



**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

**Thursday, July 29  
2nd Annual Fashion  
Show Fundraiser**

**6:30–9:00 PM**

Glaser Center, Santa Rosa

MORE INFO & TO RSVP:

[HTTP://ECOFASHIONJULY29.](http://ecofashionjuly29.eventbrite.com)

EVENTBRITE.COM

**Thursday, September 23  
Smart Growth  
Symposium VI: Planning  
for Economic Prosperity**

Keynote Speaker: Michael  
Shuman, Director for  
Research and Economic  
Development for BALLE

Finley Center, Santa Rosa

MORE INFO:

[WWW.ECOLEADER.ORG](http://www.ecoleader.org)

**Saturday, November 13  
2nd Annual Leadership  
in Sustainability Awards**

Keynote Speaker: Annie  
Leonard, author of *The  
Story of Stuff*

Friedman Center,  
Santa Rosa

MORE INFO:

[WWW.ECOLEADER.ORG](http://www.ecoleader.org)

## INSTITUTE CELEBRATES A DECADE OF SUCCESS

**Founded in 2000, Leadership Institute  
aims to stay ahead of the curve**

**T**he Leadership Institute for Ecology and the Economy celebrates 10 years of community service in 2010, but Leadership Institute leaders haven't paused to rest. An ambitious future planning process, under way since last winter, looks ahead to the future of the Leadership Institute.

The Leadership Training for a Sustainable Future—they key program of the Leadership Institute—just graduated its tenth class of community leaders—more than 300 Fellows of the Leadership Institute are out in their communities, promoting positive change towards a sustainable future.

While we prepare to look ahead, let's recall the past. In the early 1990s, Rick Theis and Steve Rabinowitsh participated in Leadership Santa Rosa (LSR), a training program for community leaders. They came away with a deeper understanding about local issues and political systems.

When Steve and Rick spoke about the program with environmental and community leaders, they asked themselves, "Why isn't there something like that for environmentalists?"

Rick went on to serve on the Santa Rosa Planning Commission. "At the time I was also the Executive Director of the Sonoma County Grape Growers Association and I was passionate about local wines," says Rick. "I saw how essential it was to protect agricultural land from urban sprawl."



As a Planning Commissioner, Rick became an outspoken advocate for urban growth boundaries, transit-oriented, mixed-use development and affordable housing. When he opposed a big box development on south Santa Rosa Avenue, he was removed from his seat on the Planning Commission, then narrowly lost a bid for a City Council seat.

"I was extremely disappointed," Rick recalls, "but I now realize how much more effective I became by not being elected. What really helped me focus on sustainability was being appointed to the Board of Urban Ecology, an organization founded in Berkeley and devoted to sustainable development. It was there that I began to really understand that for there to be a sustainable future, we must plan and develop our communities with social justice and environmental concerns balancing economic interests."

Rick realized that training environmental leaders to be more effective was good, but it wasn't enough. "I concluded that we needed to train community activists from diverse backgrounds on the need to balance environmental, equity, and economic interests whenever they address public policy issues. We incorporated the Leadership Institute for



## SUSTAINABILITY MINUTE

Take a minute and learn how to create a sustainable future

### GETTING INVOLVED IN YOUR COMMUNITY

If you're wondering where to start in creating a sustainable future for Sonoma County, consider getting more involved in your community. Many Institute Fellows are engaged doing everything from leading neighborhood organizations to helping plant an edible garden in a neighbor's front yard. For an inspirational look at how one city supported community involvement, check out Jim Diers' book *Neighbor Power: Building Community the Seattle Way*.

Jim is the former director of the City of Seattle's Department of Neighborhoods and has extensive experience in strengthening communities from the ground up. He will be speaking at a Neighbors Summit in Santa Rosa in August 2010. Contact the Institute at 707-578-9133 if you'd like to receive more information about the Neighbors Summit.

Giving back to the community we live and work in is a tangible and very rewarding way to make positive change.



### 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.

## WE'RE GOING PAPERLESS

For the majority of readers, this will be the last newsletter that we print, bundle and mail to you. We're going digital, and will begin delivering our newsletter via email later this year. For an organization devoted to sustainability, it makes sense to reduce printing and mailing costs while cutting back on resource consumption.

Printing our newsletter uses paper and ink, but it also has an impact on our carbon footprint. The newsletters are printed on a machine that uses electricity, delivered to us in a truck that uses diesel fuel, then delivered to you by the postal service.

There are risks involved in delivering solely via email—some of you, already inundated with emails, may punch the 'delete' key when we arrive. We hope not, and we plan to make our e-newsletter as colorful, interesting and inspiring as our paper version.

Our editor, designer and staff will be meeting this summer to talk about the transition. If you have ideas or suggestions about our transition to a digital newsletter, email [ecoleader@ecoleader.org](mailto:ecoleader@ecoleader.org).

