



# **Education for Action**

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 Environmental Forum of Marin is to conduct programs on environmental issues, provide continuing education for its members and the public, and influence decision-making.

Founded 1972

www.MarinEFM.org

Visit Environmental Forum of Marin on Facebook

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The Environmental Forum of Marin (EFM) is a 501(c)(3) non-profit organization, and a United Way of the Bay Area Certified Agency

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#### Note to Readers:

Throughout this Report, members' class affiliations are shown to the right of their names, e.g. (38). Founders of the *Environmental Forum of Marin* are shown as members of class (0). Those individuals who are Honorary Lifetime members are indicated by (HL).

# **Acknowledgements**



**Environmental Forum of Marin** wishes to thank the following individuals for their contributions to the preparation of the 2010 – 2011 Annual Report

Vicki Rupp (33), President
Bruce Richard (35, 3A), Secretary
Kathy Cuneo (0, 7A, HL), Treasurer

Donna Bohegian (35, 3A), Education Program Director
Nancy Bell (37, 5A), Education Program Director
Susan Rusche (24), Membership Director
Joan Gallagher (6A), Recruitment Co-Director
Bob Spofford (32), Photographer
Jan Alff Wiegel (37, 6A), Editor
Alex Wiegel, Graphic Support

Environmental Forum of Marin would also like to express its great appreciation to the organizers of the 2011 Annual Meeting

Alicia Jackson (37)
Deborah Coburn (21, 7A)
Susan Rusche (24)
Nancy Bell (37, 5A)
Vicki Rupp (33)

# Message from the President



President Vicki Rupp (33)

This year, *Environmental Forum of Marin's* Board of Directors focused on ensuring that the organization continues to play a vital role in an ever-changing social and environmental landscape.

We addressed three elements vital to the Environmental Forum's health and well-being:

- **Recruitment** Thanks to a legion of volunteers (directors, coordinators, speakers, etc.), the *Environmental Forum* offers two of the Bay Area's premier environmental education programs. We seek participants who will be dedicated and effective environmental stewards. To reach potential students, we utilized a network of public agency contacts and refined our marketing materials. Since we know our most powerful recruiting mechanism is word-of-mouth, we ask all members to invite potential students to attend the preview of *Master Class 39* on Monday, August 8<sup>th</sup>. The *Seminar Series* also continues to be a recruitment vehicle for the *Master Class*.
- Relevance Donna Bohegian (35, 3A), Bruce Richard (35, 3A), Nancy Bell (37, 5A), and I led a comprehensive reassessment of our educational programs. As a result, all sessions of the Master Class clearly support its three subject areas: the Natural World, Human Impact, and Stewardship. Stewardship now combines the two-minute speeches and class project presentations into a more integrated curriculum on effective advocacy. The Seminar Series has been redesigned to explore complex current issues; it can be taken as a complete series or, for those seeking to explore and/or refresh their understanding of the environment and sustainability, seminars can be attended on a class-by-class basis.
- Retention Graduating from an Environmental Forum of Marin program should be a
  beginning -- not an end. We want continuing membership to be a vital part of all
  graduates' lives. Many members participated in the no/low cost Refresh and Renew and
  Attend with a Friend opportunities to take individual Seminar Series classes and were
  very positive in their feedback. Our new website will offer members-only social

networking to allow all of us to stay in closer touch. We continue to encourage suggestions of other member benefits.

During the reassessment process, we changed the names of our two educational programs to *Environmental Forum Master Class* (formerly *Sustainable Earth Forum*, the "long" program offered on Tuesdays) and *Environmental Forum Seminar Series* (the eight *week Sustainable Communities Seminar Series* held on Saturdays) — and are positioning both as *Education for Action*.

#### Accomplishments

This year we enrolled 24 students in the *Master Class*, 18 of whom graduated. The *Seminar Series* brought a total of 69 individuals into the classroom, 22 of whom were *Environmental Forum* graduates from previous classes.

Feedback from all sessions of each program helped us understand what we are doing well and what needs improvement. Generally, feedback was in the mid-fours on a scale of one to five, so we feel our efforts to ensure relevance were on target.

To date, we have more than 220 paid members out of approximately 500 graduates for whom we have current contact information.

#### What's Ahead?

As a final aspect of relevance, we want to provide Class Coordinators with more content support. To this end, Kathy Cuneo (0, 7A, HL) has agreed to develop a Content Advisory Network.

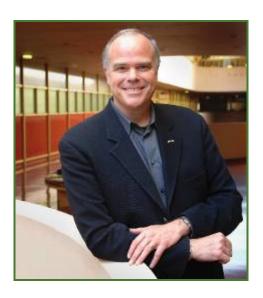
Our recruitment process is strong and well established, and we are developing new marketing materials grounded in focus group research. We will expand Recruitment efforts by forging firmer links with other organizations and inviting them to nominate candidates for the *Joseph Kohn Memorial Scholarship*, which is presented annually to an established environmental leader who has not yet attended the *Environmental Forum Master Class*.

Next year, strong emphasis will be placed on enhancing members' experiences and connection to the organization, while generating broader visibility throughout County. *Environmental Forum of Marin* will be better known within the Marin community through more effective communication and involvement. We look forward to having *you* support and *join* us in these endeavors.

### Vicki Rupp (33)

President

# A Tribute to Charles McGlashan



Charles McGlashan (30) 1961-2011

All of us at *Environmental Forum of Marin* mourn the passing of Marin County Supervisor Charles McGlashan, a 2003 graduate of *Master Class 30* ... and a most valued supporter, class speaker, and all-around good friend to us and the environment.

A Mill Valley resident, Charles was an environmental steward in the purest sense. Two things stood out to his classmates and *Environmental Forum* colleagues. First, was his insistence that we see ourselves as the protectors of those creatures who cannot speak for themselves. His concern for all sentient beings was ever present. Second, was his challenge to all of us to go beyond doing *just* sound environmental work. He sought to make it "sexy and fun" in order to attract others to join in. Clearly, Charles walked his talk.

From our perspective, Charles McGlashan exemplified the unequivocal environmental advocate who is so important in addressing the needs of our world today. His wry humor and wide smile could persuade even the most stubborn opponents. He was a master in the art of collaboration and bringing people to the table, both skills we try to teach in our education programs.

Environmental Forum of Marin has lost a beloved member, but not the inspiration he brought us. May we continue to undertake this important work with as much joy, excitement, and energy as Charles did ... walking our talk ... making it sexy and fun.

