

## WEN Member Spotlights

WEN spotlights our members in order to explore the wide array of careers and career paths related to the environment. Nominate your colleagues or friends for upcoming Spotlights by emailing [info@wencal.org](mailto:info@wencal.org).

Past Spotlights:

August Spotlight:

Anita Daley

Where do you currently work?

I am the membership development and outreach director for City CarShare. Primarily I focus on marketing and PR, program management, IT/product development and strategic planning for the organization. As the only local nonprofit car share provider, City CarShare is a very interesting place to work from a marketing perspective. My job is to encourage people to drive less and own fewer cars—and grow membership to increase our impact and bring in revenue. At the same time there is for-profit competition in town with a huge marketing budget, a brand that says driving is fun, with lots of money for infrastructure development, and a national reputation.

What is your typical day like?

One of the reasons I love my job is because there's never a typical day. One day I might be co-creating an orientation video, while another day I might be working with a low-income development to bring subsidized car sharing to their tenants. Another day, I'll be talking to a youth educator about our partnership with the Bay Area Wilderness Training to support their needs to take at-risk youth out on inspiring nature-bound field trips. Then there are days where I'm developing new products, like the Nonprofit Discount Plan we just launched last fall or the design for our new reservation system. Other days I am planning campaigns with my associate to organize street teams to get the word out in neighborhoods and street fairs—or scanning maps with our fleet team to figure out where we should place cars. Everyday I'm working on many different projects.

What are your affiliations?

Through work I am affiliated with SPUR, Neighborhood Parks Council, SF Pride, TransForm and more (a lot more! We have over 100 nonprofits using our service.) I've been in the nonprofit sector, working for Bay Area organizations

for over 15 years&mdash;mostly environmental work.

Every year I give money to Farm Sanctuary. I love their work. They address industrial agricultural issues that cause suffering among animals and environmental degradation.

What has been your favorite WEN event?

The first social event ever! I remember when WEN's emails were just text (no pretty graphics.) The group held a happy hour at Juniper in Berkeley. It was great because the turn out was much bigger than the organizers expected and I think it was an "ah-ha" moment. It showed that we wanted to hang out, have fun, and support each other. We all know that working in the environmental sector can be emotionally draining. WEN is great because it not only provides networking services, information and resources, but it also provides a forum for mutual support.

What is the best way to be green every day?

Beyond being a vegetarian with limited dairy intake, using nontoxic household products, and growing organic veggies, I try not to shop too much. And when I do, I buy local and if possible, used items&mdash;like furniture and clothing. And drive less, naturally.

July Spotlight:

Lynda Deschambault

Where do you currently work?

During the day I work full time at the US Environmental Protection Agency.

What is your typical day like?

I am the project manager of a superfund site in southern California called the Omega Chemical superfund site. I typically work 9 to 11 hour days. I spend a lot of time on email, on the telephone and in meetings. My time consists of organizing, planning and directing steps necessary to contain and/or clean up the site, which includes a source area of

contamination and a four a half mile plume of contaminated groundwater.

What are your affiliations?

I volunteer with a non-profit called Generation Green. Under that organization we currently have four projects including the Dumpster Diversion Project (DDP), Green Rheem, Contra Costa County Climate Leaders Program (4CL), and Sustainable Contra Costa (SCCOCO). DDP is networking artists and educating youth through hands-on recycled art workshops. Green Rheem is a monthly movie night featuring local wine, food, and an environmental film, 4CL is tracking and educating local government on best management practices to reduce greenhouse gas emissions, and SCOCO is providing businesses and individuals with education and inspiration that help create and maintain sustainable communities. The Generation Green website is [www.generationgreen.com](http://www.generationgreen.com), and the 4C website is [www.cccclimateleaders.org](http://www.cccclimateleaders.org). As a former commissioner, city council member, and former Mayor of Moraga, my passion is working with local government and local community groups. I truly believe that "local actions...change the world".

What has been your favorite WEN event?

Winetasting! There is nothing better than sharing organic and/or local foods and wines while networking with folks who understand how important it is to "buy and shop local".

What is the best way to be green every day?

Educate others. Talk about what you are doing, and lead by example. I take BART or drive a Prius. I work full time in the environmental field and instead of owning a television, I get involved in local issues in my spare time. I enjoy talking to folks about how they can participate in the local government decision making process. Sometimes it just matters that you show up and say you care. I saw a bumper sticker this morning and it said; "Get Involved - The world is run by those who show up".

June Spotlight:

Cindy Borgstrom

Where do you currently work?

We own our business-ACQ Office/Electronic Waste Management (family owned and operated).

What is your typical day like?

My 87-year-old mother lives with us, so I start off welcoming "her day" and ask how she is doing and discussing what a terrific day it is going to be. Either on the way into the office or some other time during the day, I stop by my Aunt's (my mom's sister) house to check on her and see if she has any needs for the day. My Aunt Vickie is 93 years old, has mild dementia, can't hear very well, still lives on her own quite well, and gardens daily and seasonally plants her vegetable garden. I manage her two rental houses, her appointments and finances, and generally oversee everything.

I am the CFO for A. Borgstrom Corp. dba ACQ Office/Electronic Waste Management. I spend the day trouble shooting and strategizing with various members of our team on how to not just survive, but to explode in this economic crunch. I mentor employees and family members on life and health issues when they ask for help (which happens almost daily). I feel very blessed to be able to help them see beyond the immediate issue and see the big picture.

As CFO I deal with all aspects of finances (i.e. pay bills, payroll, projections, analysis), and since we are a small/medium size company, I am also the HR department. I enjoy personally knowing each employee and their family because I consider us a family. If they have special needs or concerns, we try and work it out together.

My husband's mother (Dagmar, 87 years old) lived with us for 1-½ years, but in November 2009 she needed to be placed in an assisted living facility. I now manage all of her finances, appointments, and other needs. Every few days I visit Dagmar (so she doesn't think we have forgotten her) and touch base with the facility.

My day at the office typically ends at 6:30 PM. Three times a week I go to the gym with my husband to support his weight loss program. I'll be 56 in July and need to focus on building my physical strength and endurance.

