



BIONEERS®

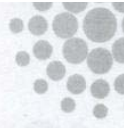


Seeding
PRACTICAL
solutions & social
for people & innovations
& planet

18th Annual Conference

Marin Center, SAN RAFAEL, California

OCTOBER 19 - 21, 2007



JAMES RUCKER (www.colorofchange.org) serves as the executive director of ColorOfChange.org, an online citizens' lobby of over 85,000 people dedicated to



amplifying the political voice of black America. ColorOfChange.org was created in the aftermath of the failed government response to Katrina and has since taken up advocacy and electoral campaigns focused on a variety of issues. Prior to co-founding ColorOfChange.org, James served as director of grassroots mobilization for MoveOn.org Political Action and Moveon.org Civic Action. **Y4, A24**

MARLOWE SAM, a member of the Colville Confederated Tribe, is a facilitator of the Four Societies Process Method, a traditional form of community conflict resolution



and collective transformation that he has helped lead with a variety of social change organizations. Marlowe has served as an advisory board member for the Pacific Cultural Conservancy; has acted as a primary mediator in several tribal and other conflicts; and has been an advisor in areas such as traditional forest resource use and in traditional men's healing programs. He was a participant in the indigenous caucus at the World Water Forum in Kyoto, Japan, in 2003. **A14**

ARTURO SANDOVAL (www.vocesinc.com) is president and founder of VOCES, Inc., a communications and organizational development firm with its headquarters in Albuquerque, NM, and with offices in Chihuahua, México. He is also the founder and president of the Center of Southwest Culture, Inc., a nonprofit organization that presents and produces cultural and educational programs of, by and for the peoples and cultures of the U.S. Southwest and México. **A23**

DIANA SCEARCE (www.monitorinstitute.com), a specialist in scenario thinking, is currently a consultant with the Monitor Institute (the primary vehicle through which the



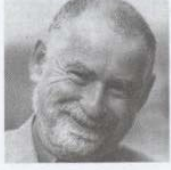
Monitor Group applies its assets to complex social problem solving). She has led scenario processes and training courses for nonprofit organizations and businesses across economic sectors and industries since 1998, starting during her tenure at the Global Business Network, where she co-authored the publication *What If? The Art of Scenario Thinking for Nonprofits* with Katherine Fulton. **A25**

DEBORAH SCHOENBAUM (www.marincc.org), deputy director of the Marin Conservation Corps (MCC) and a teacher at the Center for



Whole Communities in Fayston, Vermont, has for the past 10 years focused her professional and personal pursuits on issues related to conservation, environmental justice and social equity. Prior to joining MCC, Deborah was the director of Bay Area urban programs for The Trust for Public Land (TPL) and worked on community outreach and coalition building (particularly within communities of color throughout California) for The Nature Conservancy. **B10**

PETER SCHWARTZ (www.gbn.org) is a cofounder and chairman of Global Business Network, a leader in scenario thinking, strategic and futures research. His first book, *The*



Art of the Long View, is considered a seminal publication on scenario planning. Peter is widely consulted by organizations, businesses and governments for the insightfulness of his long-term thinking and his ability to spot future trends. He publishes and lectures internationally and serves as script consultant to futurist films such as 'Minority Report' and others. **A25**

DON SHAFFER (www.rsfsocialfinance.org) is the newly appointed president and CEO of RSF Social Finance. Prior to joining RSF, he served as executive



director of the Business Alliance for Local Living Economies (BALLE). He has over twelve years experience building social

mission companies including Comet Skateboards, a designer and manufacturer of premium skateboarding products committed to local and sustainable business practices. He graduated with a degree in American History at Cornell University, and lives in Berkeley, California, with his wife Jennifer. **A2**

CHARLES SHAW (www.conscious-choice.com) is the editor-in-chief of *Conscious Choice* magazine and the national editorial director of CE Publishing, which



includes *Conscious Choice*, *Common Ground*, *Whole Life Times*, and Seattle's *Conscious Choice* magazines, and ConsciousChoice.com. Charles was the founder and publisher of *Newtopia Magazine*, the former writer for "Reality Checks Radio," and serves as the senior staff writer for *The Next American City* and as an editor for *Worldchanging*. **A1**

AQEELA SHERRILLS, an inspiring leader who emerged from the mean streets of Watts, Los Angeles, to try and heal inner-city war zones, was a cofounder with several



other community activists of Amer-I-Can, an organization mentored by football great Jim Brown that now works on self-sufficiency in employment, education and housing in 12 states. In 1992, Aqeela and his brother Daude achieved national prominence when they brought the neighborhood gangs together for the signing of a historic "Peace Treaty" between the Bloods and the Crips. In 1999, Aqeela and his brother established the Community Self Determination Institute, dedicated to the further transformation of the Watts community. Aqeela currently heads up the Reverence Project, a for-profit consulting firm focusing on hosting authentic conversations that inspire a deeper quest for truth and the practice of love. **A14, B13**

GEORGE SHILLINGER, MBA, is a Stanford University researcher who addresses international marine conservation issues at the intersection of science, business, policy and journalism. George's current research with the Tagging of Pacific Predators Program (TOPP)

WITNESSING a VISION DEVELOP INTO a PRACTICE

IN 1973, THE ECOLOGY CENTER pioneered curbside residential recycling in the U.S. In the early days, a single flatbed truck roamed the streets, collecting bundled newspaper. Today, Berkeley's



ecology center

recycling programs constitute a multimillion-dollar enterprise that provides over 40 "green-collar" jobs and saves nearly 20,000 tons of resource-rich material from the landfill. For an ambitious nonprofit, there are few rewards greater than witnessing an idealistic vision develop into a mainstream environmental practice that contributes to the local economy.

