

# NEWSLETTER

SERVING MARIN COUNTY  
FOR OVER 35 YEARS



Fall 2007

FOR OUR MEMBERS

PROMOTING A SUSTAINABLE WORLD THROUGH ENVIRONMENTAL EDUCATION



## EFM Celebrates 35th Year Welcomes Class 35

Welcome to all of the men and women of the Class XXXV who bring their wide variety of backgrounds and personal experience, their energy and enthusiasm to the unique learning experience EFM offers.

Directing the program now called the Sustainable Earth Forum are Kim Sauve (34) (program planning and overall logistics) and Barbara Thornton (2A and 34) (Tuesday class implementation). (Thank you, Barbara and Kim!)

The 2007-08 Earth Forum began on Tuesday, September 11, 2007, with **ORIENTATION DAY** – co-coordinated by the Earth Forum program directors and Dianne Fruin (30). Board members and other

EFM members welcome the new group of participants, and guest speakers provide background and introductory context. A tasty lunch for Class XXXV participants is hosted by the Board.

**GEOLOGY AND SOILS DAY**, coordinated by Barbara O’Grady (31) and Valerie Merrin (34), introduces students to the geological history that has shaped Marin.

**PLANT COMMUNITIES DAY** follows, led by esteemed veteran co-coordinators Nona Dennis HL(o) and Kathy Cuneo HL(o), who share their considerable knowledge and insights in a comprehensive introduction of Marin’s natural plant communities.

**WILDLIFE DAY** - Bev McIntosh (30) continues the Earth Forum’s effort to ground participants’ learning with a sense of place – and the many creatures with whom we share it.

**AGRICULTURE AND MARICULTURE DAY** – wonderful bus trip throughout West Marin, with intriguing narration provided by Phyllis Faber (HL[o] & MALT co-founder).

**MARIN BAYLANDS DAY** - Nona Dennis HL(o) and Kathy Cuneo HL(o) return.

**ENERGY DAY** – Past President Solvig Palm-Nicholls (28), Liz Danel (33).

**BAY/ESTUARY/OCEANS DAY** - Phyllis Faber HL(o) returns, assisted by Mia Pelletier (31).

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## Polly Smith

Polly Smith, first president of the Environmental Forum and Honorary Lifetime Member, passed away at her home on July 27th.

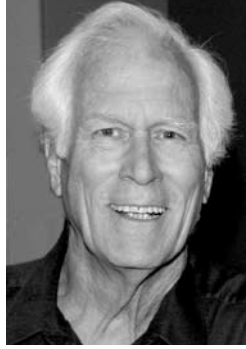
A dedicated conservationist and enthusiastic leader of Forum activities, she chaired the Water and Bay Committee between 1999 and 2003 and also coordinated the Training Program’s Water Resources Day for several years. Most recently, she assumed the duties of Nominating Committee Director for the Forum.

Polly’s service to the community included election to the MMWD Board of Directors followed by appointment to the S.F. Bay Regional Water Quality Control Board. She was a co-founder of the Friends of Ring Mountain, which led

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## President's Message

In this, my first Newsletter message as President of the Environmental Forum of Marin, I want to say how pleased I am to have been elected as the first ever male President of the Forum, breaking through the glass ceiling to join a long list of distinguished female predecessors.

It is my fervent hope and desire to increase communication with our membership. One weakness of an all-volunteer organization is that if no one volunteers for a job, that job does not happen. You have probably noticed an absence of Newsletters, and that has been simply because we have not had a person to steward the process. Penny Clark (a graduate of both the Forum Series and the Seminars Series) has stepped up to provide leadership of an excellent team, so we can look forward to the resumption of the Forum Newsletters. Thank you Penny and your dedicated team.

We have an excellent Board (again) and I am confident that the Forum's impressive three and a half decade record of educating people for environmental leadership and advocating will continue. (I introduced our new Board members in a recent ENews article – if you are not receiving that, you can find them archived on the EFM website: [MarinEFM.org](http://MarinEFM.org).) We are all working hard to prepare another stellar experience for our newest class, thirty five, which will start on September 11. Welcome to them!

Now that a critical mass of the western world population seems to be coming to understand the threat of global climate change, I believe our mission is more important than ever. As we look to counter this threat, we need to enable people to ask the right questions and find the right answers amid the myriad of solutions that are going to be offered to us. We can expect to see powerful pressures from vested interests to minimize the concerns about climate change, or to offer poorly thought out solutions, depending upon their specific interest. It will take people who have the understandings that we provide in our education to recognize these efforts for what they are.