I take special joy in expanding my knowledge and use of natural nutritional healing methods. I consider myself a "healer" in the modest sense because I have been given so much health, knowledge, and love, that I am able to help others. My life is one of joy because I am able to help others personally and through business. (visit [www.NoEwaste.com](http://www.NoEwaste.com) and [www.ACQoffice.com](http://www.ACQoffice.com)).

What are your affiliations?

Chamber of Commerce of South Lake Tahoe, Pleasant Hill, Hayward, San Leandro and Oakland, Save the Children, WEN, Sustainable Business Alliance, "Women of Influence" by Pleasant Hill Chamber of Commerce, and East Bay Women in Business Roundtable).

What has been your favorite WEN event?

The February speed networking event. I took my daughter-in-law to it, as well as a special employee. It was spectacular to see them blossom and everyone there was terrific.

What is the best way to be green every day?

To exist every day with awareness and choice to help future generations enjoy our world -recycle, reuse, reduce, and rejoice!

May Spotlight:

Uta Jehnich

Where do you currently work?

Currently I volunteer for the State of the World Forum, which holds conferences to gather those with expertise in mitigating the climate crisis. Last year we held our first conference in Brazil. Part of my role was as liaison and logistics coordinator for the 85 international attendees. The SoWF uses an integral approach to creating and implementing climate solutions utilizing speakers and participants, green solutions technology, finance, public policy, science, activism, and spiritual teachers and cultural icons.

What is your typical day like?

I take care of the day-to-day tasks as Assistant to the President, Jim Garrison (also President of Wisdom University). My days encompass supporting Jim with details, research, and logistics. As a result of my ongoing studies of mysticism and philosophy, these two gems of truth propelled me to contribute my talents and energy to climate issues.

My typical day reveals to me a plethora of information of the great progress being made towards solving our environment's issues- as well as many choices of what to do next personally and beyond. I have the good fortune to meet people whose life work has been in service to this greater good and it keeps the typical day atypical.

What are your affiliations?

I have attended the San Francisco Bay Area Chapter of the Women of Wind Energy Events and appreciate the atmosphere of inspiration and support created by everyone from the speakers to fellow attendees and WoWE staff.

What has been your favorite WEN event?

I have not attended one yet, but look forward to it.

What is the best way to be green every day?

Swearing off plastic bottles and bags (see the Great Pacific Garbage Patch), replace light bulbs with beeswax candles whenever possible, use a clothesline, ride a bike or walk to your destination.

April Spotlight:

Carolina Morgan-Riggs

Where do you currently work?

PBS&J (Post, Buckley, Schuh & Jernigan, Inc.), an engineering and environmental consulting firm. While headquarters are located in Florida, there is a big presence on the West Coast. I work in the downtown San Francisco office.

What is your typical day like?

My main role is project management and client service. On a day-to-day basis, I manage large projects related to land use improvements, transportation planning and environmental compliance. There are days that I spend most of my time meeting with clients and other stakeholders to strategize on current and future projects, and other days I review work and finalize important documents. My most interesting projects have been managing efforts toward achieving synergies between smart growth and sustainable transportation, while protecting our natural resources.

What are your affiliations?

Women's Environmental Network, U.S. Green Building Council-Northern California Chapter, Women's Environmental Council-Los Angeles Chapter.

What has been your favorite WEN event?

My favorite WEN event was the 5-minute networking session. It was fascinating to meet so many outstanding professionals in so many interesting fields and careers. I also enjoyed the Special Benefit Happy Hour at Elixir.

What is the best way to be green every day?

I incorporate "green" habits in my everyday life by doing simple things such as taking public transit everywhere I go, use re-usable mugs at work (and remind everyone in the office to do so as well), use my reusable bags when I go to the farmers market and the grocery store, recycle and reuse anything and everything, and cook homemade meals with locally-grown and organic foods. I love to cook!

March Spotlight:

Felicia Madsen

Where do you currently work?

I am the deputy director for policy and communications at Save The Bay, a non-profit organization dedicated to protecting and restoring San Francisco Bay. Save The Bay was founded in 1961 by three women from Berkeley who were appalled that the Bay was being filled in for development. Today our advocacy efforts are focused on reducing trash, especially plastics, in the Bay, stopping inappropriate shoreline development, and securing strong policies to re-establish 100,000 acres of wetlands that are essential for a healthy Bay.

What is your typical day like?

My mornings begin by getting my wonderful son ready for his day, and beyond that, no two days are ever the same. Many days are filled with working with my talented staff to set strategic direction on our policy goals, outreach and organizing. Because San Francisco Bay is the heart of our urban community, my work gives me the opportunity to learn

about so many issues that affect the Bay.

I am currently focusing on outreach and advocacy in San Jose to secure a policy that will limit the use of disposable bags &ndash; both paper and plastic - at retail locations. I have also been working to stop a proposed development on Redwood City salt ponds that should be restored to wetlands to provide habitat, natural flood control and recreation opportunities for the region. Most of my days have me in meetings or in front of my computer. Therefore, I relish opportunities to visit the Bay. Its beauty and thriving wildlife never cease to amaze me. And when I visit the shoreline, I am immediately reminded why I love my job.

I am fortunate that I am allowed to work two days a week from home. It relieves my San Jose to Oakland commute, which is good for the environment!

What are your affiliations?

I serve on the Board of the Santa Clara County League of Conservation Voters, a chapter of the California League of Conservation Voters, which focuses on electing and supporting environmentally responsible candidates for public office in Santa Clara County.

What has been your favorite WEN event?

I haven't had the pleasure of attending a WEN event, but look forward to joining WEN for an event with Save The Bay.

What is the best way to be green every day?

Find what works for you, but do something! My husband and I focus on reducing our consumption of unnecessary items one-by-one. In the last two years, we've weaned ourselves off sponges, paper towels, plastic grocery bags, paper coffee cups and zip lock bags. I also like to give small gifts to friends and family to help them be more green. This Christmas I put a reusable bag in my in-laws's stockings. We have a lot of great bay-friendly tips on our website: [www.saveSFbay.org](http://www.saveSFbay.org).

February Spotlight:

Robin Quarrier

Where do you currently work?