Let us all commit, right now, to channel our "inner Charles" every day.

# 2011 Annual Meeting and Reunion Agenda

# June 12, 2011

# **Green Links**



San Geronimo Golf Course, Woodacre

12:45 Doors Open
------------------

# 1:00 2011 Business Meeting – Call to Order

	Acknowledgements	Vicki Rupp (33)
	Presentation of 2011 Graduates  Master Class 38 and Seminar Series 7A	Nancy Bell (37, 5A)
	Presentation of 2010 Joseph Kohn (34) Memorial Scholar	Vicki Rupp (33)
	Presentation of 2010 Jerry Friedman Memorial Scholar	Vicki Rupp (33)
	Report on the State of the Environmental Forum of Marin	Vicki Rupp (33)
	Presentation of 2011 – 2012 Budget	Kathy Cuneo (0, 7A, HL)
	Proposed Changes to the By-Laws	Vicki Rupp (33)
	Nominating Committee Report	Joan Boessenecker (16)
	Election of 2011 – 2012 Officers, Directors, and Nominating Committee	Vicki Rupp (33)
1:55	Adjourn Business Meeting	
2:00	Remembrance of Charles McGlashan (30)	Vicki Rupp (33)
2:10	Commence Reunion Celebration!	
4:30	Adjourn Reunion Celebration	

Photo © San Geronimo Golf Course

June 12, 2011

# 2010 - 2011 Officers, Directors, and Committee Members

Vicki Rupp (33) President

Heather Furmidge (34) Vice President

Bruce Richard (35, 3A) Secretary

Kathy Cuneo (0, 7A,HL) Treasurer

Donna Bohegian (35, 3A) Education Program Director, Master Class 38

Nancy Bell (37, 5A) Education Program Director, Seminar Series 7A

Susan Rushe (24) Membership Director

Joan Gallagher (6A) Recruitment Co-Director

Austin Maley (38, 6A) Recruitment Co-Director

Joan Boessenecker (16, HL) Nominating Committee, Chair

Nancy Bell (37, 5A) Nominating Committee

Deborah Coburn (21, 7A) Nominating Committee



Biologists and *Environmental Forum* founders Kathy Cuneo (0, 7A, HL) and Nona Dennis (0, HL), on the right with their backs to the camera, lead *Environmental Forum of Marin* students on an examination of an alder riparian habitat at Muir Woods National Monument. Students learned about the important role water and sunlight play in sustaining Marin's fragile eco-stystems and wildlife.

June 12, 2011

# Treasurer's Report

# **Balance Sheet**

As of March 31, 2011

ASSETS Bank Accounts			
Checking Account – Bank of Marin	\$	9,837	
Checking Account – Union Bank	•	1,971	
MEFF Money Market		2,621	
General Money Market		8,845	
Certificate of Deposit		13,339	
Educational Savings		19,978	
Joseph Kohn Trust (\$10,000)			
Savings Accounts		13,436	
TOTAL BANK ACCOUNT ASSETS	\$	70,027	
PayPal Account – Environmental Forum of Marin	\$	1,348	
TOTAL ASSETS	\$	71, 375	
TOTAL LIABILITIES	\$ <b>\$</b>	0	
EQUITY	\$	71,375	
Statement of Income and Expenses As of March 31, 2011			
INCOME			
Donations and Gifts	\$	13,256	
Membership Dues (Cash and Credit)	•	9,408	
Membership Events		1,180	
Master Class (Less Membership Dues)		11,710	
Seminar Series (Less Membership Dues)		4,559	
Interest Income		402	
Miscellaneous		403	
TOTAL INCOME	\$	40,918	
EXPENSES			
Communications and Promotions	\$	(14,484)	
Internal Events		(5,388)	
Operating Expenses		(11,599)	
Master Class		(4,510)	
Seminar Series		(989)	
Miscellaneous		(500)	
TOTAL EXPENSES	\$	(37,470)	
NET INCOME	\$	3,448	

# Budget

# April 1, 2011 – March 31, 2012

OPERATIONS INCOME	
Donations and Gifts	\$ 3,250
Interest Income	250
Membership Dues	7,700
Membership Events	1,500
Miscellaneous	200
TOTAL OPERATIONS INCOME	12,900
PROGRAM INCOME	
Master Class (less Membership Dues)	\$ 11,625
Seminar Series (less Membership Dues)	4,080
TOTAL PROGRAM INCOME	\$ 15,705
OPERATIONS EXPENSE	
Communications and Promotions	
Communications to Members	\$ (2,170)
Public Communications, Outreach, and Marketing	(2,000)
TOTAL COMMUNICATIONS AND PROMOTIONS EXPENSES	\$ (4,170)
Internal Expenses	
Board Development	\$ (1,250)
Membership Events	(3,400)
TOTAL INTERNAL EVENTS EXPENSES	\$ (4,650)
Operating Expenses	
Insurance	\$ (2,000)
Membership Database and Website	(5,560)
Office Supplies and Stationary	(450)
P.O. Box Rental	(180)
Special Recognitions	(150)
Taxes	(40)
Telephone	(360)
TOTAL OPERATING EXPENSES	\$ (8,960)
Undesignated Board-Approved Expenses	\$ (1,500)
PROGRAM EXPENSES	
Master Class Expenses	
Facilities	\$ (1,475)
Honoraria	(250)
Miscellaneous Materials and Supplies	(50)
Student Materials	(875)
Publicity and Recruitment	(3,125)
Transportation	(1,225)
TOTAL MASTER CLASS EXPENSES	\$ (7,000)

Seminar Series Expenses	
Facilities	\$ (1,200)
Publicity and Recruitment	(1,125)
TOTAL SEMINAR SERIES EXPENSES	\$ (2,235)
TOTAL PROGRAM EXPENSES	\$ (2,325)
TOTAL PROJECTED INCOME	\$ 28,605
TOTAL PROJECTED EXPENSE	\$ (28,605)
SURPLUS/(DEFICIT)	\$ 0



Nancy Bell (37, 5A) and Joan Gallagher (6A) promote Environmental Forum educational programs on Earth Day in April, 2011, at Autodesk in San Rafael.

# Proposed Changes to the Bylaws

The Board of Directors of the *Environmental Forum of Marin* propose the following changes to Articles III, IV, and IX of the Bylaws. These changes will be presented to the membership for discussion and approval at the Annual Meeting on June 12, 2011. Proposed changes appear in red.