### FELLOWS NETWORKING EVENTS

**Friday, June 25**  
**Fellows Happy Hour**  
Santa Rosa

**Sunday, August 29**  
**3rd Annual Fellows' Picnic**  
Sebastopol

**Friday, September 24**  
**Fellows Happy Hour**  
Cotati

MORE INFO:  
AMIE GLASS, 707-578-9133

### A DECADE OF SUCCESS *cont. from page 1*

Ecology and the Economy and began our first class in September 2000."

In its tenth year, the Leadership Institute made a decision to look ahead. "When we were founded 10 years ago, we were way ahead of the curve, and we want to stay that way," says Tanya Narath, Executive Director of the Leadership Institute.

The Institute board met this winter to discuss a strategic planning process, and made a decision to look ahead, way ahead. "We decided to look out 35 years," says Tanya. "We wanted to think out of the box in terms of trends and where we see the world headed."

The Institute, working with Organization Development expert Terry Taylor, interviewed elected officials, local business and community leaders, Fellows and more to ask: "If you were running the Leadership Institute, where would you be taking the organization? How would you respond to economic and demographic shifts?"

The data will be analyzed over the summer for key trends, and presented back to a group of community members. The goal is to have a plan in place by the end of the year, with both short term and long term goals. "This might reveal new opportunities or might validate what we're already doing, or both," says Tanya. "We're being very open."

## FELLOW PROFILE: A DESIRE TO GIVE BACK

We meet **Ryn Longmaid**, Fellow of the Leadership Institute for Ecology and the Economy.

When Ryn Longmaid first heard about the Leadership Training for a Sustainable Future, she knew she was interested in the program. At the time, she was working as the Economic Development Specialist for the city of Sebastopol, and Sebastopol Chamber of Commerce CEO Teresa Ramondo supported her application.

“When I filled out the application I felt very small in the world because it highlighted the things I was not doing,” Ryn recalls. “I grew up in a military family and we moved a lot. I had a sense of family but no sense of community.”

Ryn came to Sonoma County through her prowess in the kitchen. After two years at Tassajara Zen Center, cooking at Greens and working as a personal chef for actor Don Johnson, she was recruited to come north and become an executive chef for Amy’s Kitchen. After Amy’s came her own restaurant, then the job with Sebastopol.

“I started looking at everything from a higher level, from a systemic point of view.”

Ryn’s awakening into a sustainable lifestyle came through the Leadership Training and the Sustainable Enterprise Conference. “I had been exposed to organic cooking, even composting, but the connection to holistic practices and sustainability had never been made. The conference and the training were huge awakenings for me. Almost everything was new—I had no idea where my water came from, for example.”

The nine-month Leadership Training “changed the course of my life, everything about how I was in the world, just clicked. It shifted me and things aligned philosophically.”

Ryn embraced the balance inherent in true sustainability, the need to account for social justice and economic vitality while protecting the natural environment. “I made a decision that every



Ryn Longmaid in the kitchen at the Leadership Awards Dinner.

job I took, going forward, would have something to do with sustainability.”

She took her connection to the Institute seriously, and eagerly accepted an offer to join the board of directors of the Institute, in the newly created position of “new director,” a board position designed to nurture emerging leaders. After her year as a new director, Ryn became a regular director and served until this Spring. “It was my first board experience, but once you get into service it’s hard to avoid the obvious needs.”

Ryn was a key player in the development and execution of the first Leadership Awards Dinner, and took on the challenging role of the dinner itself. She ended up in a unique cooperative environment with a who’s who of local organic cooks. “I brought the group together, but it was so collaborative, we each did our little pieces of the main thing. It was amazing.”

What’s the long term impact for Ryn of her experience with the Institute? “I started looking at everything from a higher level, from a systemic point of view. I can’t just be a strategic planner, but I can’t just be in the trenches doing the work. I have to have that hybrid model of doing both. And, I have to know how I act and use emotional intelligence wisely. Do I bring clarity or do I bring dissension?”

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PROGRAM DIRECTOR

### NEWSLETTER

Ray Holley, Fellow, Class of 2007  
EDITOR

Kim Dow, DowHouse  
GRAPHIC DESIGN



## WORD POWER

### VOLUNTEER

From the French word volontaire, it means: one who enters into or offers oneself for a service of his or her own free will. For community based organizations, volunteers mean: life, connection, community, purpose. There may be no higher service than to give freely of our time to heal the world, each in our small but important way.



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# LEADERSHIP INSTITUTE VOLUNTEERS

**Every successful community organization has key volunteers who help advance the mission of the organization. The Leadership Institute for Ecology and the Economy recognizes the many volunteers who make our work more effective in our communities.**

\*Denotes a special thank-you to members of the food committee for our first Leadership Awards Dinner, held last Fall. These champion volunteers truly went above and beyond for the Leadership Institute!

Michael Allen	Jessica Diaz	Chrit Longmaid	Paul Schiefer
Mike Andrews	Ginny Doyle	Ryn Longmaid*	Dwight Sims
Juan Arias	Dave Ergo	Ana Lugo	Portia Sinnott
Melanie Bagby	Charles Evans	Jake Mackenzie	Maitreyi Siruguri
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Marja Dhollosy*	Pat Landrum	Jazmin Rodriguez	



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