The Center for Resource Solutions. Our mission is to create policy and market solutions to promote sustainable energy. We are an environmental nonprofit working to mitigate climate change by building policies and consumer-protection mechanisms in renewable energy, green-house gas reductions, and energy efficiency.

What is your typical day like?

I wake up at 6:30am for a bike ride in the Marin Headlands with my speedy girlfriends, or I swim with the YMCA masters program for an hour, then I arrive at work in the Presidio National Park in San Francisco. I love working in the Presidio.

I have two jobs at CRS. I'm Legal Counsel at CRS, which means I'm involved in a little bit of everything. I evaluate potential risks and exposure to liability. Most of my work is with our intellectual property and related licenses. I identify new registrations we need to obtain, and shepherd the applications through the process. I meet with outside attorneys. At times I represent CRS at legal proceedings.

I also serve as an analyst with Green-e Energy, which certifies renewable energy. We make sure that customers buying renewable energy are getting what they pay for. I manage our Marketing Compliance Review, which ensures sellers are making appropriate disclosures to their customers.

My colleagues are mostly in their late 20's and early 30's. We have a relaxed work environment and we are all very passionate about our jobs.

What are your affiliations?

Women's Environmental Network, Women of Wind Energy, American Bar Association, California Bar, San Francisco Bar Association, Association of Corporate Counsel, ABA Section of Environment, Energy and Resources Carbon Trading and Energy Finance Committee, Global Warming Education Network, Golden gate Running Club, West Valley Track Club

What has been your favorite WEN event?

The Wild and Scenic Film Festival. It reinvigorated my desire to help the environment. There was a great movie about water in the Great Lakes that made the issue so tangible and compelling, it was moving. Normally, I spend my days fighting for renewable energy, so to see other pressing environmental issues and how they affect people's lives was pretty inspiring.

What is the best way to be green every day?

Everything you do has an impact on the environment, even choosing tofu over meat one day a week, or turning your heater down 2 degrees. Also, reducing your energy use and buying renewable energy is a lot easier than most people think, and these small actions can make a big difference.

## January Spotlight:

Rebecca Sutton

### Where do you currently work?

I am a senior scientist with research and advocacy non-profit Environmental Working Group. EWG uses the power of information to protect human health and the environment. We're based in Washington DC, with satellite offices in Oakland, CA and Ames, IA. We work on an incredibly broad range of issues, including toxic chemicals and health, agricultural subsidies, protection of natural resources, and energy choices.

### What is your typical day like?

I work on a variety of research projects, and I'm constantly learning on the job-it's a lot of fun. I investigate toxic chemicals in everyday items, from cosmetics and cleaning supplies to plastics and tap water. Recently, I've also begun studying pollution from agricultural sources, taking special advantage of my Ph.D. in soil chemistry. I spend most of my day in front of my computer, designing research projects, analyzing data, and writing publicly accessible web reports directed at educating consumers, policy makers, and reporters. Occasionally I give interviews to reporters interested in learning more about our research. Now and then I use my scientific expertise to lobby state and federal legislators to safeguard public health and our environment.

### What are your affiliations?

I am a member of the American Chemical Society (Division of Environmental Chemistry), the Soil Science Society of America, and the Clay Minerals Society. I'm also an intermittent participant in the steering committee of a local creek restoration group, Friends of Five Creeks.

### What has been your favorite WEN event?

I haven't attended any WEN events yet, but I always read the monthly newsletter. It's a wonderful one-stop way to find out about local jobs, events, and activities.

### What is the best way to be green everyday?

I'm all about incremental change-pick one change you'd like to make in your life, settle into it and make it a habit, then pick the next thing to change. Check out [www.ewg.org/Health-Tips](http://www.ewg.org/Health-Tips) for tons of ways to make green and healthy choices each day.

## December Spotlight:

Meaghan Calcari

Where do you currently work?

I work in the philanthropy sector at the Gordon and Betty Moore Foundation in Palo Alto. The Foundation works to achieve positive changes in people, institutions, or conditions for future generations and focuses its support to environmental conservation, science, and the San Francisco Bay Area. I specifically work in the Canadian portfolio in the Foundation's Marine Conservation Initiative.

What other jobs or experiences led you to your current position?

Growing up in a rural, agriculture-based community, I appreciate the social fabric and sense of place that local communities have. It was only after leaving, traveling, and becoming an urbanite that I realized the full power of community. Community and all the tools to influence its change have thus served as inspiration for my career.

In between studying for an undergraduate degree in Environmental Science and Psychology and a graduate degree in Coastal Environmental Management, I initially focused on scientific tools and analysis to inform community change. I did wide-ranging scientific analysis, for example, at the Biosphere 2 Center to resolve conflict between burgeoning development and wildlife in the Sonoran desert and at the University of Michigan's former Population Fellows Program to smoothly deliver reproductive healthcare to distinct communities of female sex workers in Madagascar. I taught environmental science through the National Science Foundation and the St. Louis Science Center and worked to educate and instill environmental values in middle-schoolers (a very lively community). I then turned to capacity-building and advocacy for community change by working with Conservation International's Healthy Communities Initiative and marrying people's wellbeing and environmental sustainability in indigenous fishing communities in Indonesia and the Philippines. Now, my role at the Moore Foundation packages all of these angles together to enable community change through funding support for ocean conservation and sustainable management.

What is your typical day like?

My workday has a variety of elements. The most fulfilling parts of the day are when I bridge diverse communities by connecting and facilitating ideas and people, from First Nations and environmental groups to government staff and industry leaders.

At the base of my work is an annual strategic planning and evaluation exercise to determine our progress and refine the outcomes we are trying to achieve and the theory of change to get there. I also work with potential grantees to develop strategic communications, science, policy, and pilot projects that advance what becomes a joint strategic plan. Determining how to connect dollars to grant outcomes on-the-ground, enhance grantee effectiveness, and track grant progress over time is part of this process. This includes a lot of conversations, reflection, and travel. Beyond grantmaking, I engage in other activities, like convening workshops, designing panels at ocean policy and science conferences, contributing to various publications, and surveying literature on nonprofit effectiveness, philanthropy, and environmental conservation.

What are your affiliations?