And yet, so much remains to be done! The U.S. continues to lead the world in the generation of waste, producing a quarter of the world's garbage. Four decades ago, the level of waste generation was one-third of what it is now. Americans may be recycling more, but we're paradoxically throwing away more than ever. Now is the time to re-evaluate and re-imagine our end goals.

We at the Ecology Center desire a future without waste — one in which all of our discards become new products, compost, or feedstock, similar to what you find in natural ecosystems. There's a name for this vision: Zero Waste.

After much advocacy on our part, the Berkeley City Council unanimously approved one of the first Zero Waste resolutions in the nation. The resolution officially adopts a 75 percent waste reduction goal for the city by 2010, and establishes a Zero Waste Goal for 2020.

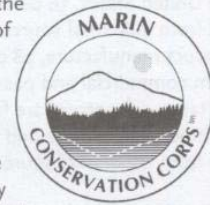
But what does Zero Waste mean? It means that Berkeley will no longer generate trash; instead, all our discards will be diverted from the landfill and processed into other products. This will require both aggressive resource recovery and industrial redesign to eliminate the very concept of waste. Eventually, the community's resource-use system will emulate natural cyclical processes, where no waste exists.

The Ecology Center is in the business of asking tough questions about waste stream. For instance, what remains in the trash that could be put to better use? How can we capture the massive amounts of paper and compostable food scraps that end up in the landfill? While many municipalities are moving to "single stream" collection (where residents commingle their bottles, cans, paper, and cardboard), does this method lead to the greatest amount of recycled materials? Are all of the plastic containers printed with the recycling icon truly recyclable? What happens to all those recyclables once they are shipped to China? And how can we clean up the emissions that spew from commercial recycling trucks?

To learn more about Zero Waste, visit our website at www.ecologycenter.org, or stop by our recycling truck on the fairgrounds and let's talk trash.

COMMITTED TO a STRONG and SUSTAINABLE FUTURE .

MARIN CONSERVATION CORPS (MCC), the nation's first local nonprofit organization of its kind, has transitioned a generation of young people into integral agents of change and advocates for environmental and social justice. Founded in 1982, MCC is committed to developing youth to thrive and become leaders in a global community where natural resources are conserved and the future is certain, strong and sustainable.



Nationally recognized for the excellence of its programs, MCC serves an ethnically diverse population of youth. Each year, approximately 300 corps members (aged 18 to 30) and 140 junior corps members (aged 11 to 17) participate in programs that help them gain the knowledge, values and skills to become productive and responsible members of the world community.

Through community service and civic engagement, corps members address critical needs in Marin County, helping land-management agencies, municipalities, public schools, neighborhood associations and others accomplish environmental and human-service goals — including Bioneers.

Members of MCC's Natural Resources Crew and MCC's Restoration and Ecosystem Management (REM) program undertake projects that preserve and enhance Marin's natural treasures. Their efforts include habitat restoration, ecosystem monitoring, fire-fuel reduction, and improving safety and access to public land while minimizing the inherent negative environmental impact that human activities create. Four years ago, REM members helped launch (and now coordinate) large-scale volunteer forces to assist the Golden Gate National Recreation Area, Point Reyes National Seashore, and Marin Municipal Water District with habitat restoration and other environmental projects.

The charge of AmeriCorps members serving in MCC's Youth in Environmental Service (YES) program is to provide recycling and environmental education to schoolchildren. Last year, YES members engaged more than 12,100 students, from elementary through high school, in service-learning projects and other activities designed to promote an ethic of service and environmental stewardship.

A winner of the state of California's Waste Reduction Award Program (W.R.A.P.) for the past 12 years, MCC provides an essential community service by working with local land managers and communities to capture recyclable waste. In Marin County, MCC pioneered a program that annually prevents about 160 tons of recyclables left at public lands from entering the landfill waste stream. Members of MCC's Community Recycling Crew service over 300 recycling bins placed at more than 40 parks and recreation areas countrywide.

Since the year 2000, MCC has been a Bioneers partner, providing organizational support to reduce the waste generated at the annual conference. MCC staff, with the help of corps members, identify key high-traffic areas to set up resource collection points. Corps members stationed at these locations serve as environmental educators and ensure the efficiency of recycling operations, one way in which to support the greening of Bioneers and a Zero Waste future. (www.marincc.org)