#### **ARTICLE III - Membership**

#### 1. Types of Membership

- a) **Voting Members.** A **Voting** Member is a graduate of an *EFM* educational program who is current in his or her dues.
- b) **Honorary Lifetime Members**. Honorary lifetime membership may be extended at the discretion of the Board of Directors (hereinafter "Board") to a person who has made significant, continuing contributions to *EFM*. Honorary Lifetime Members are Voting Members.
- c) Other. Other membership categories may be established at the discretion of the Board in compliance with Article IV (5) Board Powers and Duties.

Rationale: In order to promote the mission and goals of the organization, it may be desirable to invite individuals, who have not graduated from an *Environmental Forum* educational program, to join the organization in another type of membership category. Adoption of the *Other* membership category, as set forth above, will enable the Board to establish affiliate membership categories for those who have not graduated from an educational program. The Board should exercise this responsibility only if it determines that doing so would strengthen the organization and further achievement of its mission and goals. Voting privileges would continue to be limited to graduates of an educational program.

#### **ARTICLE IV - Board of Directors**

**1. Eligibility.** Each Director shall be a **Voting** Member of *EFM*.

#### 2. Terms of Office.

a) The term of office for all Directors shall be two years, except for Education Program Directors, which shall be one year.

Rationale: Due to the nature and scope of their responsibilities, the Education Program Directors of the *Master Class* and the *Seminar Series* should not be required to fulfill a two year term of office as established by a previous change to the Bylaws.

#### **ARTICLE IX – Finances**

**1. Fiscal Year.** The fiscal year shall commence on June 1<sup>st</sup> of each year and run through May 31<sup>st</sup> of the following year.

Rationale: Changing the fiscal year from April 1<sup>st</sup> through March 31<sup>st</sup> to June 1<sup>st</sup> through May 31<sup>st</sup> will allow: 1) voting members to vote on the proposed budget prior to the commencement of the fiscal year, and 2) the fiscal year to run concurrent with the Education Program schedule, ensuring all program-related income and expenses occur during the same fiscal year.

June 12, 2011

# 2011 Election of Officers, Directors, and Committees

#### **Nominations**

The Nominating Committee respectfully submits the following nominations for the slate of Officers, Directors, and Committees to be elected at the Annual Meeting on June 12, 2011, to serve *Environmental Forum of Marin*.

Vicki Rupp (33) President

Bruce Richard (35, 3A) Vice President

Heather Furmidge (34) Treasurer

Open Secretary

Nancy Bell (37, 5A) Education Program Director, Master Class 39

Katy Hallal (37) Education Program Director, Seminar Series 8A

Susan Rushe (24) Membership Director

Gina Marr (7A) Recruitment Co-Director

Joan Gallagher (6A) Recruitment Co-Director

Jan Alff Wiegel (37, 6A) Communications Director

Kathy Cuneo (0, 7A, HL) Director at Large

Steve Katz (35) Nominating Committee, Chair

Deborah Coburn (7A) Nominating Committee

Anne Moore (35) Nominating Committee

# Environmental Forum Master Class 38

Donna Bohegian (35, 3A), Education Program Director
Nancy Bell (37, 5A), Assistant Education Program Director *"Education for Action"* 



Master Class 38 students gather at the historic Lyford House at the Richardson Bay Audubon Center and Sanctuary in Tiburon on Orientation Day. Welcoming the new class were Dr. Martin Griffin (0, HL), Nona Dennis (0, HL), Phyllis Faber (0, HL), and Kathy Cuneo (0, 7A, HL), who jointly founded *Environmental Forum of Marin* in 1972. President Vicki Rupp (33), Board members, and Class Coordinators also joined the class on its first day.

### Congratulations to the Graduates of Master Class 38!

Students' Final Projects are listed to the right of their names.

Ellie Arbit "Don't Cell Out" Presentation, Tamalpais Community Services District,

Mill Valley

David Bernard FairBuck Local Currency Project, Fairfax

Karin Conn FairBuck Local Currency Project, Fairfax

Bonnie DeClark Marin Single-Use Bag Ban Campaign, Marin County Board of

Supervisors

Katie Dennis High School Student Intern Program Assessment,

Marin Agricultural Land Trust

Lue Ann Eldar Compostable Food Waste Outreach for Multi-Family Buildings,

Mill Valley Refuse Service

Peggy Gilges Re-Usable Take-Out Foodware Advocacy Project

Pam Hartwell-Herrero FairBuck Local Currency Project, Fairfax

Jeni Lyon Compostable Food Waste Outreach for Multi-Family Buildings,

Mill Valley Refuse Service

Austin Maley (6A) Schools Turning Green Project, San Rafael

Anne Miller High School Student Intern Program Assessment,

Marin Agricultural Land Trust

Karen Mendelow Nelson Marin Single-Use Bag Ban Campaign, Marin County Board of

Supervisors

Polla Pratt FairBuck Local Currency Project, Fairfax

Kim Rago "Don't Cell Out" Presentation, Tamalpais Community Services

District, Mill Valley

Barbara Rothkrug (6A) Compostable Food Waste Outreach for Multi-Family Buildings,

Mill Valley Refuse Service

Andrea Taylor Schools Turning Green Project, San Rafael

Lea Walters Re-Usable Take-Out Foodware Advocacy Project

Brigette Waterbury Schools Turning Green Project, San Rafael

June 12, 2011

#### **Master Class 38**



Master Class 38 pauses to reflect on Environmental Ethics Day held at San Francisco Zen Center's Green Gulch Farm in Muir Beach. After taking part in a Pachamama Alliance Awakening the Dreamer Symposium and a tour of the organic garden, the group also enjoyed a vegetarian luncheon prepared from produce grown on-site by Green Gulch volunteers. Ordained Buddhist priest Shisan Robert Thomas led a meditation and reflection of the day later that afternoon.



Environmental Forum's founding members greet *Master Class 38* on Orientation Day: Nona Dennis, Dr. Martin Griffin, Phyllis Faber, and Kathy Cuneo,

### **Master Class 38 Scholarship Recipients**

#### First Annual Joseph Kohn Memorial Scholarship

Joseph Kohn (34), a self-described "flaming environmentalist", was an active member and tireless supporter of *Environmental Forum of Marin* and the California Native Plant Society. Before he passed away in January, 2010, he guided *Environmental Forum* students on walking explorations of natural habitats, native plants, and waterways. Always a compassionate advocate on the subject of correcting eco-system damage wrought by human inattention and behavior, Joe's dedication to all environmental concerns inspired dozens of *Environmental Forum* students. He attributed his public speaking skills to his advocacy training as a member of *Master Class 34*. An annual memorial scholarship was created to honor this beloved member with funds he bequeathed to the organization so that other "flaming environmentalists" could follow in his stead.