Finally, I want to acknowledge the passing of Polly Smith. Elsewhere in this newsletter her influence on the Forum will be discussed by people with more knowledge of her than I have. During my entire time with the Forum (I was class 27) she was a strong and thoughtful advocate for the environment – she embodied what the Forum is all about. Marin owes much to her concerns for her community, and we owe her much for her dedication to the Forum.

David McConnell

# First Thursday Conversations on the Environment

DAVID WECKLER / CHAIR, ISSUES DEVELOPMENT COMMITTEE

First Thursday was started by the Issues Development Committee of the Environmental Forum's Board of Directors to provide regular informal opportunities for people interested in environmental issues to hear from and engage in discussion with other members of the community who are willing and able to share their environmental interests and activities. It was started in May 2006 and is produced in the evening of the first Thursday of most months of the year. We encourage people who would like to lead conversations to approach us to arrange for that opportunity, and we also seek out people with whom we believe our community would like to engage. To manage the intensity of monthly production, we are striving to create and standardize a simple methodology for doing so, and to share among Environmental Forum members the opportunity and responsibility to use it. We will also continue to experiment with co-hosting with other organizations, for example, Master Gardeners and the Sierra Club, as well as other innovative ways of stimulating dialogue on environmental issues.

Some of the people and topics featured in First Thursday conversations:

- Trip Allen: The Chemistry of Global Warming
- Phyllis Faber (0): The Planning and Conservation League
- Clint Wilder (32): The Clean Tech Revolution: Winning and Profiting from Clean Water, Energy and Materials
- Janette Hartz-Karp: Deliberative Democracy and the Environment
- Tim Rosenfeld: Community Choice Aggregation
- Deborah Coburn: Biomimicry: Concepts and Products for Green Interiors
- Phyllis Faber, Marty Griffin, John Hart, Nancy Kittle, Amy Meyer, Kimberly Rider (32): Local environmental authors discuss and sign their books
- Phil Kranenburg: Global Problems, Business Solutions
- Jose Javier Armendariz—the Hon. Minister of Industry and Technology, Commerce and Labor, Navarra, Spain: Renewable Energy, Thriving Community
- Stuart Moody, Green Sangha and Zero Waste Citizen's Advisory Council, Kim Sauve for Cristen Anderson (34), Heather Furmidge (34): Rethinking Plastics, Rethinking Our Lives
- David Haskell: Have Our Children Become the Unintended "Canaries in the Cage"?
- Supervisor Charles McGlashan (30): Update on the status of community choice aggregation in Marin.
- Nancy Dobbs, Kenji Yamamoto and Marty Griffin: On the KRCB-produced film Moments in Time: Saving the Marin and Sonoma Coasts.

One particular use of First Thursday for recent graduates of the Environmental Forum's Earth Forum is to provide a venue for sharing your course projects with a wider audience. We look forward to making an ever-richer conversation accessible to an ever-widening community of interest.



## Film In the Works A First Thursday Report

BY DAVID WECKLER

First Thursday on August 2nd featured Nancy Dobbs, president of KRCB, the Santa Rosa public television station.

Under Nancy's direction, KRCB is making a film based in part on Dr. Martin Griffin's book, *SAVING THE MARIN AND SONOMA COAST*. Dr. Griffin is a member of EFM's founding class of 1972.

An 8 minute trailer will be shown of the film. Nancy and editor, Kenji Yamamoto, spoke about making the film which could spill over into making environmental films in the Bay Area in general and public television's role in environmental education.

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### Polly Smith ...CONT. FROM PAGE 1



the successful drive to preserve the Tiburon Peninsula mountain as open space.

She also served as Natural Resources Director for the League of Women Voters of California and on the board of Save the Bay. Our deepest sympathy goes to Polly's family for their loss. Her friends and colleagues will miss her graciousness, good humor and amazing spirit.

May she rest in peace.

