governments, businesses, and multi-lateral development banks integrate ecosystem service considerations into their decisions. He is the lead author of the Corporate Ecosystem Review (ESR), a systematic set of guidelines

and methodology that helps corporate managers proactively respond to business risks and opportunities arising from ecosystem degradation.

Prior to becoming director, Craig managed the Green Power Market Development Group-U.S. and launched the Green Power Market Development Group-Europe, both of which are WRI ventures. Before joining WRI, he was a management consultant with McKinsey & Company for five years.

**REBECCA HARRELL, Film Producer  
and Nonprofit Director**



Rebecca produced the Sundance Audience Award winning documentary film, *FUEL*. She also codirects The Veggie Van Organization, a national nonprofit organization dedicated to education on sustainable energy. She is working with a national team of experts and organizations to create the first nationally-accredited green curriculum, which will be available to all

high schools for free this year. Rebecca is also the executive producer of *The End of Hunger*, a documentary journey into the

devastating reality of hunger and how we can solve it on a global level.

Rebecca is an accomplished musician. Her song, "Drive," which she wrote and performed in the movie *FUEL*, was short-listed for an Academy Award. In 2004, she cofounded The Eleanor Group, a California-based marketing company that raises money for schools and nonprofit organizations. She has spoken to and trained over 10,000 teens and teachers throughout Southern California in the art of fundraising and marketing.

**TONY HIRSCH, Cofounder  
Famous Partners**



Tony creates and manages joint venture initiatives in collaboration with celebrity and media companies. Famous Partners is currently developing a national marketing campaign for HERO BX, Erie Management Group's biodiesel company.

Tony has worked in marketing and advertising for a number of prominent British companies, including Saatchi and Saatchi Company. He was largely responsible for the revival of HMV, Britain's oldest music retailer. Through marketing efforts in the United States and Canada, he turned HMV into Britain's premier and most-respected entertainment retailer and one of the largest in the world. He has also worked for Ryan Consulting and Virgin Retail U.S.A. As an entrepreneur, Tony transformed his idea for a new multichannel retail business for teenage bath, body care, and cosmetics products from concept to distribution in 45 stores nationwide in under four years.

**DAVID JHIRAD, Special Advisor  
on Energy and Climate Change  
Rockefeller Foundation**



Before joining the Rockefeller Foundation, David was the Vice President for Science and Research at World Resources Institute, and a professor at Georgetown University. He served in the Clinton-Gore administration as Deputy Assistant Secretary of Energy, where he led all bilateral U.S.-energy relationships with major countries, served as vice chairman

of the International Energy Agency, and was the chief U.S. representative to the APEC Energy Group. At USAID, he implemented several important Indo-U.S. energy initiatives.

David holds bachelor's and master's degrees in physics from Cambridge University, and a doctorate in applied physics from Harvard University, where he received the Bowdoin Prize. He has authored three books and over one hundred publications on all aspects of energy and electricity systems, including technology, policy, security, and climate change.

**ELIZABETH LAHEY, Co-founder  
Famous Partners**



Elizabeth has represented hundreds of celebrities and their endorsements on a worldwide basis, aligning her clients with a number of leading global companies.

She was one of the founding members of ParkMedia, LLC, a special-use advertising company, and has worked for the William Morris Agency's Commercial Endorsement department as well as Celebrity Consultants, a leading independent provider of celebrity talent. Elizabeth is an active board member of The Veggie Van Organization, a nonprofit dedicated to educating people about integrating sustainable energy into homes, schools, and communities. She has also worked on media campaigns with ForestEthics.

**DIANE MAILEY, Senior Vice President  
Business Development and Planning  
Presidio Graduate School**



Diane has played a major role in the development of the largest and fastest growing graduate school dedicated to sustainable management. Her work with the school is a natural progression of more than 20 years of business development and marketing experience on behalf of social causes. Diane has worked in a range of sustainability sectors from affordable housing

to international development on both coasts and in communities located in Africa and Asia. The list of organizations she has worked with include BRIDGE Housing Corporation, World Learning, General Foods, the Global Security Institute, and the State of the World Forum.

**JASON McLENNAN, CEO  
Cascadia Green Building Council**



Jason McLennan runs the Pacific Northwest's leading organization in the field of green building and sustainable development. He is the author of *The Living Building Challenge*, an international green building program and cocreator of *Pharos*, the most advanced building material rating system in North America.

His work in the sustainable design field has been published or reviewed in dozens of journals, magazines, conference proceedings, and books. One of his books, *The Philosophy of Sustainable Design* is currently used as a textbook in over 40 universities and colleges and is distributed widely throughout Europe and North America.

He is a former principal at BNIM Architects, one of the founders of the green design movement in the United States. At BNIM he created the building science team known as Elements, which set new standards for energy and resource

efficiency on many of its projects in various building types. Jason is also the founder and CEO of Ecotone Publishing, the only green building publisher in North America. Jason was recently named one of the top 40 most influential individuals in the design and construction field under 40 years of age by *Building Design and Construction* magazine.

**CAROL MISSELDINE, Coordinator  
Green Cities California**



Carol coordinates media, legislative, and civic action for Green Cities California, a collaboration of 10 of California's largest and most environmentally progressive cities. She has been professionally active in promoting environmental protection initiatives for over thirty years. Carol worked for Oakland Mayor Jerry Brown as sustainability director for the city

of Oakland between 2002 and 2006. There she played a key role in authoring and implementing leading edge sustainability policies including a green jobs program, a green building ordinance, a Styrofoam ban, a plastic bag ban, an Extended Producer Responsibility (EPR) resolution, and the establishment of a Zero Waste goal for the city.