The scholarship covers full *Master Class* tuition for a student who has demonstrated leadership qualities in protecting the lands and ecology of Marin County. Recipients are selected on the basis of their demonstrated commitment to the environment and sustainability, their past experience serving as a role model for other environmental advocates, their collaborative skills, and past accomplishments.



Pam Hartwell-Herrero (38) is the first recipient of the Joseph Kohn Memorial Scholarship. Since 2004, Pam has been the Executive Director of Sustainable Fairfax. She was elected to the Fairfax Town Council in 2009 and currently serves as Vice Mayor.

As a child growing up on a small farm in Minnesota, Pam developed a passion for simple living, chickens, and worms, and the ability to inspire others to live an abundant life with more connectivity and less waste. Now, she is a strong advocate for renewable energy and Marin Clean Energy, zero-waste initiatives, and water conservation.

Among her other community contributions, she serves as a leader of the Fairfax Youth Commission and as an advisory member of the Marin Economic Forum. She is a past three-term president of Marin Master Gardeners and was elected to the Marin County Green Party County Council.

#### The Jerry Friedman Environmental Action Committee Scholarship

Each year, the Environmental Action Committee offers a full scholarship to enable a West Marin resident to attend *Environmental Forum of Marin's Master Class* training program for environmental activists. The scholarship is a tribute to environmentalist and veteran Marin County Planning Commissioner **Jerry Friedman.** 

Prior to his death in 1999, Jerry and others concerned about increasing development pressures on rural West Marin founded the Environmental Action Committee. He served as its first Executive Director in 1971. A long-time resident of Point Reyes Station, Jerry worked alongside the founders of *Environmental Forum of Marin* and the Marin Agricultural Land Trust, laying the foundation for a legacy of local environmental protection, the creation of Point Reyes National Seashore, adoption of A-60 zoning in agricultural areas, and the establishment of the original Marin Countywide Plan. Throughout his life, he was a respected and valued voice of balanced growth, environmental quality, and collaborative City-County decision-making.



The Environmental Action Committee of West Marin selected Bolinas resident **Polla Pratt** (38) as this year's Jerry Friedman Scholarship recipient. Polla currently serves on the Town of Fairfax's FairBuck Steering Committee working to design, develop, and launch a new economic currency to support a vibrant local economy and heighten awareness of how spending locally encourages the town's economic well-being. The FairBuck local currency project was initiated by *Master Class 38* and has grown into a collaborative effort between the Fairfax Chamber of Commerce, Sustainable Fairfax, and the Fairfax Town Council.

Polla is a whole systems designer with over a decade of economic development experience working on international, state, and community economic projects in the United States, Latin America, and South Africa. She is active in promoting community self-reliance through Transition West Marin and acts as a process designer for events organized by the Marin Sustainables, a collective of Marin sustainability advocacy groups. She supports community-choice aggregation, renewable energy sources, and Marin Clean Energy. She is also a certified permaculture designer.



Learning how to advocate a position and participate in the public decision-making process is an integral part of the educational experience of the *Environmental Forum*. Kraemer Winslow (30), a veteran trainer of public speakers, explains how to advocate persuasively and succinctly.

# **Environmental Forum Seminar Series Class 7A**

Nancy Bell (37, 5A), Education Program Director

Donna Bohegian (35, 3A), Assistant Education Program Director

"Re-purpose with Purpose"



Seminar Series 7A started off with an Introduction to Sustainability class held in the board room at Hospice by the Bay in Larkspur. Sustainability proponent Andres Edwards, standing at center of photo, challenged students to understand the increasing global, environmental, social, and economic challenges we face and to embrace a new worldview that turns "sustaining" into "thriving." Later, Elliot Hoffman, a proponent of natural capitalism, illustrated ways in which businesses can achieve improved prosperity and profit by infusing sustainability into their operations and culture.

# Congratulations to the Graduates of Seminar Series 7A!



Seminar Series 7A students gather during Graduation at the Gary Giacomini Environmental Classroom at Marin Resource Recovery Center in San Rafael after completing eight classes about environmental protection and sustainability.

Cynthia Abbott Bruce Bell Greg Brockbank (15, 5A) Deborah Coburn (21) Kathy Cuneo (0, HL) Terese Driscoll Lonny Fogel Jennifer Grenier-Selvig Bonnie Hertzog Gina Marr Sue Morris Liz Peer Norma Pomerance (36) Yvonne Roberts Kimberly Scheibly Susan Bierzychudek Sue Spofford (32)

# A Special Thanks to ...

### Class Coordinators, Speakers, Community Members, and Organizations



It takes humor and the collaboration of dozens of volunteers to create the myriad of opportunities *Environmental Forum* students enjoy along their journey to becoming stewards of the environment and effective advocates of sustainability.

Environmental Forum of Marin's 2010 - 2011 Master Class 38 and Seminar Series 7A were supported and made possible by the significant contribution of more than 125 volunteers. Whether brainstorming timely topics or firming up speaker commitments, our founding members, Board members, and graduates worked side-by-side with scientific experts and community leaders to ensure the success of our education programs. Without the generous involvement of these numerous volunteers, who shared their ideas, time, and commitment to sustaining the world in which we live, we could not have produced the Master Class or the Seminar Series.

We extend deep, and truly heartfelt, appreciation to all of the contributors and supporters listed on the following pages.

