



**LEADERSHIP  
INSTITUTE**  
*for ECOLOGY and the ECONOMY*

# VANGUARD

INSPIRING LEADERS *for* SUSTAINABLE COMMUNITIES

## CALENDAR OF EVENTS

### Wednesday, January 14

6TH STREET PLAYHOUSE,  
SANTA ROSA  
WINE & DESSERT AT 7PM  
PLAY AT 8PM

Exciting Dress Rehearsal  
for the North Bay  
premiere of *THE SCENE*—  
a fundraiser for the  
Leadership Institute;  
donation \$25 a person

MORE INFO & TO PURCHASE  
TICKETS: 707-578-9133

### Monday, February 2

Leadership Training  
for a Sustainable Future—  
Application process  
begins for individuals  
interested in participating  
in the Class of 2010

MORE INFO: 707-578-9133



Photo Courtesy Solar Sonoma County

Paul Dean and Rustie Woods installed a photovoltaic solar system on the roof of their Sebastopol home, and enjoy energy independence.

## SOLAR INITIATIVE OFF TO A STRONG START

**Cooperation key to success of Solar Sonoma County**

**T**ake increasing energy costs, mix with hard work and a growing interest in alternative energy sources, bake for a few months in Sonoma County's forward-thinking climate of innovation and sustainability, and you have a perfect recipe for a partnership between local governments, business and community interests. When it pops out of the oven, call it Solar Sonoma County.

The co-chef of this effort is a Fellow of the Leadership Institute. When Lori Houston began the Leadership Training for a Sustainable Future, in the Fall of 2006, she (along with her fellow class members) was asked to choose a leadership project. Lori had an idea for a

countywide effort to promote solar energy use and energy efficiency.

"I was debating between this and universal healthcare," Lori says. "I thought I had a better chance of success with solar!" Lori is a communications and public relations consultant, working with community organizations, but her primary focus for the last year has been Solar Sonoma County.

Lori knew Marty Roberts, who had founded the successful Solar Sebastopol in 2002. The two energetic women talked about a countywide effort, and began officially in 2008. "We really didn't know what we were getting into at first," says Lori. "But we were in the right place at the right time."

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## WHAT IS SOLAR SONOMA COUNTY?

A public-private consortium of local governments, businesses, and other entities and individuals working collaboratively to identify and implement initiatives to promote, expand, and accelerate solar photovoltaic/solar thermal energy generation and energy efficiency throughout Sonoma County.

### Purpose/Mission

To promote installation of solar PV and solar thermal on public facilities, homes, and private properties, and to promote energy efficiency county wide through a public-private partnership.

### Goals

- Generate 25 Megawatts of new solar power by 2011
- Create a countywide Solar Implementation Plan
- Reduce/remove barriers to solar with innovative local policies, financing, and incentives
- Reduce CO2 emissions to meet, exceed targets for climate protection
- Cut energy costs for municipalities, local business, and residents
- Establish and implement quality control standards for solar installations
- Install the most solar among 10 Bay Area Counties (Sonoma County now 2nd)
- Protect our environment and reduce our dependence on fossil fuels
- Jumpstart the shift to net zero energy

## CAMPAIGN 2008

Leadership Institute Fellows were active in the November campaign, demonstrating the Institute's growing influence in local and regional elections. Six out of ten of the Fellows who ran for office this time were elected!

### Ran for Office

Elected/Reelected

**Noreen Evans**, Fellow 2001: 7th District CA State Assembly

**Michael Allen**, Fellow 2006: Santa Rosa City Council

**Judy Kennedy**, Fellow 2007: Santa Rosa City Council

**Jake MacKenzie**, Fellow 2001: Rohnert Park City Council

**Will Pier**, Fellow 2006: 1st District Sonoma County Board of Supervisors

**Tiffany Renée**, Fellow 2007: Petaluma City Council

**John Sawyer**, Fellow 2004: Santa Rosa City Council

**Kathleen Shaffer**, Fellow 2006: Sebastopol City Council

**Jen Thille**, Fellow 2005: Sebastopol City Council

**Gary Wysocky**, Fellow 2006: Santa Rosa City Council

### Active in Campaigns

**Patrick Band**, Fellow 2008: Campaign Coordinator, Shirlee Zane for Sonoma County Supervisor

**Janet Beazlie**, Class of 2009: Volunteer, Friends of SMART; Swing State Volunteer in Minnesota for Barack Obama

**Nick Caston**, Fellow 2005: Campaign Manager, Yes on Measure A in Santa Barbara County

**Jennifer Dawes**, Fellow 2008: Volunteer, Sonoma County Young Democrats; No on Prop 8; Friends of SMART; Red-to-Blue trips

**Jessica Diaz**, Class of 2009: Member, Michael Allen for Santa Rosa City Council campaign committee; Chair, Lee Pierce for City Council campaign committee

**Ray Holley**, Fellow 2007: Media Coordinator, Wine Country Says No On 8

**Elizabeth McCarthy**, Fellow 2001: Events, Friends of Noreen Evans for Assembly 2008; Volunteer, Rue Furch for Sonoma County Supervisor

**Tanya Narath**, Fellow 2005: Chair, Friends of SMART

**Steve Rabinowitch**, Fellow 2001: Co-Chair, Sonoma County Campaign Committee for Yes on Measure Q

**Denny Rosatti**, Fellow 2005: Co-Chair, Sonoma County Campaign Committee for Yes on Measure Q

### SOLAR INITIATIVE *cont. from page 1*

They received two significant grants to help get started, \$12,500 each from PG&E and the Sonoma County Water Agency. Those grants were key to the early success, covering overhead and allowing municipal partners to get on board at little cost.

