



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

# VANGUARD

INSPIRING LEADERS *for* SUSTAINABLE COMMUNITIES

## CELEBRATING LEADERSHIP IN SUSTAINABILITY

**Sold-out Awards Dinner a big success**

**T**he evening of Saturday, November 7 marked a turning point in the local sustainability movement. More than 200 people packed the Mary Agatha Furth Center in Windsor to honor community leaders and organizations who are spearheading new ideas and innovative approaches to implementing sustainable practices.

“The awards dinner was a moving and heartfelt celebration of leadership,” said Tanya Narath, Executive Director and CEO of the Leadership Institute. “Attendees represented a broad cross-section of the community. Civic, political, business and youth leaders all came together to recognize and honor leadership for sustainability.”

The dinner recognized community leaders who have displayed remarkable achievements in creating socially, economically and environmentally sustainable communities. The Individual honorees were: Ann Hancock, Mark Inman and Evelina Molina. Petaluma Bounty received the Organization award. The Project award was shared by Sonoma Mountain Village and the Accountable Development Coalition for the Sonoma Mountain Village Community Benefits Agreement.

**Ann Hancock** (Environment) is focused on establishing Sonoma County as a leader in climate protection efforts. Under Ann’s leadership, the Climate Protection Campaign set a national precedent by getting all nine cities



Evelina Molina (center) received her Leadership in Sustainability Trailblazer Award from Leadership Institute Founder Rick Theis and ED/CEO Tanya Narath.

and the county of Sonoma to sign on to what at the time were the most ambitious greenhouse gas emission reduction goals in the nation.

**Mark Inman** (Economy) is the CEO and co-founder of Taylor Maid Farms Organic Coffee and Tea, a certified organic herb-farm and organic-fair trade coffee roaster. His company’s mission and business model consciously reflect his values and commitment toward sustainable communities, locally and around the world.

**Evelina Molina** (Trailblazer) is the co-founder of the North Bay Institute of Green Technology, which trains and prepares low-income, unemployed, under-employed

*continued on page 2*

### CALENDAR OF EVENTS

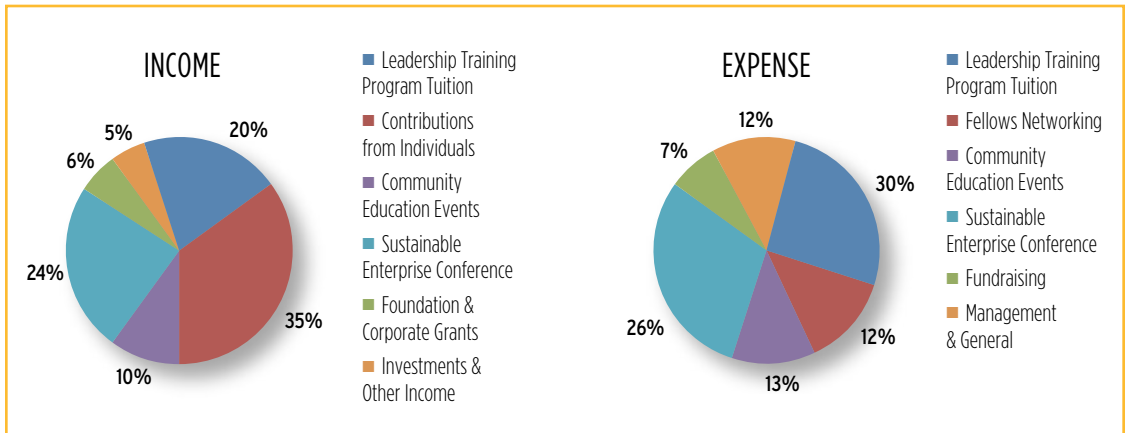
**Second Thursdays  
Climate Protection  
Leadership Circle  
12:00–1:30 PM**

**Third Wednesdays  
Green Jobs  
Leadership Circle  
1:30–3:00 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

## LEADERSHIP INSTITUTE 2009 BUDGET



## WISH LIST

A busy organization like ours puts on a variety of events, large and small, and we want to make sure we don't waste resources with disposable products. We're seeking the following supplies to stock our "event greening" kit:

- 50 cloth cocktail napkins
- 25 coffee mugs
- 25 water cups
- 2 non-breakable food trays
- 2 dish bins
- 1 compost bin

If you can donate or underwrite any of these items, email us at [ecoleader@ecoleader.org](mailto:ecoleader@ecoleader.org).

### LEADERSHIP AWARDS *cont. from page 1*

youth for careers in the emerging green-collar industry. She raises all the funds for her work through grants and donations, and focuses on social justice as her entry point for connecting all aspects of sustainability.

**Petaluma Bounty** (Organization) was launched in 2006 to create a sustainable food system for Petaluma. It helps Petaluma residents grow healthy food, redistributes surplus food, and provides affordable fresh food to low-income families and seniors.