#### **Environmental Forum Master Class 38**

#### Orientation: Beki Simon (35)

Vicki Rupp (33), President, Environmental Forum of Marin Dr. Martin Griffin (0, HL), Founding Member, Environmental Forum of Marin Nona Dennis (0, HL), Founding Member, Environmental Forum of Marin Kathy Cuneo (0, 7A, HL), Founding Member, Environmental Forum of Marin Phyllis Faber (0, HL), Founding Member, Environmental Forum of Marin Joe Mueller, Biology Instructor, College of Marin Kraemer Winslow (30), President, Make Your Point Communications, Inc. Ed Quevedo, Partner, Paladin Law Group LLP Alicia Jackson (37), Coordinator, Orientation Day Luncheon

#### Sustainability Indicators: Bruce Richard (35, 3A)

Ed Quevedo, Partner, Paladin Law Group LLP Elaine McCarty (37), Program Manager, Sustainable Practices Certificate Program, Dominican University of California Norma Fogelberg (27), Transformational Strategist

#### **Environmental Ethics: Linda Delair** (36) and Bet Muth (37)

Shisan Robert Thomas, Ordained Priest, San Francisco Zen Center Linda Delair LEED (36), Sustainable Business Consultant Bet Muth (37), Facilitator, Pachamama Alliance

#### Geology and Water: Rachel DeMicco (37) and Melisa Williams (37)

John Karachewski, Geology Instructor, Diablo Valley College Paul Helliker, General Manager, Marin Municipal Water District David Haskell, Project Director, Garden of Eatin' Kathleen Lanphier, Founding Member, Permaculture Marin

#### Plant Communities: Nona Dennis (0, HL) and Kathy Cuneo (0, 7A, HL)

Nona Dennis (0, HL), Biologist; CEQA Expert; Planning Consultant (retired) Kathy Cuneo (0, 7A, HL), Salt Marsh Ecologist; Planning Consultant (retired) Mia Monroe, National Park Ranger, Muir Woods National Monument

#### Wildlife and Oceans: Nancy Bell (37, 5A) and Jay Gustafson (6A)

Juan-Carlos Solis, Director of Education, WildCare Lenora Carey, Ocean Voyages Institute, Project Kaisei Anne Bauer, Director of Education, Marine Mammal Center Norma Fogelberg (27), Transformational Strategist

#### Bay Lands: Nona Dennis (0, HL) and Kathy Cuneo (0, 7A, HL)

Nona Dennis (0, HL), Biologist; CEQA Expert; Planning Consultant (retired) Kathy Cuneo (0, 7A, HL), Salt Marsh Ecologist; Planning Consultant (retired) Las Gallinas Valley Sanitary District Tony Williams (36), Principal Engineer, Winzler & Kelly

#### Agriculture and Mari-Culture: Phyllis Faber (0, HL)

Phyllis Faber (0, HL), Founding Member, Environmental Forum of Marin and Marin Agricultural Land Trust
Albert Straus, Straus Family Creamery
Michael Finger, Hog Island Oyster Company
Constance Washburn, Education Director, Marin Agricultural Land Trust
Sue Conley, Co-Founder, Cowgirl Creamery

#### Advocacy Training and Project Teams: Donna Bohegian (35, 3A) and Nancy Bell (37, 5A)

Kraemer Winslow (30), President, Make Your Point Communications, Inc. Norma Fogelberg (27), Transformational Strategist

#### Toxic Pollution and Management of Waste: Jessica Jones (37) and Denise Sutherland (37)

Debbie Rafael, Program Director, Toxics Reduction and Green Building, San Francisco Department of the Environment

Jason Dow, General Manager, Central Marin Sanitation Agency Denise Sutherland (37), Attorney, Jenkins Goodman Neuman & Hamilton LLP Joan Irwin (37), Marin Master Gardener, Food Waste Composting Advocate Jessica Jones (37), Manager, Redwood Landfill & Recycling Center

#### Land Use and Transportation: Jan Alff Wiegel (37, 6A)

Paul Jensen, Planning Manager, City of San Rafael
E. Clement Shute, Jr., Founding Partner, Shute, Mihaly & Weinberger LLP
Marc Geller, Electric Vehicle Journalist; Co-Founder, Plug In America
Dale W. Miller, President, Golden Gate Electric Vehicle Association
Karla Jacobs, Electric Wheels West

#### Advocacy Speeches: Donna Bohegian (35, 3A) and Nancy Bell (37, 5A)

Kraemer Winslow (30), President, Make Your Point Communications, Inc. Brad Breithaupt, Opinion Page Editor, *Marin Independent Journal* 

#### Climate Change and Energy Policy: Shawn Marshall (36) and Alicia Jackson (37)

Will Travis, Executive Director, San Francisco Bay Conservation & Development Commission Chris Nelder, Energy Consultant; Peak Oil Journalist Harold Galicer, Co-Founder, California Smart Grid Center, California State University, Sacramento Shawn Marshall (36), Vice Chair, Marin Energy Authority; Councilwoman, City of Mill Valley

#### Economics of Sustainability: Bruce Richard (35, 3A) and Elaine McCarty (37)

Roberto Piccioni, Sustainability/Compliance Consultant, Environmental Resources Management R. Paul Herman, Author; Founder, HIP (Human Impact + Profit), Inc.

Dermot Hickish, Director of Community Development, B Lab, B Corp.

Joe Anzalone, Executive Vice President, New Resource Bank

Bonnie Nixon, Former Director of Environmental Sustainability, Hewlett Packard

#### Project Plan Presentations: Donna Bohegian (35, 3A) and Nancy Bell (37, 5A)

Elaine McCarty (37), Program Manager, Sustainable Practices Certificate Program, Dominican University of California Vicki Rupp (33), Final Project Team Coordination, Project Planning Bruce Richard (35, 5A), Final Project Team Coordination, Project Planning

#### Graduation: Donna Bohegian (35, 3A)

Dr. Martin Griffin (0, HL), Founding Member, Environmental Forum of Marin Nona Dennis (0, HL), Founding Member, Environmental Forum of Marin; President, Marin Conservation League Vicki Rupp (33), President, Environmental Forum of Marin Nancy Bell (37, 5A), Assistant Education Program Director, *Master Class 38* 



During a field trip, Jessica Jones (37), Manager of Redwood Landfill & Recycling Center in Novato, shows why it is important to separate plastic bags from garden and food waste, which is composted in wind rows and later sold as soil amendment. Organic material diverted from the waste stream reduces landfill-generated greenhouse gas emissions; plastic items contaminate the valuable end product.

#### **Environmental Forum Seminar Series 7A**

#### Introduction to Sustainability: Bruce Richard (35, 3A)

Andres Edwards, Author; Founder, EduTracks Elliott Hoffman, Founder, Natural Capitalism, Inc.