Carol previously served as executive director for the Michigan Environmental Council and as Great Lakes director for The Natural Step. She currently serves as sustainability director for the City of Mill Valley in Marin County.

**STEVE NICHOLAS, Vice President  
of Climate and Environmental Programs  
Institute for Sustainable Communities**



Steve develops programs that build the capacity of communities to increase energy efficiency, create green jobs, reduce greenhouse gas emissions, and strengthen resilience to the local impacts of global climate disruption. He currently runs the Climate Leadership Academy, a training and peer-learning program on local climate and energy solutions for U.S. cities and towns. He

also runs the U.S.-China Partnership on Climate Action, which is a suite of projects designed to increase energy efficiency and reduce greenhouse gas emissions in supply-chain factories and local communities in the Chinese provinces of Guangdong and Jiangsu.

Prior to joining ISC in October 2008, Steve was the director of the Seattle Office of Sustainability & Environment for eight years. While there he led numerous urban sustainability initiatives, including the Seattle Climate Protection Initiative, winner of the 2007 Innovations in American Government Award. He coauthored Seattle's first climate action plan and the U.S. Mayors Climate Protection Agreement, which sparked a national movement of now more than 1,000 mayors who have taken local action on global warming and demanded stronger federal action on climate change.

**TODD PAGLIA, Executive Director  
ForestEthics**



Todd has led complex civic and media campaigns that have led to the protection of more than 65 million acres of endangered forests. He has also helped shape industry-leading paper procurement policies of multibillion-dollar Fortune 500 companies, including Staples, Office Depot, Williams-Sonoma, Dell, and Victoria's Secret. Recently, the organization has launched

campaigns to reduce the volume of junk mail in North America and to challenge major extraction companies in Canada's Oil Tar Sands to mitigate damage to local communities.

Before joining ForestEthics in 1999, Todd was an attorney for Ralph Nader. He focused on consumer protection issues such as environmental purchasing by governmental agencies, enforcement of antitrust laws, corporate welfare issues, and corporate accountability.

**BRYONY SCHWAN, Executive Director and Cofounder  
Biomimicry Institute**



Bryony runs a nonprofit organization that promotes the new science of biomimicry. Biomimicry studies nature's best ideas and then imitates these designs and processes to solve human problems. Bryony is also an affiliate faculty member at the University of Montana where she teaches in the Environmental Studies program.

Prior to that Bryony worked for 11 years as the executive director and then as the National Campaigns director for Women's Voices for the Earth (WVE) a nonprofit environmental justice organization that she founded in 1995. WVE works on the links between toxic pollution and women's and children's health. From 2001 to 2004, Bryony cofounded and coordinated Coming Clean, a national alliance of health and environmental groups.

Bryony's work has taken her around the world from speaking on chemical policy in Europe to lobbying at the United Nations Treaty Negotiations on Eliminating Persistent Organic Pollutants (POPs) in South Africa. She has received several awards for her work including an AWR Conservation Award, the Len and Sandy Sargent Award for Environmental Activism, and Montana's Jeannette Rankin Peacemaker of the Year Award (2002). Bryony was born in Zimbabwe and moved to the United States in 1981.

**JOSH TICKELL, Film Maker and Founder  
of The Veggie Van Organization**



Josh is the creator of *FUEL*, a documentary film that investigates the possible replacement of fossil fuels with renewable energy. The project started in 1997, when Josh set out on the road with a biodiesel-powered "Veggie Van" and a video camera and began work on the film that won the 2008 Sundance Audience Award. Over the course of his 11-year journey, Josh traveled to over 25 countries, authored two books, founded a nonprofit organization, and launched America's biodiesel movement.

His Veggie Van Organization was selected by President Bill Clinton as an inaugural part of his Global Initiative on Climate Change. The organization serves to educate people about sustainable energy and provide pathways for integrating sustainable energy into homes, communities, cities, states and, ultimately, nations.

**DR. ANDREW WEIL, Founder and Director  
Arizona Center for Integrative Medicine**



Andrew has created the leading effort in the world to develop a comprehensive curriculum in integrative medicine. Graduates of his center's programs serve as directors of integrative medicine programs around the United States, and through its Fellowship, the Center is now training doctors and nurse practitioners around the world. He also holds the Lovell-

Jones Endowed Chair in Integrative Rheumatology and is Clinical Professor of Medicine and Professor of Public Health.

Andrew is the author of many scientific and popular articles and of 11 well-known and highly-regarded books. His most recent is *Why Our Health Matters: A Vision of Medicine that can Transform our Future*, which was published in September 2009. Oxford University Press is currently producing the Weil Integrative Medicine Library, a series of volumes for clinicians in various medical specialties; the first of these, *Integrative Oncology* (co-edited with Dr. Donald Abrams) appeared in 2009.

He also writes a monthly newsletter, *Dr. Andrew Weil's Self Healing*; maintains a popular website, *Dr. Weil.com* ([www.drweil.com](http://www.drweil.com)); writes a syndicated newspaper column, "Ask Dr. Weil"; and appears in video programs featured on PBS. A frequent lecturer and guest on talk shows, Dr. Weil is an internationally-recognized expert on medicinal plants, alternative medicine, and the reform of medical education.