Beyond WEN, I serve on the Northern California Board of the American Institute Wine and Food and the Steering Committee of the Bay Area's Emerging Practitioners in Philanthropy as co-chair of Professional Development. I'm also involved professionally with the Society for Conservation Biology, Net Impact, Consultative Group on Biological Diversity, the Environmental Grantmakers Association, and Grantmakers for Effective Organizations. I've graduated from the Rockwood Leadership Program and am affiliated with the San Francisco Giving Tree and Fort Mason Community Garden.

What has been your favorite WEN event?

I am looking forward to several of the upcoming events and fundraisers and the opportunity to meet motivated and remarkable professional women. I also appreciate the newsletter and the role it plays to foster connections between Bay Area women seeking a more sustainable future

Best way to be green everyday?

I try and make decisions with a sustainability filter. This often entails doing a lot of small things that I believe can add up to bigger impact &ndash; participating in a community supported agriculture program, cooking my own meals with seasonal ingredients, using Seafood Watch when I eat seafood, composting and recycling, carrying my own water bottle, keeping the thermostat low, car pooling to work, maintaining regular tune-ups for my car, offsetting my personal travel through liveneutral.com, and giving homemade gifts like jam for the holidays. I also support efforts to secure appropriate policy frameworks and get the economic incentives right for people to make good choices. I believe our individual choices can be combined with broader policy and market forces for sustainability. And, at the end of the day, I try not to get overwhelmed. If we want to remain happy and alive in our work, we need to reconcile the inconsistencies with the work we do and our personal choices and support others in doing the same. I think the RFK quote sums it up perfectly: &ldquo;Few will have the greatness to bend history itself; but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation.&rdquo;

RFK

November Spotlight:

Michele Grossman

Where do you currently work?

I am a senior consultant with WM Green Squad. Green Squad helps companies turn simple recycling initiatives and generic &lsquo;green&rsquo; marketing initiatives into sustainability strategies. We work with forward-thinking companies that want to be actively involved in sustainability moving beyond calculating their carbon footprint, an imperative first step, into real and measurable decreases in greenhouse gases and operational waste.

What other jobs or experiences led you to your current position?

I worked for many years on a family farm in Massachusetts, composting and planting fields, training the field crew, and later running the 1-acre culinary and medicinal herb garden. My knowledge in the herb garden led me to start my own herbal products company. Land stewardship inherent in farming coupled with business management developed a desire to protect the environment in a more structured fashion. So I became an environmental scientist.

Since then, I have helped companies develop or verify their greenhouse gas inventories using the California Climate Action Registry and World Resources Institute protocols. I moved to Green Squad to learn to view society's consumption holistically instead of at only one aspect (Energy. Water. Waste.), and to help people discover ways to live more sustainably. I believe that enhancing sustainability is better for the environment, the company, the company's employees, and the company's customers. If you're having the right conversations, this is possible.

What is your typical day like?

Well, I wake up, eat breakfast, and open my laptop. That's where daily similarities end! I go to WM's Oakland office one or two days a week. I am the consultant for LEED certification of that facility, so I work closely with the LEED project team. Other days I may work from home on reports related to recent assessments, business development, or carbon tracking and data analysis, or I may meet with clients to strategize about new or existing projects.

What are your affiliations?

I am a member of the Air and Waste Management Association, the USGBC Northern California chapter, and the Business Council on Climate Change (BC3). I am a LEED Accredited Professional and an Environmental Professional Intern.

What has been your favorite WEN event?

The event was essentially comprised of many 5-minute networking sessions. It was fun because we got a glimpse of what everyone in the room did professionally, exchanged cards, and then followed up on the ones of interest.

What's the best way to be green every day?

"Best" is difficult to define, but using my own non-disposable mug or glass, napkin, and cutlery when I'm on the road or in the office makes me feel good, makes a statement to those around me, and is not difficult-- just always have them in your bag, office, or car! I'm trying to remember to have a reusable take-away container with me, too.

Public transportation or self-propulsion is an even better way to be green every day. That's easy for me to say because I don't have own a car, but still!

October Spotlight:

Michelle LeBeau

Where do you currently work?

I work as a consultant providing organizational development assistance to environmental agencies and nonprofit organizations in the Bay Area.

How did you choose your current career path?

My first job after college was with the National Park Service in Yellowstone. I loved having Yellowstone as my backyard and working in the conservation field, but I also saw a need for environmental work outside of protected areas. Since then, I have worked predominately in water resource protection. As I worked my way into management positions, I became more interested in fundraising and how to keep organizations healthy. I find the relationships between people, process, and environmental problems fascinating. My focus now is to help organizations build their capacity to more efficiently achieve their environmental goals.

What is your typical day like?

Unfortunately, I spend an unhealthy amount of time sitting at my desk, working on my computer. My typical day can vary depending on the projects I'm working on, but I spend a lot of time writing grant proposals, strategic plans, or program plans. I also facilitate a lot of meetings and occasionally, I get to use my creativity to plan a conference or build a website. I balance my sedentary workday by being physically active when I'm not chained to my desk. I am a long distance runner often training for marathons and frequently bike to work to keep a healthy balance.

What was your best career moment?

Finishing my Masters degree in Organizational Leadership this spring was a recent career moment. I'd been both working full-time and a full-time graduate student for the previous three years.

What are your other affiliations?

I am a member of the National Parks Conservation Association, River Network, Slow Food USA, and the Progressive Consultants Network. I am also active in my own community on social, political, and environmental issues.

What has been your favorite WEN event?

I've not been to a WEN event yet, but I do enjoy the monthly newsletter. It's always packed with interesting workshops, lectures, resources and is a good directory of what's going on in the Bay Area environmental community.

Best way to be green everyday?

I try to expand my daily green routine by adding something new as often as I can. The Ideal Bite daily email is one way I find out about new green products or ways to be greener.

September Spotlight:

Mara Feeney

Where do you currently work?

At Mara Feeney & Associates, where I am CEO, CFO, senior technical staff, and secretary-receptionist, too. I layed off the "Associates" a few years ago to transition to an art career. I still do environmental consulting work, but have made more time for painting and writing, as well as working in the garden and vineyard. (My partner and I grow wine grapes, olives, walnuts, and organic produce on a small farm in the foothills).