Windsor Town Councilmember Deb Fudge helped Marty and Lori secure the grants. "They wanted to get every city and the county to join Solar Sonoma County, but with the economic situation, cities would have had a hard time paying dues. The grants allowed every city to join."

Lori says that Deb's help was critical to the organization's success. "Deb Fudge is an ambassador to local government for us."

Solar Sonoma County has set ambitious goals, that include 25 megawatts of new solar power in just three years, cutting carbon dioxide emissions, and streamlining government approvals for solar projects. "We wanted the goals to be

audacious, we wanted to get people's attention," says Lori. "This is something we can do sooner rather than later."

Solar Sonoma County held a kickoff event in September. "The decision makers we wanted all showed up," says Marty. "This is a much bigger endeavor than Lori and I had ever imagined. There's just been an onslaught of people wanting to join us."

Lori agrees. "Our efforts are multiplying. We get phone calls or we meet people who want to get involved. It's a confirmation that we're moving in the right direction."

In addition to Lori, other Leadership Institute Fellows are involved with Solar Sonoma County or its partners. Lori also says that being a Fellow has helped Solar Sonoma County grow. "Being a Fellow is a credential for me to be able to contact people who I don't know. It tells Fellows that they can have confidence in me due to the reputation of the Institute."

## FELLOW PROFILE: PERSISTENCE AND VISION

In this newsletter, we meet **Steve Rabinowitsh**, a Fellow of the Leadership Institute for Ecology and the Economy.

Steve Rabinowitsh has been on the ground floor of lots of good ideas in Sonoma County in the last two decades. As a founding member of the Leadership Institute for Ecology and the Economy, Steve's good advice and commitment have helped the Institute grow and flourish.

But, that's not all Steve has done for Sonoma County. He was part of a small group of people who took a walk along the trash-strewn banks of Santa Rosa Creek almost 20 years ago, and envisioned a restored creek, with wildlife, walking paths and plenty of clean water.

The Committee for Restoring Santa Rosa Creek held community workshops, lobbied elected officials, applied for grants, and gradually inoculated the community with its vision for the creek.

Today, the Santa Rosa Creek restoration project is a showcase of public and private efforts, and it continues to expand along the length of the waterway. It has benefited from the intensity of Steve's focus. "I've never felt that I could be as effective doing five different things as I would be doing just one big thing at a time," he explains.

That "one big thing" has turned into a series of big things. Steve was active in the formation of the original Sonoma County Agricultural Preservation and Open Space District, and chaired its Advisory Committee. He also took on a leadership role in getting the Open Space District reauthorized by Sonoma County voters in 2006.

Another ballot item failed in 2006, the measure that would have created a quarter-cent sales tax for passenger trains that would run from Cloverdale to

Larkspur. Steve was determined to make sure that voters approved SMART the next time around, and put a year-and-a-half of his effort into Measure Q, which was approved this November.

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Steve also served two terms on the Santa Rosa City Council, from 1998 to 2006, is a member of the Santa Rosa Waterways Committee, the Santa Rosa Art in Public Places Committee, the Community Foundation Sonoma County Grant Distribution Committee, and the Leadership Institute Board of Directors.

Why does he get involved? "I'm one of those people who are attracted to big projects that have a long term impact. I have high standards and I put a lot into it. I want to be effective at what I do."

Steve is leaving the Institute board at the end of this year, and says he has enjoyed the time and experience. "It has added to everything I do."

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### NEWSLETTER

Ray Holley, Fellow, Class of 2007  
EDITOR

Kim Dow, DowHouse  
GRAPHIC DESIGN



### 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.



## WORD POWER

### ENERGY

The origin is Ancient Greek—*energeia*—denoting force or vigor of expression. Nowadays, energy describes everything from auras to automobiles, from vitality to value. In the context of sustainability, energy is a force to be conserved and measured, used but not abused. Energy can power our dreams as well as our homes. If we manage it properly, it lights our lives and our futures.



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# SUSTAINABILITY MINUTE

Take a minute and learn how to create a sustainable future

Did you know that during the holiday season, waste disposal increases 25 percent in the United States, causing an extra 5 billion pounds of waste in the landfills? In addition, greenhouse gas emissions increase as more people travel to be with family and friends during the holidays. Here are three ideas to implement this holiday season to reduce your waste and green your gift giving.

### 1. Send Electronic Cards

Search the Internet for e-cards and choose from a wide selection of free and paid e-card services. You'll avoid the wait at the post office for stamps and you can feel good about not adding to the paper waste stream.

### 2. Reduce, Reuse, Recycle Your Holiday Wrapping Materials

Reduce and reuse by not buying wrapping paper. Get creative and make your own with materials you already have, like newspaper or used wrapping paper. Or, give gifts in reusable boxes and

“Reduce your waste and green your gift giving this holiday season.”



bags. Set a goal of recycling all the cardboard and foam packing that arrives with gifts or purchases. Many local pack and mail stores will take and reuse your unwanted packing materials.

### 3. Green Your Giving With the Gift of a Better World

Make a donation to the Leadership Institute in honor of a loved one. Your friend will receive a card informing them of your gift and the work it supports at the Institute. We will also add the recipient to our mailing list to receive a one-year subscription to our quarterly newsletter. Contact the Institute at 578-9133 or email [ecoleader@ecoleader.org](mailto:ecoleader@ecoleader.org) to request a gift donation package.



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