



**LEADERSHIP  
INSTITUTE**  
for ECOLOGY and the ECONOMY

# VANGUARD

INSPIRING LEADERS *for* SUSTAINABLE COMMUNITIES

## CALENDAR OF EVENTS

**2nd Thursdays**  
**Climate Protection**  
**Leadership Circle**  
**12:00–1:30 PM**

**4th Wednesdays**  
**Green Jobs**  
**Leadership Circle**  
**12:30–2:00 PM**

Location: Third floor  
conference room, 555  
Fifth Street, Santa Rosa  
MORE INFO & TO RSVP:  
AMIE GLASS, AMIEGLASS@  
ECOLEADER.ORG

**Friday, May 7, 2010**  
**Sustainable Enterprise**  
**Conference 2010**  
Sonoma Mountain Village  
MORE INFO:  
WWW.SUSTAINABLE  
ENTERPRISECONFERENCE.COM

## SUSTAINABLE ENTERPRISE CONFERENCE HELD MAY 7

**Fifth annual gathering of  
sustainability leaders**

**N**ow in its fifth year, the Sustainable Enterprise Conference has become the preeminent regional gathering of leaders in the sustainability movement. “One of the best things we do is bring together a balance of academic, business and policy people,” says Oren Wool, the Organizational Director of the conference.

Held on Friday, May 7 at Sonoma Mountain Village in Rohnert Park, the Sustainable Enterprise Conference theme is “Tools for the Transition.” Most attendees at the conference are already committed to sustainability at their organization, workplace, or community, and they want to know how to drive positive change in their organizations. Wool says: “This is a really good networking event. You get to see everybody in the room at the same time.”

Genevieve Taylor, one of the founders of the conference and a graduate of the Leadership Training for a Sustainable



Photo: Don Jackson

The 2009 Sustainable Enterprise Conference

Future, says that business owners and managers really benefit from the conference. “One of our visions was to work with businesses who wanted to learn practical things they could do right away. We worked to create ways for the right kind of information to flow.”

The Sustainable Enterprise Conference has a strong connection to the Leadership Institute, which acts as the fiscal sponsor for the conference. “The Institute provides us the organizational structure to move forward,” says Wool. “There’s a direct correlation between our work and the work of the Institute. What we do relates directly to the mission of the Institute.”

Speakers include leaders from the worlds of politics, universities and business, and it’s that mixture that makes the Sustainable Enterprise Conference unique. Attendees will have extraordinary opportunities to network with others who are making positive changes in environmental, economic and social responsibility and sustainability. Wool notes that: “The speakers really make the event. These are really inspirational people. These are the people who are out there every day, doing the work.”

For more information about the annual Sustainable Enterprise Conference on May 7, visit [www.sustainableenterpriseconference.com](http://www.sustainableenterpriseconference.com).

# ACCEPTING APPLICATIONS FOR LEADERSHIP TRAINING FOR A SUSTAINABLE FUTURE

We are pleased to announce that the Leadership Institute for Ecology and the Economy is now accepting applications for the 2010–2011 class of its Leadership Training for a Sustainable Future program. This will mark the eleventh year that our popular training program has been offered. To learn more about the program and the selection process, go to [www.ecoleader.org](http://www.ecoleader.org)

## APPLICATION TIMELINE

**Application Deadline**  
5 PM, Friday April 9, 2010

**Applicant Interviews**  
Thursday, April 29, 2010  
Friday, April 30, 2010

**Selection Notification**  
End of May 2010

## CLASS OF 2010–11 SCHEDULE

Class Retreat, August 20, 2010

Day 1 — Principles of Sustainability, September 3, 2010

Day 2 — Food Systems, October 1, 2010

Day 3 — Energy & Waste Management, November 5, 2010

Day 4 — Water Sources & Uses, December 3, 2010

Day 5 — Health, Education, January 7, 2011

Day 6 — Business & Economy, February 4, 2011

Day 7 — Smart Development: Community Planning for Social Equity, March 4, 2011

Day 8 — Smart Development: Transportation & Land Use, April 1, 2011

Day 9 — Leadership for Sustainable Communities, May 6, 2011

Graduation Ceremony (evening) May 20, 2011

## SUSTAINABLE PUBLIC POLICY

The ninth annual New Partners for Smart Growth Conference was held in Seattle in February. Organized by the Local Government Commission, this event continues to educate and inspire leaders on the ways in which Smart Growth principles can help communities become more environmentally, socially and economically sustainable.