What other jobs or experiences led you to your current position?

I earned my undergraduate degree in Anthropology, then a Masters in Community and Regional Planning. Just then the National Environmental Policy Act was being implemented and there was a need for socioeconomic impact analysis. No one seemed to know what a socioeconomicist was, so I decided I must be one. I worked for a small consulting firm in Vancouver and Calgary for a while, then moved to the Bay Area and went to work for Woodward-Clyde Consultants for several years before starting my own consulting business.

What is your typical day like?

I like to get up early and work at the computer a bit while I have my first cup of coffee, then off to the gym. I spend the morning at my desk, getting the consulting work done. Then I get out of the office to enjoy lunch. In the afternoon, I might do a little painting or writing, home repairs, tend my backyard bee hive, do some gardening, or return phone calls until it is time to go walk the dog.

What was your best career moment?

When the Department of the Interior held a public hearing in Montana on federal coal leasing policy, a government official asked a Northern Cheyenne elder about the effects of coal mining on the traditional culture. Waving a copy of the socioeconomic impact analysis I had just completed, the man replied: "Just read this report. It speaks the truth."

What are your affiliations?

I belong to the Association of Environmental Professionals and SPUR. I used to be an active Board member with several non-profits, including San Francisco Beautiful and Habitat for Humanity San Francisco, but a couple of years ago I put community service work on hold so I could focus on writing a novel. The book is now in print (Rankin Inlet published by Gaby Press in 2009—see [www.gabypress.com](http://www.gabypress.com)).

What has been your favorite WEN event?

The networking event held at GrapeLeaf Cellars in Berkeley a few years back. They were serving DAMAS Zinfandel at that event. (Tom Leaf was our winemaker at the time).

What's the best way to be green every day?

Shower with a friend?

I'm proud to grow most of my own food (and wine) and I'm an avid recycler and composter, but I burn too much fuel commuting between foothills and city. Best thing I did to curtail global warming was to not reproduce.

August Member Spotlight:

Miki Carleton

Where do you currently work?

Deloitte's Clean Tech practice in San Francisco.

What other jobs or experiences led you to your current position?

I have spent more than 15 years in professional services marketing. I have been with Deloitte for the past few, including working in their Women's Initiative (WIN), Financial Advisory services Group, and now in their Clean Tech group. One of my first jobs after college was working for a small international consulting firm outside of Chicago, which is where I got my feet wet in marketing and client development. The rest, as they say, is history...since then I have held marketing positions in several consulting firms around the country and a law firm. I have always enjoyed the fact that marketing allows me to be involved in a variety of different projects, whether it's PR, communications, business development, internet marketing, or events. There are always new challenges ahead and new areas to be explored, and working in Deloitte's Clean Tech group is no exception, which I have been a part of for the past year. Clean Tech is a growth area not just for Deloitte, but also for the broader economy, so it's exciting to be a party of a dynamic industry.

What is your typical day like?

My work involves building Deloitte's brand as a supporter and service provider for clean tech companies. I work with our team around the world and a typical day runs the gamut from business development to communications (external and internal), PR, events and sponsorships. With Deloitte's extensive global footprint, much of my job involves connecting all these dots, though given how 'flat' the world has become, it is easy to stay connected with our Clean Tech practitioners around the world through email and phone. By staying connected, we are able to share leading practices around client development, marketing and strategy.

What are your affiliations?

I provide pro bono marketing services to nonprofits through Taproot Foundation. I have been active with Taproot for the past two years and it's been an extremely rewarding experience. I worked on projects for an East Bay community health center and not only did I work with some extremely talented marketing and graphics professionals, but it was a wonderful experience. I am active in the Northwestern Alumni Association. Women of Wind Energy (WoWE) is a great networking group for those interested in wind power, clean tech, and/or renewable energy. The Bay Area chapter hosts quarterly

events. The group recently took a field trip to a local wind farm, which was a spectacular way to spend the day. I have been active in the Japan (or Japan America) Society. Since I am part Japanese and grew up in Japan, the Japan Society provides me a way to meet others interested in Japan-related issues and Japanese culture.

What has been your favorite WEN event?

I have not been to a WEN event yet but look forward to attending one soon.

Best way to be green everyday?

Don't underestimate the power every individual has to make a difference and make us all greener. Each small action counts, like using a ceramic mug vs. paper cup, or using your own utensils (or chopsticks) instead of using disposable ones. Try to make it a goal to make one significant change to be greener each month.

July Member Spotlight:

Martha DiSario

Where do you currently work?

I'm the managing partner of Green Pacific, a green PR, marketing, and consulting firm based in San Francisco. The company works with green and clean-tech companies to help them grow and gain attention in the media and their markets. Our clients have solar, wind, and clean energy innovations to help change the way the country uses and generates power.

What other jobs or experiences led you to your current position?

Since 1998, I have managed Pacific Communications Group, a team of experienced PR and marketing professionals with expertise and a growing practice in clean energy. As environmentalists, we're excited that the firm has the traction to go green and work exclusively with clients in the sector. In August, we will relaunch the firm as Green Pacific with a new website and green blog, and enhanced SEO, content creation, and social media services. Our advisors are clean energy leaders in business, technology and public policy, such as Randy Hayes, who understand markets in both the private and public sectors.

My background includes positions on Capitol Hill and in the Clinton Administration and state, national and international media relations. I was press secretary to U.S. Sen. John Glenn and the Senate Committee on Governmental Affairs. I was media affairs director for a Federal Agency as an appointee of President Clinton. In the technology arena, I was senior executive for media and marketing at INTELSAT, the global telecommunications satellite network.

Particularly now, amidst sweeping policy and regulatory changes, and intense competition in the market, our clients benefit from this Washington experience in constituency management and legislative, regulatory and media relations.

What is your typical day like?

There is not really a typical day when working with multiple clients and media deadlines. I specialize in company and product launches and strategies for maximizing the ROI of tradeshow. I'm in touch with clients and partners daily. Right

now, I'm helping a client to identify potential new board members. We monitor renewable energy news for opportunities, receive calls and advocate trend and news stories. Lately, I've been working on strategies for the launch of the Green Pacific Website next month, and seeking more renewable energy leaders to interview.