Joan Boessenecker (16)

# Annual Luncheon



Phyllis Faber, (HLO) presents Straus Organic Dairy the Golden Acorn Award for 2007



Solvig Palm-Nicholls, (28) passes the torch



Helge Hellberg, Marin Organics speaks of the challenges and benefits of organic farming



Barbara O'Grady, (31); Heather Furmidge, (34); Dianne Fruin, (30)



Joan Boessenecker, (16, HLO, PP 2001, 2002); and Harry Moore, (19)



2006-2007 board and committee chairs



Founding Class members, Dr. Marty Griffin and Phyllis Faber (PP 1977)



Marilyn McConnell, (30); Kay Gillis (33); Polly Clark, (34); Valerie Merrin, (34)

PP = Past president

HLO = Honorary Lifetime Member

# Sustainable Earth Forum (18 week) Sustainable Communities Seminar (7 week)

## New Names, Same Great Programs

We are pleased to announce new titles for our two core educational programs: the **SUSTAINABLE EARTH FORUM** (formerly called the Training Program), and the **SUSTAINABLE COMMUNITIES SEMINAR** (formerly the Workshop Series.)

You might be asking these questions: What were the Board's intentions in making these changes? What was the process? During the 2006-07 Board term several Directors suggested that by using such generic program names we were missing an obvious opportunity to convey the specific nature of our two core programs and that we needed more memorable names for them. With the increasing number of environmental education events and opportunities in the county, we also felt our marketing efforts needed to more clearly describe the unique programming we offer. Susan Rusche (24), David Weckler (31), Nancy McCauley (32) and I (32) volunteered to research, discuss and then propose to the Board more compelling, specific titles for each program.

We asked ourselves: What do our program titles express? What do they not express that they should? We were concerned that the term "training" is commonly interpreted as an activity to acquire specific skill sets. We realized that, rather, we are presenting an educational experience, one which encourages people to engage thoughtfully in a wide range of issues, problems and solutions.

One of the other implications of the word "training" is that tests are given to verify competency. And a corollary to such testing is homework. Our programs require

neither. We were concerned that conveying such an erroneous message could be limiting our outreach results—that we might not "connect" to those who would find just such aspects quite appealing.

Then there was the Internet to consider. We wanted to ensure that when potential applicants did a Google search using our program names that they would link quickly and easily to our website. Using Google to search the terms "the Training Program" and "the Workshop Series" resulted in many hundreds of thousands of matches and, not surprisingly, our website did not show up in the first several pages of matches.

We gratefully acknowledge the 2006-2007 Board's input in this deliberative process, and we also appreciate the ideas and positive feedback we received from several pioneers of the Environmental Forum of Marin.

We incorporated "sustainable" into both names to better publicize the programs' central theme, and to link these core programs directly to Environmental Forum of Marin's mission of "promoting a sustainable world through environmental education." The use of "Earth" fit for the Training Program because it discusses the entire gamut of local and global challenges to the Earth in remaining sustainable. The term "forum" re-surfaced as the most logical choice, since EFM's intent is to offer a marketplace of ideas, "a place for discussion of questions of public interest." Since 1972 this program has been further distinguished from other environmental education offerings

by providing expert briefings, on current global and local issues, from a wide range of local community leaders and professionals.

We applied the same parameters and goals for clarifying the Workshop Series title. The intent of this program continues to be to attract attendance by current and future community leaders, to help them understand what is being done and needs to be done in our communities to foster their sustainability. Thus, we felt "communities" was an obvious word for this program's title. Not wanting to repeat the term "forum" for this program name, we chose "seminar", which conveys a similar "marketplace for ideas" concept yet also includes connotations of an advanced, specialized educational experience. (Merriam Webster's definition: "an advanced...course often featuring informality and discussion," and "a group of advanced students...exchanging results through reports and discussions.")

We are pleased to report that a Google search of "**SUSTAINABLE EARTH FORUM**" now results in our website showing as the first match, and "**SUSTAINABLE COMMUNITIES SEMINAR**" shows our website as the third match.

We assure you that neither of these programs have changed in content or scope as a result of this clarification and branding effort. Please continue to spread the good word about these unique, extraordinary programs.

~ DONNA MILLER (32), DIRECTOR, 2006 & 2007 WORKSHOP SERIES (NOW CALLED **SUSTAINABLE COMMUNITIES SEMINAR!**), BOARD OF DIRECTORS MEMBER 2005-2007

# Catching Up With Our Members

## Annual EFM Member Holiday Party

December 16, 2007

5-8pm

At the home of David & Marilyn McConnell, 7 Meisner Drive, Novato.