A major theme of the conference was equitable development, how communities can work together to integrate smart growth and environmental justice. Workshops presented included:

- Talking about Race and Smart Growth
- Evidence from Leading Green Affordable Communities
- Smart Growth at the Intersection of Environmental Justice and Green Jobs

PDF files of the slides presented at the conference are available on the program page of the conference website (sidebar).

Highlights of the conference included the appearance of two members of President Obama's cabinet, Secretary Shaun Donovan of the Department of Housing and Urban Development and Secretary Ray LaHood of the Department of Transportation. They discussed their Sustainable Communities Initiative which brings together federal agencies responsible for housing, transportation, and the environment to help improve access to affordable housing, increase transportation options, and lower transportation costs while protecting the environment in communities nationwide.

### Sustainable Communities Initiative

[www.epa.gov/smartgrowth/partnership](http://www.epa.gov/smartgrowth/partnership)

### New Partners for Smart Growth Conference

[www.newpartners.org](http://www.newpartners.org)



### 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.

## FELLOW PROFILE: CHRISTINE CULVER

### Connecting transportation and policy

"I don't have an elevator speech, but I need one," confides Christine Culver, Executive Director of the Sonoma County Bicycle Coalition. The lack of a quick speech about her organization (one that could be recited to a stranger while an elevator moves between floors, hence the name) is not due to a lack of energy on the part of the coalition, but reflects its growing and evolving nature. "We're doing so many things ..." Culver adds.

The 10-year-old bicycling advocacy group has grown from a good idea to a major force in county land use and transportation decisions, and Culver has been involved for many years of that growth. She started as a volunteer not long after the coalition was founded, and became its Executive Director in 2003.

The Coalition's office was in her house at first, and it's moved a few times, but it's now housed in an office building on Mendocino Avenue in Santa Rosa. The office is a little worn around the edges, but has plenty of space for bicycles, the primary source of transportation for Culver and her staff, who work on grants and advocacy.

"Our mission is to make the roads safer for bicycle transportation," says Culver, who then adds that the coalition also offers youth and adult safety training, creates bicycling maps, reports unsafe riding conditions, monitors the effectiveness of traffic signals, and more. (That potential elevator speech is getting longer and longer!)

Culver is a common sight at public meetings, always pleasant but never shy, speaking up about the need to include bicycling in planning for neighborhoods, streets and schools. "We work with government officials to make sure they include bicycles in their planning."

In addition to advocacy, the coalition offers "Street Skills" classes for youth and adults. These classes are not only making the roads safer, but they function as diversion programs for traffic offenders who need an attitude adjustment, whether they're bicycle or

vehicle operators. The coalition also works with law enforcement agencies to report those who harass bicyclists, a particularly dangerous practice. "Anyone can go to our website and report incidents of harassment. We have a great relationship with local law enforcement agencies," who take harassment issues seriously.



Culver participated in the Leadership Training for a Sustainable Future because she wanted to be more connected to the community. "I didn't have as much policy and activism background and I wanted to know more about how the system worked."

It's the network of other Fellows that Culver has found especially valuable. "Like-minded, or not like-minded people, who have all different backgrounds, but who all want to make this a better community. It's been a great resource for keeping in the loop. We all have that connection."

Culver enthusiastically recommends the Leadership Training for a Sustainable Future, and regularly nominates potential Fellows. "If you have an interest in making a difference in the community, this is where you can get a broad understanding of how to do that."

### SONOMA COUNTY BICYCLE COALITION

The Sonoma County Bicycle Coalition promotes bicycling for transportation and recreation and works to educate the community about bicycle safety and the benefits of cycling, including good health and protecting the environment. [www.bikesonoma.org](http://www.bikesonoma.org)

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### NEWSLETTER

Ray Holley, Fellow, Class of 2007  
EDITOR

Kim Dow, DowHouse  
GRAPHIC DESIGN



## WORD POWER

### ENTERPRISE

Its origin is Middle English, and once suggested that one should “take hold” or “undertake.” Today, enterprise is associated with business, but the larger meaning still implies action, a project to be undertaken, especially one that requires boldness or energy. What sort of sustainable enterprise inspires you to take action, to be bold and energized?



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