**Sonoma Mountain Village** and the **Accountable Development Coalition** share the Project award for the innovative Community Benefits Agreement for Sonoma Mountain Village.

The **Accountable Development Coalition** (ADC) was created by a coalition of environmental leaders, affordable housing advocates, labor leaders, and social justice advocates. Its purpose is to find common ground in order to create a coalition that can be a powerful force in negotiating with developers to build more sustainable communities.

**Sonoma Mountain Village** (SMV) was a willing partner with ADC in the Community Benefits Agreement process. SMV, a sustainable community being built at a former Agilent facility, will be a model for sustainability. That they can "do it right" and still plan to make a profit sets a new and higher standard for greener and more equitable development.



The kitchen was busy at the awards dinner, staffed by volunteer gourmet chefs and students from the Windsor High School culinary program.

The dinner itself was a model of sustainability. Volunteer chefs (most of whom are Fellows of the Leadership Institute) created a delicious meal. "When I first entered the center that afternoon, I was immediately struck by the great spirit of the Fellows and volunteers cooking away. The karma was truly joyous in that kitchen," said Rick Theis, the founder of the Leadership Institute and one of the volunteer chefs. "We created a totally vegetarian, locally sourced dinner. It was fantastic and proved we could walk our talk and eat it too!"

The event also marked the tenth year since the founding of the Leadership Institute. "I was very proud of the Institute that night, and how far we've come in this decade," said Theis.

## FELLOWS PROFILE: KEVIN JONES

### The intersection of money and meaning

Kevin Jones is the founder of Good Capital ([www.goodcap.net](http://www.goodcap.net)), a venture capital firm that invests in enterprises that promote a public good. He was also a co-founder and producer of Social Capital Markets 2009, a September event that attracted more than 1,000 people from 34 countries to come together and talk about socially responsible investing.

Kevin started out as a journalist and found himself attracted to business reporting. He has been a columnist for *Forbes* and *Business 2.0* magazines, and owned business and community newspapers and publications in his native Missouri, before coming to California in 1996.

“We moved to the Bay Area so my wife could attend the seminar,” Kevin explains. “I was still an entrepreneur at that point, writing for business magazines and starting a business of my own.”

Kevin founded Net Market Makers, one of the first successful Internet marketplace firms that allowed online business-to-business commerce. After the sale of that business, he had time to get more involved in his community. “I got involved in non-profits and I discovered that I wasn’t very good at being on non-profit boards, but I knew I was good at business.”

With his business acumen and connections, Kevin “discovered that you could do good while doing business” through socially responsible investing. He co-founded Good Capital. “We raised money and started investing. The first company we invested in was Better World Books, which gives money to literacy projects.”

“I discovered that you could do good while doing business.”



That first investment was a good one. “We invested in April (2009) when they were at \$18 million in projected annual revenue. Now they’re at \$45 million and they’ve raised more than \$7 million so far for literacy projects.” Kevin and his Good Capital partners have enough funds raised “to do three or four more deals, and all will be certified fair trade companies.”

Kevin is a member of the Class of 2006 of the Leadership Training for a Sustainable Future. “It was part of my education, I wanted to understand more about sustainability, not only as an entrepreneur but as a socially responsible investor.”

The Leadership Training helped Kevin “understand Non-Governmental Organizations and Community Based Organizations a lot better than I did before. I have an understanding of how they work with local governments and private enterprise for the public good.”

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### 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

### CAPITAL

It's origin is Middle English and its uses are many. In the context of sustainability, it might be useful to think of capital as a collection of natural, economic or social assets. Certain forms of capital, such as minerals and fossil fuels, are finite and must be used carefully. Other forms of capital, such as sustainable business ideas or time spent volunteering, are continuously renewable.



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# SUSTAINABILITY MINUTE

Take a minute and learn how to create a sustainable future



## HELPING OTHERS

With all the focus on the climate crisis, economic meltdown, and other pressing issues, we sometimes forget that here in Sonoma County many are struggling to make ends meet, to put food on the table, to afford basic health care.

As we mark the transition from 2009 to 2010, there are opportunities to make a difference in the health and well being of our communities. Helping others in need is an important element of creating more sustainable communities.

If you are looking for a place to volunteer your time to help those most in need, check out the Sonoma County 2-1-1 Community Resource Directory. 2-1-1 is staffed by volunteers who provide the link between people who have needs with services that can alleviate those needs. You can browse an online directory of service providers at [www.211wc.org/search.aspx](http://www.211wc.org/search.aspx). The

2-1-1 service is also looking for volunteers to staff its phone lines.

By doing what you can to help others in need this season, you will ensure that the third E of sustainability, social equity, receives the attention needed to create a truly sustainable future for Sonoma County.

“ There is sometimes a split between social justice and environmental movements. The Leadership Institute brings together ecological concerns with economic and social justice.”

—Helga Lemke,  
Leadership Institute Vice Chair



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