What are your affiliations?

Since 1996, I've served on the Board of Rainforest Action Network. I'm an advisor to Amazon Wakani, which helps protect the rainforest and its inhabitants. Until recently, I served on the Boards of the Y at the Presidio, Community Institute for Psychotherapy in Marin, and the Resource Center for the UN at the Presidio, and am very supportive.

I'm a member of the Green Chamber and Women of Wind Energy's Bay Area Chapter. I support the Taproot Foundation and have served as Grant Manager for its service grants to non-profit renewable energy and youth organizations. I am involved with UVA and UNC-G Alumni Associations. We're members of the Sausalito Yacht Club.

What has been your favorite WEN event?

I am looking forward to the next event and meeting interesting and accomplished women with rich backgrounds.

What's the best way to be green every day?

Take incremental steps to lower your carbon footprint. Little things can make a big difference over a year. My top ten would be: conserve (water, electricity, gas), do with less (stuff, paper, meat, driving), recycle (paper, clothes, computers), shop green, respect nature and its inhabitants, be ethical, 'vote your pocketbook' (don't patronize businesses that endanger the environment and its species), volunteer, do yoga, and support environmental advocacy groups.

June Spotlight

Ginny Anderson

Where do you currently work?

\* In my Atherton office when I'm doing individual psychotherapy as a licensed psychologist.

\* On mountains and other appropriate places in nature that surround San Francisco Bay when I'm more in the role of eco-psychologist. I take people to sites where nature has something to say that evokes new insights about the issues they're dealing with.

\* In bookstores, churches, conferences, and other organizations when I'm giving talks about eco-psychology, my book, or about Circling San Francisco Bay.

\* At the computer and in my personal library, researching information about plants, animals, water, mythology, and ecology.

\* Through the Center for the Divine Feminine, I lead circles on Bay Area mountains, and hope soon to be giving a class there, offering CEU's to teach people how to find sacred sites, and how to develop relationships with them.

(Guess which is my favorite!)

What other jobs or experiences led you to your current position?

I have been a licensed psychologist for over 30 years, leading therapy groups and doing individual work. I've led women's groups, give workshops that combine art and psychological exploration, taught women's spirituality, and taught group process. I've worked at Stanford in the student counseling service.

In spiritual vein, I've been involved in shamanism and in women's spirituality for nearly thirty years. I'm involved in a women's circle that's met almost every week for 26 years; we explore our issues, the planet's issues, women's issues, related myths, and celebrate the cycle of the year.

I've trekked to Nepal, and on the Inca Trail, visited sacred places in many parts of the world, and have led groups of people to work with shamans in the Andes.

While a graduate student at Stanford pursuing my Ph.D., I worked at Stanford in Student Counseling and was a single mother.

All these life experiences are relevant to my current position (which is really my current life), and season the way I move through my work in the natural world.

What is your typical day like?

The kind of day I think you'd find most interesting (as I do) is a day I spend in nature, scoping out where I'm drawn to take others to deepen connections with nature. I may follow up on something I've read or heard about, or may simply look (or feel) for what calls to me. I go to the site, get grounded, and fully present through the use of sage, meditation, and observation of the general feel of the site. Then I make an offering to the land - announcing why I'm there, and asking permission essentially to meet the Spirit of Place. Then I walk the land, slowly enough so that I can feel my heart and body's response to what I'm experiencing, and look for anything that might offer a relevant connection to something that might invite human connection of a personal level.

An example is the petroglyphs (over 3000 years old) on a large boulder at Ring Mountain on the Tiburon Peninsula. They're similar to petroglyphs on other known fertility sites in California. To contemporary women, they offer a connection with all kinds of issues related to creativity, to one's relationship with Mother, concerns about profession or some other creative act, issues related to lineage or domestic abuse.

Or at Kirby Cove, on the Marin Headlands, where the rock composition of the cliffs (radiolarian chert), made up millions of skeletal remains of radiolarians, gives us a chance to talk about incremental changes toward a goal - all in the context of a magnificently beautiful cliff. (It puts things into perspective, gives us courage to take a small step!).

I often make a ceremony of thanks to the land.

What are your other affiliations?

\* Board of Directors of San Bruno Mountain Watch, near San Francisco.

\* Currently organizing an October circumambulation of Mt. Diablo with Daniel Foor of Ancestral Medicine, Carolyn Clebsch (a Zen priest), and Robyn Lysne, a pipe carrier and sun-dancer in the Lakota tradition.

\* Volunteer at St. Joseph Island in Ontario, Canada, with the annual Community Day.

\* Annually offer a workshop in gratitude for my month-long opportunity to be part of the Canadian island's community.

What has been your favorite WEN event?

The recent speed-networking, which was totally delightful! Nice people, and a great opportunity to feel like a participant, and not just an on-looker.

Best way to be green everyday?

Actually go outside - make a connection with the earth to remember what it's all about (barefoot is good!).

May Member Spotlight:

Katie Henry

Where do you currently work?

I work for Tetra Tech EMI, an environmental consulting firm. I am most often working as an ecological risk assessor or project manager.

What other jobs or experiences led you to your current position?

I worked in a couple of university labs as an undergraduate at UC Davis and became interested in ecotoxicology, which led me to work in aquatic ecotoxicology labs after graduation. I got a lot of hands-on experience with bioassays and enjoyed the work, but I wanted to expand my horizons, so I enrolled in the USF Environmental Management Program and got my master's degree while I worked. Several months after graduation, one of my classmates contacted me about a position for an entry level ecological risk assessor. It was the right job at the right time and I'm still enjoying it and being challenged.

What is your typical day like?

I usually have a number of projects going on at once, and in some cases I might be managing or be the lead on a task, and on others I may just be providing technical support. I really enjoy the variety of work in environmental consulting. A lot of report writing and sometimes a lot of spreadsheets for food chain dose modeling keep me pretty busy. Meetings and conference calls, either internal or with the client and sometimes the regulatory agencies, work their way into my day quite a bit. Occasionally, I get into the field for site visits, sampling, or marsh monitoring. It's a good mix for me.

