



**LEADERSHIP  
INSTITUTE**  
*for ECOLOGY and the ECONOMY*

# VANGUARD

INSPIRING LEADERS *for* SUSTAINABLE COMMUNITIES



Photo: Don Jackson

The Sustainable Enterprise Conference featured a “Lessons Learned” panel discussion that included (l-r): John Stayton, Director of the Green MBA Program at Dominican University, Craig Nelson of the Nelson Family of Companies, Grant Davis of the Sonoma County Water Agency, and Sam Tamayo of La Tortilla Factory.

## BUSINESS INCORPORATING SUSTAINABILITY

Annual conference a highlight of sustainable enterprise efforts

**N**orthern California businesses are deeply committed to sustainability practices, and are investing time and capital to sponsor workshops, seminars and conferences to inspire and educate each other in sustainability issues and ideas.

The preeminent gathering in the field may be the Sustainable Enterprise Conference, held each year at Sonoma Mountain Village.

The conference began in 2006. Robert Girling, a Business Administration Professor at Sonoma State University, pulled together what conference marketer Ryn Longmaid describes as “a collection of academics, professionals and leaders in sustainability” to create

an opportunity to share information about sustainable business practices, and inspire business leaders to grow.

The conference website ([www.sustainableenterpriseconference.com](http://www.sustainableenterpriseconference.com)) states that the work is intended to answer a businessperson’s question: “We know about sustainability, so what do we do next?”

The conference featured workshops for businesses large and small, exhibits of sustainable products and services, as well as consultants who could talk with attendees one on one.

“One of our visions was to work with businesses who wanted to learn practical things they could do right away,” says Genevieve Taylor, one of the

### CALENDAR OF EVENTS

**October 17, 2008**

FINLEY CENTER, SANTA ROSA  
7:30AM-11:30AM

**Moving Forward:  
Thinking Outside the Car**  
MORE INFO: 707-578-9133

**December 12, 2008**

555 FIFTH STREET, 3RD FLOOR  
5:00PM-7:30PM

**Leadership Institute  
Open House**

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## WHY “VANGUARD?”

Its origin is Late Middle English, and was a shortening of the Old French “avant-garde”—literally, “going before the army.” Nowadays, Vanguard refers to those who are in the forefront of new ideas, who lead new intellectual or political movements. We named our newsletter Vanguard to acknowledge that being out in front of change can be exhilarating and rewarding.

## VOLUNTEER OPPORTUNITIES

Volunteers are needed to help with **Moving Forward: Thinking Outside the Car.**

Contact Tanya Narath at 707-578-9133 for more information.

## FELLOWS NETWORK

**Are you a Fellow of Leadership Training for a Sustainable Future?** Have you been receiving email correspondence from Fellows Network Program Director Amie Glass? If not and you would like to be included, please email Amie with your preferred email address: [amieglass@ecoleader.org](mailto:amieglass@ecoleader.org)

### SUSTAINABLE BUSINESS *cont. from page 1*

founders and organizers of the conference, and a graduate of Leadership Training for a Sustainable Future. “We worked to create ways for the right kind of information to flow. We don’t want to point fingers, we want to help.”

The theme for the conference was “Tools for the Transition.” Genevieve says, “The idea was to make it really practical and to take advantage of the incredible resources here in the North Bay.”

The conference has a deep connection to the Leadership Institute, which acts as the conference’s fiscal sponsor. “The Leadership Institute has formed a backbone for us, our relationship gets stronger every year,” says Genevieve.

Tanya Narath agrees. The Executive Director and CEO of the Leadership Institute notes that the Institute “wants to strengthen our role in the economic piece” of sustainability, and working closely with the conference achieves that goal.

By all accounts, this year’s conference was another big success. There were more than 325 attendees. “It was really important to us to get the right people in the room,” says Genevieve. “We wanted to create a spirit of initiative and possibility, and create ways for the right kind of information to flow.”

The list of sponsors also grew significantly. Ryn credits Lynn Woznicki, the former CEO of the Healdsburg Chamber of Commerce, with getting other chambers to co-sponsor. In all, 18 business organizations signed on as Affiliate Sponsors, including 12 chambers.

At the conclusion of the conference, organizers held a “Lessons Learned” panel discussion. Sam Tamayo of La Tortilla Factory reflected that, “I understand that this effort extends beyond our walls. We can have influence over our suppliers. We need the help of all our stakeholders in this.”

Craig Nelson, who also participated in the panel, said, “The most important

thing I learned is that this is not a ‘nice-to-do’ ... this is a ‘must-do’ ... this is no longer optional.”

Grant Davis of the Sonoma County Water Agency said what he learned was: “Don’t be afraid to act, risk-taking is required right now. You have to educate your staff and you absolutely have to support legislation (favoring sustainability) at the state and federal level.”

Throughout the three-year history of the conference, organizers have been tied to the Leadership Institute. Fellow Susan Briski played a key role in getting the conference started, along with Genevieve Taylor, Terry Taylor, and Claire McCarthy. Three of next year’s organizing committee are enrolled in this year’s Leadership Training for a Sustainable Future.