#### Energy -- Reducing Dependency on Fossil Fuels: Shawn Marshall (36)

Ken White, Development Director, Post Carbon Institute
Andre Angelantoni, Founder, Post Peak Living and Post Carbon Marin
Shawn Marshall (36), Vice Chair, Marin Energy Authority; Councilwoman, City of Mill Valley
Carolyne Stayton, Executive Director, Transition US

#### Waste -- The Why and How of Zero Waste: Kiki La Porta (32)

David Haskell, Past Member, Local Task Force, Marin Hazardous & Solid Waste Joint Powers Authority
DeLyn Kies, Principal, Kies Strategies
Kiki La Porta (32), Sustainable San Rafael
Dan Knapp, Co-Founder, Urban Ore
Mary Lou Van Deventer, Co-Founder, Urban Ore

#### Water -- Use and Abuse: Donna Bohegian (35, 3A)

Terri Fashing, Program Manager, Marin County Stormwater Pollution Prevention Program Cynthia Koehler, Vice President, Marin Municipal Water District; California Water Legislative Director, Environmental Defense Fund

#### Health -- What's Happening to Us and the Planet? Linda Delair (36)

Lydia Kindheart, Owner, Lydia's Organics, Lydia's Lovin' Foods, and Lydia's Kitchen William Carney, President, Sustainable San Rafael Bill Stranger, Program Director, Calistoga Institute

#### Plastic Pollution: Nancy Bell (37, 5A)

Stuart Moody, Director, Re-Thinking Plastics Campaign, Green Sangha
Dr. Chris Pincetich, Marine Biologist, Sea Turtle Restoration Project
Maureen Parton (23), Aide to Marin County Supervisor Charles McGlashan (30); Green Sangha
Sita Khugu (5A), Green Sangha
Kimberly Scheibly (7A), Marin Sanitary Service

#### Marin County -- Then and Now: Kathy Cuneo (0, 7A, HL)

Barry Spitz, Marin County Historian, Author Nona Dennis (0, HL), Founding Member, Environmental Forum of Marin; President, Marin Conservation League Marge Macris, Former Planning Director, County of Marin Michael Moore, Director, Planning and Building, City of Mill Valley

#### What to Do and Where to Go: Nancy Bell (37, 5A)

Kim Scheibly (7A), Deputy Director, Marin School of Environmental Leadership Elaine McCarty (37), Program Manager, Sustainable Certificate Program, Dominican University of California Nancy Boyce (4A), President, MarinLink Tamra Peters, Resilient Neighborhoods Project Nancy Dobbs, KRCB-TV Bruce Greenstein, Energy Auditor, Energy Impact, Inc.; Instructor, Skyline College Bruce Richard (35, 3A), Organizer, Transition Mill Valley



Arms raised in gratitude, *Environmental Forum* graduates celebrate the bounty of the Earth and their coming together to embrace the legacy of Marin's environmental achievements and the promise of a sustainable future.

### It Takes a Community ...

Environmental Forum of Marin expresses its sincere appreciation to the following members, individuals, and organizations which supported our programs and operations during the past year.

#### Benefactors (\$250 and up)

Deborah Coburn (21) Kathy Cuneo (0, 7A, HL) Maryann P. Rainey Ellen Obstler (35) Vicki Rupp (33)

Stewards (\$150 - \$249)

Heather Furmidge (34)

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Pamela Cordingly (10)
Ann and Doug Christensen (HL; HL)
Nona Dennis (0, HL)
Diane Fruin (30)
Jordan Harris (31)

Bettina Hughes (13) Kristine Jaeger (37) Margery Johnson (4) Diane Lynch (1A) Susan Machtinger (23) Austin Maley (38, 7A) Charles McGlashan (30) Bet Muth (37) Bruce Richard (35, 3A) Barbara Thornton (34, 2A) Jan Alff Wiegel (37, 6A) Pat Williams (30)

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#### **In Kind Contributors**

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Marin Independent Journal
MarinLink

#### Environmental Forum of Marin Annual Report 2010 - 2011

Marin Municipal Water

District

Marin Resource & Recovery

Center

Marin Sanitary Service

Marin School of

**Environmental Leadership** 

Marine Mammal Center

Andrew Martin

Charles McGlashan (30) Wendy McPhee (32) Mill Valley City Council

Mill Valley Refuse Service Stephanie Moulton-Peters

(2A)

Muir Woods National

Monument

Natural Capitalism, Inc. New Resource Bank Ocean Voyages Institute Pachamama Alliance

Palladin Law Group LLP

Permaculture Marin

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Seashore Project Kasaei

Redwood Landfill & Recycling

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**Resilient Neighborhoods** 

Proiect

Richardson Bay Audubon

Center

Vicki Rupp (33) Conn Rushe (22) San Francisco Bay

Conservation & Development

Commission

San Francisco Department of

the Environment

San Francisco Zen Center,

Green Gulch Farm City of San Rafael

San Francisco Department of

the Environment

San Rafael Corporate Center Sea Turtle Restoration

Project

Shute, Mihaly & Weinberger

LLP

Bob Spofford (32) Straus Family Creamery Sustainable San Rafael Tomales Bay Food Company

**Transition Mill Valley** 

Transition US Urban Ore Alex Wiegel WildCare Winzler & Kelly Ruth Zamist (30)



Master Class 38 learned about zero-emission transmission on Transportation Day at the San Rafael Corporate Center. Dale Miller, president of the Golden Gate Electric Vehicle Association, and longtime electric vehicle owner Marc Geller, co-founder of Plug In America, updated the class on emerging trends in transportation. Karla Jacobs of Electric Wheels West brought some electric bicycles for students to ride. The class was also attended by Dianne Steinhauser, Executive Director of the Transportation Authority of Marin, and her staff, who wanted to learn more about electric vehicles and how they help fight climate change by reducing greenhouse gas emissions.

# **Director and Committee Reports**

#### **Executive Committee**

Bruce Richard (35, 3A), Vicki Rupp (33), Heather Furmidge (34), Kathy Cuneo (0, 7A, HL)

#### **Accomplishments**

During the past two years, the Executive Committee launched several initiatives aimed at improving our data infrastructure, online marketing and communications capability. This upgrade is essential if the *Environmental Forum* is to continue providing high quality environmental education programs that positively impact Marin County. Change of this sort requires a multi-year effort and the collaboration of several board members and volunteers. During the past year, Heather Furmidge (34) and Susan Rusche (24) provided the Board with leadership necessary to mobilize the many elements of this complex project. They engaged the support of numerous people, both inside and outside of *Environmental Forum of Marin*.