What are your other affiliations?

I am on the Board of Directors for NorCal SETAC, the local chapter of the Society of Environmental Toxicology and Chemistry. I also volunteer as part of the colonial waterbird monitoring project run by the San Francisco Bay Bird Observatory.

Best way to be green everyday?

Always keep your environmental impact in mind and you'll find yourself making 'greener' choices.

## April Member Spotlight: Elise Hunter

### Where do you currently work?

I am the Government Relations Project Manager at Build It Green, a nonprofit that promotes green building in California. I work with local governments to assist their efforts to enact green building legislation.

### What other jobs or experiences led you to your current position?

Green building has always interested me because it revives design principles that have been around for thousands of years and modernizes them to fit current building practices and code. Prior to taking my current position, I worked on the technical team at Build It Green, advising builders on how to incorporate green measures into their projects. Before Build It Green, I worked at EPA Region 9 on industrial waste recycling. My current position integrates my penchant for policy and desire to contribute to an innovative environmental cause.

### What is your typical day like?

I talk to a lot of city and county representatives on their green building ordinance endeavors. I try to keep abreast of new state and federal mandates that affect green building, and steer our efforts to align with them. I organize Build It Green's Public Agency Council and Green Affordable Housing Coalition meetings. I drink copious amounts of coffee.

### What was your best career moment?

For several months, I got to work with the City of Berkeley to develop a business plan for their pioneering Solar Initiative, a program that allows property owners to finance solar installations through their property taxes, eliminating the high downpayment. Having a role in creating a program that encourages renewable energy was very rewarding.

### What are your other affiliations?

The San Francisco Bike Coalition. The San Francisco Writer's Workshop. The YMCA. Also, I use my library membership quite often.

What has been your favorite WEN event?

Would it be improper to say the fundraiser at Elixir? That WEN Board President sure makes a mean martini...

Best way to be green everyday?

Ride your bike.

March Member Spotlight: Deanna Rossi

Where do you currently work?

California Department of Public Health, Environmental Health Investigations Branch. I am part of the state asthma program, California Breathing.

What other jobs or experiences led you to your current position?

Prior to joining CDPH, I became interested in asthma as an environmental health issue by serving on the San Francisco Asthma Task Force, but my first environmental health job was as an intern at the New York State Department of Health. I was involved in a fish education project to inform New York City residents about PCP contamination in locally caught fish.

What is your typical day like?

On a typical day, I work on a variety of projects related to asthma reduction in school and childcare settings, healthy housing and healthy communities. I mostly work on communication strategies to promote a statewide strategic plan for asthma. On a good day, I am collaborating with one of the many partner organizations also working to address asthma in

the state. I then carpool home with 3-5 other colleagues. Some days, I end my work day by teaching a yoga class in San Francisco.

What was your best career moment?

My colleagues on the San Francisco Task Force managed to get Mayor Gavin Newsom to name it Deanna Rossi Day on my last day with the Task Force in 2004. I always wished that recognition came with a free Muni pass, parking ticket forgiveness or something. Still, the proclamation was quite nice.

What are your other affiliations?

I am on the Board of Directors of Literacy for Environmental Justice, an amazing organization providing opportunities for youth of Bayview Hunters Point and neighboring communities to become environmental stewards and advocates.

What has been your favorite WEN event?

I really enjoyed the talk given by Devra Davis at Takara Sake in Berkeley.

Best way to be green everyday?

I do a lot to be green, but since my car was stolen, I drive a lot less. How's that for a silver lining?

January Member Spotlight: Katie McCann

Where do you currently work?

I work in the field of philanthropy for the Gordon and Betty Moore Foundation. My current position involves environmental grant making in the Amazon Basin for the Foundation's Andes-Amazon Initiative.

What other jobs or experiences led you to your current position?

In college I was introduced to E.O. Wilson's work on Biodiversity at the same time I was studying the psychology of

change and foreign policy. These interests led me to pursue a volunteer opportunity tracking Macaws at the Tambopata Research Center in Peru. While in Peru I was awakened to the fact that many of our environmental problems are driven by social and economic forces. This realization piqued my interest in the study of economics and I went on to complete a fellowship focused on the use of market-based mechanisms to solve conservation problems. This combination of experiences led me to my current position at the Gordon and Betty Moore Foundation. In addition, I am currently pursuing an MBA with a focus in sustainability at the Presidio School of Management.

What is your typical day like?

My typical day is spent making grants, working on grant related activities, developing and refining our environmental strategy, and meeting with perspective grantees.

What was your best career moment?

It is difficult to choose just one. My best career moments come from knowing that my hard work along with the work of our incredible grantees has resulted in positive outcomes for future generations through the declaration of protected areas, reformed environmental policy and the launching of new environmental markets. I am continuously inspired by our grantees' dedication, big thinking, and remarkable ability to create environmental wins against seemingly impossible odds.

What are your other affiliations (boards, volunteer work, etc)?

My most recent volunteer experience was with Conservation Patagonia. I spent last March in Valle Chacabuco, Chile, pulling out fences on what will become the future Patagonia National Park.

Best way to be green everyday:

Walking to work, a stainless steel coffee mug, and reusable Chico bags are part of my daily "green" routine.

October Member Spotlight: Annika Fain

Where do you currently work?

I work for Environmental Science Associates (ESA) in San Francisco. ESA is an environmental consulting firm with a wide range of analytical, planning, management, and documentation experience. I analyze and collect hydrological data and write hydrology and water quality sections of environmental reports. I provide technical expertise and review on a variety of projects.

What other jobs or experiences led you to your current position?

I obtained a M.S. degree in Environmental Science and Engineering, as well as in Oceanography. My research included

studying sediment transport in the Adriatic Sea and the Columbia River Estuary. I worked at PWA for two years as a hydrologist. PWA is an environmental consulting firm that focuses on integrating sediment transport, hydrology, hydraulics, geomorphology, and wetland restoration design. At PWA, I developed numerical modeling for restoration projects and analyzed tidal data. I interpreted the results of the modeling and analysis for environmental documents.

What is your typical day like?