## Congratulations to the Classes of 34 & 3a

### Training Series

Bruce Ackerman, Christin Anderson, Jeanne Ballestero, Susan Blake, Alice Cason, Susan Doyle, Heather Furmidge, Joe Kohn, Carolyn Lenert, Richard Martini, Valerie Merrin, Lisa O'Callaghan, Roger Peters, Trina Rocine, Bill Royall, Kim Sauve, Holly Shepard, Patricia Smith, Laura Tuttle, Jeni Webber, Jeannine White, Sandy Wollenberg. (2007 class is identified as 34)

### Seminar Series

Carrie Batchelder, Andria Benner, Margot K. Biehle, Donna Bohegian, N. Edward Boyce, Damon Connolly, Melissa Gill, Ellen Hopkins, Leah Karp, Tom Kunhardt, Joan Lisetor, Teri Meadows, Bruce Richard, Elizabeth Rintoul, Catherine Rosekrans, Helen Rutledge, Dennis Scremin, Frederick Smith, Jr., Larry Tackett, Catherine Teague. (2007 seminar class is identified as 3A)

### Scoops

It's always nice to have an opportunity to get the word out. While standing in line at the Fairfax Scoop, Bruce Ackerman (34) met Sharon Gray who writes a column online for the S.F. Chronicle. After chatting about EFM, and Marin's ecological footprint, Sharon played the good reporter and asked for information on EFM. Maybe she will take a future Sustainable Forum or Series classes from the Environmental Forum of Marin.

## BookMarks



## The Clean Tech Revolution

Clint Wilder, (31)

Clint Wilder (31) is enjoying early success of his book THE CLEAN TECH REVOLUTION: THE NEXT BIG GROWTH AND INVESTMENT OPPORTUNITY. Co-authored with Ron Pernick and published by the Collins imprint of HarperCollins, the book delivers a comprehensive look at the business promise of solar energy, wind power, biofuels and biomaterials, green buildings, plug-in hybrid electric cars, and other leading clean energy technologies. USA Today says the book "shows the green movement not in heartstring terms, but as economically profitable" and Reuters calls it "a blueprint of opportunities, technologies, companies and trends that may build successful businesses and strengthen economies." Clint had a successful book reading and signing at Book Passage in August

and is speaking at conferences this fall in Colorado, Reno, New York, Washington D.C., and Nashville. He will be moderating the clean tech panel at the Green Festival in San Francisco on Nov. 9. For more on the book, visit [www.thecleantechrevolution.com](http://www.thecleantechrevolution.com).



## Alcohol Can Be a Gas

Graduate Rich Martini (34) has made an empowering investment in the new book ALCOHOL CAN BE A GAS, written by David Blume, which comes out in hardback at the end of August. This book is heralded as the definitive tome (596 pages) on the use of ethanol. More about this highly-praised book can be found at [www.permaculture.com](http://www.permaculture.com).

# REMEMBERING

## Bill Atchley

After a long battle with prostate cancer, Bill Atchley passed away on August 9, 2007 at home surrounded by family and loved ones.

A graduate of Class 22, Bill went on to become the Assistant Trainer for Class 23 and the Trainer for Class 24. Many people know that Bill was a Clinical Professor of Medicine at UCSF. After retirement Bill devoted much of his energy to ethical and environmental issues, in fact he founded the International Bioethics Institute. Bill often said that “we need to integrate much more of the wisdom of nature into human affairs”. He will be sorely missed.

Condolences may be sent to Bill's wife Annalies Atchley, 1721 Mar West, Tiburon 94920. Donations in Bill's memory may be made to EFM, Save the Bay, or MALT.

Susan Rusche (24)

## EFM Community Education

### Herbicides in Marin?

Members of EFM and the general public have an opportunity to learn more about the broom infestation in the Marin Municipal Water District land. Janet Klein, Vegetation Ecologist for MMWD takes the tour vans around the district's land to view and understand why the district has concerns with the infestation. During this tour she will discuss what options have been explored in an attempt to eliminate the hardy plant.

The Community Education group would like to find a group of members interested in the tour to learn more about the effect of broom on the local ecology, the fire danger, an understanding of removal options, and consequences should the use of herbicides be part of the plan.

Klein would like EFM to help raise the level of this discussion, and so she's offering this extraordinary educational opportunity now. Thanks to Joe Kohn (34) for this connection.