Our member data is now managed within a robust, secure environment offering enhanced online member services, such as payment of membership dues. This infrastructure, hosted by Memberclicks, also will permit better management of future website content. A new website design will roll out later this year, providing current information about *Environmental Forum* programs and offering a more compelling enticement to enroll in our education programs and special events. It will also allow us to create communities of interest around current environmental and sustainability topics.

The new web infrastructure will support new features for both students and members. We also expect the platform will allow us to reach beyond our membership to attract and engage a wider audience. All these possibilities will require more than technical effort. Content is a critical success factor for the *Environmental Forum* website so participation and collaboration between the Board, members, our partners, and volunteers will be critical.

Bob Spofford (32) led an initiative to revamp our marketing message and promotional materials. He guided the Board in re-thinking the *Environmental Forum's* market position and engaged Kiki La Porta (32) to create several branded pieces promoting the New Milan event, *Seminar Series 7A* and *Master Class 39*.

Three sponsored *Master Class 38* final projects expanded opportunities for collaboration. Each project was supported by a Board member in an advisory role. The Board member also maintained relationships with the sponsoring organizations. Kathy Cuneo (0, 7A, HL), Vicki Rupp (33), and Bruce Richard (35, 5A) each served in this capacity.

#### **Thoughts for Next Year**

We are excited by the opportunities and benefits our personal and organizational collaborations bring to our students, partners, and graduates. We have learned much from the process of working with sponsoring partner organizations during *Master Class 38*, including the City of Mill Valley and Marin County Supervisor Charles McGlashan's office. We also have gained considerable feedback from students and mentors about how to enhance the learning experience available through class projects.

The Executive Committee envisions pursuing two additional types of partner relationships in an effort to strengthen our own organization and effectiveness. These include:

- Peer organizations which recruit students for our education programs
- Organizations with whom it would be appropriate to jointly host public events and initiatives, thereby extending our reach, visibility, and level of community engagement

The full engagement and collaboration of the Board will enable us to continue to advance relationships with other County organizations.

#### Recruitment

Joan Gallagher (6A), Austin Maley (6A, 7A)

#### **Accomplishments**

In order to accomplish our recruitment goals for 2010 - 2011, we focused on soliciting member referrals and expanding community outreach.

Member referrals are the most successful way to recruit new students. At the 2010 Annual Meeting, we organized a "green team" to ask members for referrals who might be interested in upcoming classes. We then developed a robust list of student candidates. We continued to solicit member referrals throughout the year. Recruitment efforts were enhanced by two "preview" events introducing the *Master Class* and the *Seminar Series* to prospective students, many of whom attended at the invitation of a current member.

The *Environmental Forum* hosted several community outreach events to strengthen existing relationships with partner organizations and to forge new ones. We gained greater visibility through continuing presence on partner websites and online calendars. We deepened our relationships with key local environmental leaders by participating in local environmental events and meetings, such as the Bioneers Conference, the Bay Area Environmental Education Resource Fair, the Rotary clubs of Larkspur and San Rafael, and Sustainable Novato. Connections with Marin County media organizations were also initiated, including participating in an on-the-air interview and ongoing public service announcements on radio station KWMR.

We maintained continuous "Constant Contact" e-mail, phone, and face-to-face communications with students, members and partner organizations as well as establishing an *Environmental Forum of Marin* page on <a href="www.facebook.com">www.facebook.com</a>. Over the course of the year, our "friends" increased from nine to 94, partner organizations increased from three to fifteen, and the average number of online "hits" increased from seven to 200.

As a result of these efforts, 24 students enrolled in *Master Class 38* and 69 different individuals attended at least one session of *Seminar Series 7A*, which averaged 23 students per class. Seven attendees of the *Master Class Preview* enrolled in *Master Class 38*, four of whom graduated. Ten attendees of the *Seminar Series Preview* enrolled in *Seminar Series 7A*, seven of whom graduated.

#### **Thoughts for Next Year**

The next year presents many opportunities to expand and refine our recruitment effort, including the following:

- Formalize and expand the Joseph Kohn Memorial Scholarship campaign
- Reach out to local environmental and sustainability organizations and recommend that
   Environmental Forum of Marin programs be required for their boards and staff, such as Larry
   Tackett (3A) has done with the board members of Sustainable Novato
- Continue to strengthen community outreach activities and public relations efforts by increasing
  visibility and interaction with partner organizations, such as the Sustainable Practices Certificate
  Program at Dominican University of California, College of Marin, and other referral networks

- Explore the possibility of co-hosting targeted events with appropriate organizations throughout the year
- Pursue faith-based organizations and explore the possibility of finding a champion to lead this
  initiative

# Membership Susan Rusche (24)

#### **Accomplishments**

Improving member engagement continues to be a primary goal of the *Environmental Forum*. The first requirement for strengthening member engagement is building a reasonably deep roster of active members from which to draw. Over the past year, we tested several ways to involve and engage members in *Environmental Forum* activities, while also establishing some attractive new membership benefits. Membership has remained around 200 for the past several years, but we are optimistic about expanding the membership base in 2011 - 2012. Both additional engagement options and the launch of our new website will provide many new ways for members to stay involved with the organization and each other online.

We hosted three member events during 2010 - 2011. Veteran land use attorney Ed Quevedo's (pictured at right) lively presentation describing the New Milan was very well attended and attracted members of the public as well. Two social events, the Annual Holiday Party in December, always a festive and popular gathering, and the *Environmental Forum's* Annual Meeting and Reunion, offered members a chance to socialize and network with each other.

In addition, we utilized the superb *Seminar Series* to provide current members with continuing education – both through *Refresh and Renew* and *Attend with a Friend*. This worked well and we expect an increasing number of members to take advantage of these programs in the future.



The year-end membership drive got off to a good start in November. To date, we have more than 220 members, nearly 30 of whom were inactive during 2010. The final effort will be for Board members to make follow up calls to 2010 - 2011 members who have not yet renewed.

We recently transferred the membership database onto the new MemberClicks website management system. While the database transfer is complete, the lack of a functioning, live website has made the processing of membership renewals more challenging. Next year, with the launch of the new website, these tasks will be easier to accomplish.

#### **Thoughts for Next Year**

The combined power and reach of the new website and membership database will make 2011 - 2012 a very exciting year. Members will have access to an online directory and be able to communicate via online forums, update personal profiles, renew memberships, and register for events. Our old website and way of keeping data has kept us in the dark ages of technology. With a state of the art system, we anticipate being able to expand the base of support for the *Environmental Forum* by increasing membership of program graduates and involving non-graduates.