## SUSTAINABLE BUSINESS RESOURCES

### Sustainable Economics

**Business Alliance for Local Living Economies (BALLE)** is an international alliance of business networks dedicated to long-term economic empowerment and prosperity through local business ownership, economic justice, cultural diversity, and environmental stewardship. [www.livingeconomies.org](http://www.livingeconomies.org)

**Natural Capitalism: Creating the Next Industrial Revolution**, by Paul Hawken, Amory Lovins, and L. Hunter Lovins. Probably the most influential green business book in the world. A companion web site includes related articles and discussion groups. [www.natcap.org](http://www.natcap.org)

### Green Business Practices

**9 Steps to Greening your Business**  
[www.funphotoguys.com/BecomingAGreenBusiness.pdf](http://www.funphotoguys.com/BecomingAGreenBusiness.pdf)

**Co-Op America’s National Green Pages**  
[www.coopamerica.org/pubs/greenpages](http://www.coopamerica.org/pubs/greenpages)

**The Natural Step** is a science and systems-based approach to organizational planning for sustainability. It provides a practical set of design criteria that can be used to direct social, environmental, and economic actions toward sustainability. [www.naturalstep.org](http://www.naturalstep.org)

**The Rocky Mountain Institute Library** features downloadable articles and other resources. [www.rmi.org](http://www.rmi.org)

## FELLOW PROFILE: **GOVERNMENT GOING GREEN**

In this newsletter, we meet **Dell Tredinnick**, a Fellow of the Leadership Institute for Ecology and the Economy.

How do you transform a \$27 million purchasing machine? In the case of the city of Santa Rosa, it started with transmission fluid. Dell Tredinnick, a graduate of Leadership Training for a Sustainable Future, Class of 2007, helped start an “Environmentally-Preferred Purchasing Policy” for the city, that had its first significant success in the city’s garage.

Santa Rosa has a huge fleet of vehicles, from park maintenance trucks to police cars to heavy equipment, and a fully-staffed garage to keep everything running. “We asked the guys in the garage to look at safer products, and we started with transmission fluid,” says Dell, an outgoing and enthusiastic promoter of sustainability. “We switched to a synthetic product that lasted longer and still functioned well. By reducing the number of times they changed the fluid, we reduced their exposure to it, reduced spills, and saved them time and money.”

According to Dell, “when those guys saw that happen they got into it and began to look at other opportunities to save money and increase safety.”

Dell credits Santa Rosa City Manager Jeff Kolin with supporting the program. Dell, a Project Development Manager for the city’s Utilities Department, had approached Jeff about incorporating sustainability into the city’s purchasing decisions, and he was encouraged to

pick a single department and see if the idea would work. Dell worked with Elise Howard (a member of this year’s Leadership Training for a Sustainable Future) to approach the city garage.

“ It might cost more at first, but pretty soon the market responds and it gets more affordable for everyone.”



The “Environmentally-Preferred Purchasing Policy” has had plenty of success, but the efforts are far from complete. “The city spends \$27 million a year for goods and services,” explains Dell. “That’s a huge machine, and we’re asking people to rethink how they work.”

The benefits go beyond the realm of city government. “An organization our size can influence the market. Recycled paper for copiers might cost more at first, but pretty soon the market responds to the competition and it gets more affordable for everyone.”

## **IN MEMORY OF ANNE HUDGINS, FELLOW 2003**



Anne Hudgins, a staunch advocate of sustainability and a Fellow of the Leadership Institute, died of cancer on August 9, 2008. Anne was a member of Leadership Training for a Sustainable Future, Class of 2003. She was passionate about the Leadership Training program, donating her time to help plan and facilitate class days for the Institute in the years after she graduated. She was also a core volunteer for the Institute’s first North Bay Symposium on Smart Growth, helping us successfully launch an ongoing series of yearly symposiums. Through her passion for the environment and social justice and her active involvement in many local causes, Anne was a true leader in creating a more sustainable Sonoma County.

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### **NEWSLETTER**

Ray Holley, Fellow, Class of 2007  
EDITOR

Kim Dow, DowHouse  
GRAPHIC DESIGN



## WORD POWER

### FELLOW

The origin is Old English and referred to a partner, a colleague, or a member of a guild. Graduates of Leadership Training for a Sustainable Future are called Fellows in reference to the modern academic usage, that of a group of people who work together as peers in the pursuit of knowledge. The term is also commonly used to describe those who have achieved a certain level of education or achievement.



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# SUSTAINABILITY MINUTE

Take a minute and learn how to create a sustainable future

As our economy continues to support locally-owned and operated businesses, and as technology allows us greater flexibility, home-based businesses are sprouting in every neighborhood. Ironically, this is nothing new. The blacksmith, the baker, the tailor, the healer, and the midwife all used to operate out of their homes, and all embraced sustainable business practices such as reusing materials, combining trips for goods and services, and bartering.

Today's home-based businesses are often committed to all three pillars of sustainability. By shopping locally and being successful, they contribute to a healthy economy. By working from home they reduce their carbon footprint and decrease their impact on the environment. That impact can be decreased further by combining the economy and ecology aspects of sustainability—cutting back on paper and energy use,



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recycling, and supporting vendors that have sustainable practices.

What about social equity? How can a home-based business contribute to a just and fair society? You can donate to good causes, but you can also donate your most precious commodity—your time. Volunteer in a political campaign, help out at a local school, start a community garden, or even run for a seat on your school board or city council. By giving of ourselves, we share the gifts of compassion and community.



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