If interested contact Bruce Ackerman, Community Education Chair

## EFM Celebrates 35th Year

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### INTRODUCTION TO ADVOCACY AND ENVIRONMENTAL EDUCATION

- communications maven Kraemer Winslow (30), with Kim Sauve' (34) and Lisa O'Callahan (34).

**WATER RESOURCES DAY** - Kiki LaPorta (32), David Weckler (31) co-coordinate, honoring and endeavoring to live up to the incredible legacy left by Water Resources Day and EFM pioneer Polly Smith.

**ADVOCACY DAY** - Kraemer Winslow (30), with David Fix behind the camera (30).

### INTRODUCTION TO SUSTAINABILITY

**DAY** - Trina Rocine (34) and Sandy Wollenberg (34), with David McConnell (27).

### ECONOMICS OF SUSTAINABILITY

**DAY** - Nancy McCauley (32), Donna Miller (32).

### TRANSPORTATION AND ENERGY DAY

- Trip Allen (2A) with Solvig Palm-Nicholls (28).

### LAND USE DAY

- Bev McIntosh (30) returns, with Susan Scott (32).

### TOXICS AND THE 3 RS DAY

- Trip Allen (2A), Marilyn McConnell (30).

### ENVIRONMENTAL PHILOSOPHY DAY

- Nona Dennis HL(o), David Weckler (31).

### PARTICIPANT PROJECTS DAY

- Barbara Thornton (2A & 34) and Kim Sauve' (34).

### GRADUATION OF CLASS XXXV

to be celebrated February 5, 2008!

In no other adult environmental education program, to our knowledge, are participants offered such a broad range of real-world speakers and facilitators, providing Expert Briefings, Field Studies, Effective Advocacy Practices (and coaching), as well as Networking with Peers & Presenters.

The Sustainable Earth Forum, along with EFM's companion core program the Sustainable Communities Seminar (formerly called “Workshop Series”), literally could not happen without the dedication and efforts of coordinators for each day, and the host of speakers fielded for each program. All of you are truly Environmental Forum of Marin's “major donors”, and each year's program participants continue to be deeply moved and grateful for all that they have received.

Lastly, a reminder for current EFM members: as a ‘perk’ of your membership, you are welcome to attend any of these days, as you may wish to brush up on a particular topic of interest. Space is always limited, so your attendance must be cleared in advance by one of the Program Directors.

And just this caveat: members attend as participants – not as speakers!

Many EFM members have enjoyed this opportunity to keep up to date with the topics and programs – and sharing the time with new groups of participants is always inspiring.

To find out specific dates for the classes, and much more, please visit EFM's website: [www.MarinEFM.org](http://www.MarinEFM.org)



Att: Membership Chair  
P. O. Box 150459  
San Rafael, CA 94915

The Environmental Forum of Marin is dedicated to the protection and enhancement of the environment by educating its Members and the Marin citizenry about environmental issues. In furtherance of this purpose, the goal of EFM is to conduct training programs on environmental issues, provide continuing education for its Members and the public, and influence decision-making.

**[www.MarinEFM.org](http://www.MarinEFM.org)**



In this issue, we introduce the work of artist Paul Miller (33). Paul has been the editorial cartoonist at the Marin Independent-Journal and the Novato Advance. He has also published his cartoons in the Tiburon Ark and on the editorial page of the San Francisco Chronicle. Paul has taught cartooning in the art department at the College of Marin

## Newsletter Staff:

Editor/Penny Clark; Graphic Design/Pat Compton.

**We are always interested in your thoughts and your articles. For submission consideration please contact Penny Clark at [penny.clark@comcast.net](mailto:penny.clark@comcast.net).**

If you would prefer reading the newsletter on the Web rather than by receiving it by mail please contact the editor at [penny.clark@comcast.net](mailto:penny.clark@comcast.net).

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## Calendar

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|-----------------------|--------------------------------------|
| <b>September 6th</b>  | First Thursday (Confirm on website)  |
| <b>September 11th</b> | New Sustainable Earth Forum Class 35 |
| <b>October 4th</b>    | First Thursday (confirm on website)  |
| <b>Nov 20</b>         | Holiday Break No Classess            |
| <b>Dec 2</b>          | Members' Holiday Party               |
| <b>Dec 5</b>          | Holiday Break No Classess            |
| <b>Jan 2</b>          | Holiday Break No Classess            |