#### **Master Class 38**

Donna Bohegian (35, 3A)

#### **Accomplishments**

As part of introducing *Education for Action* as the underlying theme of the *Master Class*, the *Environmental Forum* placed major emphasis upon creating an educational framework for students' participation in meaningful results-oriented activities.

Three sponsored final projects were designed to offer student teams hands-on experience in advancing change in Marin. The Marin Single-Use Bag Ban Campaign and the Re-Usable Take-Out Foodware Advocacy Project were sponsored by the late Marin County Supervisor Charles McGlashan (30). Mill Valley City Councilwoman Stephanie Moulton-Peters (2A) sponsored the Compostable Food Waste Outreach for Multi-Family Buildings project. Eight students elected to participate in the sponsored projects. Each project was also mentored by a member of the Environmental Forum.

Ten students chose to create independent projects. These endeavors included developing the *Schools Turning Green Project* in San Rafael schools, working on a *High School Student Intern Program Assessment* with the Marin Agricultural Land Trust, working with Fairfax leaders to develop the *FairBuck Local Currency Project*, and organizing *Don't Cell Out*, a public awareness event highlighting the negative health effects of using cell phones.

Extending the *Master Class* calendar through March allowed students to spend three months focused on completing their final projects. As a result, project presentations, which took place during Graduation, were very informative and well-received. In describing their work, participants noted that the project-oriented framework allowed them to utilize their *Master Class* education in a very productive and experiential manner.

Master Class 38 graduated eighteen new environmental advocates. Sustainable Fairfax's Pam Hartwell-Herrero was the recipient of the first Joseph Kohn Memorial Scholarship, which provides full tuition to an established environmental leader. The Environmental Action Committee of West Marin selected Bolinas' Polla Prat to receive the Jerry Friedman Environmental Action Committee Scholarship.

#### **Thoughts for Next Year**

Master Class 39 will continue to promote the theme of Education for Action, with the following goals and objectives:

- Formalize and expand the nomination process for the Joseph Kohn Memorial Scholarship and use the scholarship as a marketing and recruitment vehicle for the *Master Class*
- Provide more support for class coordinators in identifying and inviting speakers
- Enhance the quality of the experience for students through integrative exercises
- Increase opportunities for in-class discussion and sharing
- Expand the role of Kraemer Winslow (30) to co-ordinate the *Stewardship* session and incorporate advocacy training into final project presentations
- Offer at least three sponsored projects with representatives of local government, business, and non-profit organizations
- Graduate a minimum of 25 students

#### **Master Class 38**



Kathy Cuneo (0, 7A, HL) speaks to *Master Class 38* about oaks and other native plants growing on Santa Margarita Island near the Santa Venetia neighborhood of San Rafael.



Students of *Master Class 38* enjoy the cool shade of old growth redwoods with a park naturalist at Muir Woods National Monument during Plant Communities Day.

# Seminar Series 7A Nancy Bell (37, 6A)

#### **Accomplishments**

Seminar Series 7A, designed to present current thinking on the hot topics of the day, was a huge success. All of the Class Coordinators and Speakers demonstrated outstanding diligence and commitment to excellence, which resulted in very positive feedback results.

This year, a weekly marketing campaign introduced and promoted each week's topic, enabling students to sign up for those of personal interest. As a result, 27 prior graduates took the opportunity to hone their knowledge with updated information through the *Refresh and Renew* program, and twelve students attended as guests under the *Attend with a Friend* program. In addition, we contacted *Seminar Series 6A* students who did not meet 2010 graduation requirements and encouraged them to complete the program by attending *Seminar Series 7A*; four of these students graduated with *Seminar Series 7A*. Participants completed a survey questionnaire during the final class, providing feedback on the *Series* as a whole and creating a database of students' skills to be used as a resource for future volunteer assignments. Finally, we are now positioning the *Seminar Series* as a recruitment tool for the *Master Class*.

As a result of these efforts, 59 individuals attended one or more classes, 22 of whom were graduates of previous classes. Seventeen students graduated after attending six of the eight sessions. Eleven of these graduates were new to the *Environmental Forum*. Seven *Seminar Series 7A* students have expressed interest in enrolling in *Master Class 39* and ten indicated they would like to volunteer for the *Environmental Forum* in the coming year.

In addition, we implemented several new administrative procedures. To provide greater organizational flexibility on class day and reduce the use of paper, electronic versions of weekly agendas and speaker biographies were emailed prior to class and no hard copies were distributed at the beginning of class. Audio recordings of each class were emailed to all paid participants. A weekly spreadsheet listing speakers' names, contact information, and additional recommended resources (e.g., videos, documentaries, books) was e-mailed to each attending student.

#### **Thoughts for Next Year**

Organizational efficiency, class coordinator performance, and the overall success of *Seminar Series 8A* will be supported by the following:

- As in 2010, special preview events to be held early next August and in January will promote community interest and student recruitment for both *Master Class 39* and *Seminar Series 8A*
- The Education Program Director will establish guidelines for presenting consistent high quality class content and recommend ways in which individual class topics can be linked thematically
- On a weekly basis, the Education Program Director will actively support class topic and content
  goals by providing clear direction and guidelines to class coordinators, establishing for them a
  higher level of participation during planning
- The Education Program Director will convene a group conference call with all Speakers before each class
- A volunteer administrative assistant will support the Education Program Director and Class Coordinators in organizing the Series and carrying out their other duties
- The amount of class time students have to discuss and integrate the teachings introduced each week will be increased

- Class topics will continue to be linked to timely environmental issues through the introduction of new topics and the updating of content of past *Series* curricula
- Expanding the Series to nine weeks and adding one or two field trips to the curriculum will be considered



Terry Fashing, Program Manager for Marin County's Stormwater Pollution Prevention Program, outlines how watersheds function to purify drinking water and explains why residents must be careful not to let chemicals, construction debris, or other contaminants enter streams and creeks.



Sustainable San Rafael President William Carney reviews ways in which *Seminar* students can advocate for positive change by describing his group's efforts to urge Congress to fight climate change by cutting greenhouse gas emissions.



#### **Environmental Forum of Marin**

**Education for Action** 

www.MarinEFM.org

<u>Visit Environmental Forum of Marin on Facebook</u>

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