My typical day includes analyzing data, writing environmental reports, communicating with clients, and discussing projects with co-workers. During the rainy season, I generally spend one day a week at a project site collecting water samples, measuring stream flow, or surveying streams. At the beginning of a project, I usually go out to the site to do a reconnaissance site visit and identify potential opportunities and constraints.

What are some of your favorite work experiences?

One of my favorite work experiences was spending a couple of days in Big Sur doing water quality and flow sampling. Another favorite work experience was developing a skills matrix for the hydrology/geology technical services group at ESA. Project managers and technical staff are using this matrix to help distribute workloads more effectively and efficiently.

What are your other affiliations (boards, volunteer work, etc)?

Two of the professional organizations I am part of are the Association of Environmental Professionals and Association of Floodplain Managers. I volunteer with Girls on the Run as a running buddy. I mentor young women who are interested in science careers through Advocates for Women in Science, Engineering, and Mathematics (AWSEM). Also, I enjoy being part of the YMCA triathlon club and Iguanas running club.

What has been your favorite WEN event?

One of my favorite events was the How Local Food Can Reduce Your Global Impact Discussion in October 2007. The speakers, wine, and food were wonderful.

Best way to be green everyday:

Some things I do to "be green" everyday are to: eat locally grown produce, use my own bags, use public transportation, walk, or bike to work, recycle, reuse and compost as much as possible!

July 2008: Cara Peck

WEN member Cara Peck works at the Environmental Protection Agency, Region 9 office in San Francisco, where her days are all about trash. A biologist by training, the EPA Honor Award-winner focuses on waste prevention programs that encourage recycling and minimize the amount of waste going to landfills.

Where do you currently work?

I work for the US EPA at the Region 9 office in San Francisco. I work on Pollution Prevention and Solid Waste, mainly dealing with recycling, composting and other fascinating trash-related projects.

What other jobs or experiences led you to your current position?

I came here straight out of graduate school at UC Davis where I studied Horticulture and Agronomy with an emphasis in sustainable land management. While at grad school I got to work on a really neat land restoration project for the City of San Jose. Prior to that I attended Cal Poly, San Luis Obispo where I studied pre-veterinary Animal Science and Range Management.

What is your typical day like?

My typical day can vary widely. Usually it involves answering some requests from the public, attending internal meetings, attending or hosting conference calls with other EPA regions and Headquarters, responding to emails, and hopefully having time to work on my actual projects. I realize that description might sound a little dry, but what makes all the difference is working on such interesting topics with such passionate co-workers

What was your best career moment?

I would have to say that so far, my best career moment was earlier this year when I won a National EPA Honor Award. It was a huge honor to be nominated at a regional level and to receive the award at a national level. My mom got to attend the awards ceremony with me in Washington DC which was a very special opportunity.

What are your other affiliations?

Sierra Club, Environmental Defense, Partnership for Public Service, Friends of the Urban Forest

What has been your favorite WEN event?

I really enjoyed the event that was held at the Lindsay Wildlife Museum. I loved the displays and thought the women presenting on the dangers of the ingredients in cosmetics were incredibly informative.

Best way to be green everyday:

Never think that any of your small individual actions to protect the planet are meaningless. Every small action that every person takes add up! Oh and never, ever get a bag!

June 2008: WEN Board Member Leah Pimentel

Leah Pimentel, a student in the Dominican University of California's Sustainable Enterprise Program, joined the WEN Board of Directors in May. In addition to contracting for a local non-profit, Leah has been working to improve environmental sustainability in her Department as she works toward her Green MBA.

Where do you currently work?

I just finished a contract position with a non-profit organization in San Francisco, in which I developed three programs to increase productivity while fostering teamwork and to promote a healthy and sustainable lifestyle for Marin County families. Ideally in my next career move I would like to work for a company that uses the triple bottom line as a way of expressing the company's impact and sustainability on both a local and a global scale.

What projects centered on sustainability are you currently working on?

I am currently a graduate student in the Dominican University of California Sustainable Enterprise program (Green MBA). Two classmates and I are in the process of "greening" the Dominican University of California marketing department, which is giving us the experience needed to turn any organization "green".

What are your favorite places to visit?

The two most memorable places that I have traveled to are New York and New Orleans. In the near future I plan to add Paris, Italy and Egypt to the list.

Best way to be green everyday:

A little effort can go a long way! Make it a habit to turn off the lights when you're leaving any room for 15 minutes or more and utilize natural light when you can. I make it a point to buy Energy Star-rated light bulbs, which use at least two-thirds less energy than regular lighting.

April 2008: WEN member Ilana Gauss

Ilana currently works in the Green Programs group in the San Francisco Department of Public Health. In the words of Ilana's colleague, "Ilana embodies the spirit of WEN in everything she does! It's inspiring how deftly she weaves and empowers the women in her career path, volunteer-ships, personal and spiritual life into a tapestry of environmental stewardship."

Where do you currently work?

I've been working for the San Francisco Department of Public Health for three years in the Green Programs group. We are a partner in the San Francisco Green Business Program and run the DPH Clean & Green program, in addition to developing other ways to help businesses that want to be green. Our work runs the gamut as far as industries are concerned, from auto shops to restaurants and commercial office buildings. Being in a small program, my work is quite varied, from regulatory compliance and technical assistance for businesses to publishing the first SF Green Business newsletter. I also occasionally sub in at the Aquarium of the Bay as an interpretive naturalist, keeping up on my marine biology knowledge and showing visitors how to safely touch sharks and sea urchins!

What other jobs or experiences led to your current position?

First of all, I'd like to credit WEN for helping me get my current job, which I found through the newsletter listings. The job was a fitting progression from my past positions in environmental education and recycling outreach. I had worked in both the private sector and government for a few other Bay Area counties, building my environmental knowledge in addition to project management and community outreach experience. My BA in Biology from Boston University also fulfilled the science degree requirement for my current DPH position.

What are your other affiliations?

I am a very active Jewish environmental volunteer, as chair of EcoJews of the Bay and serving on committees with the Jewish National Fund and Congregation Emanu-El. I am currently working on launching San Francisco's first Jewish CSA (community-supported agriculture) program called Tuv Ha'aretz ("Good for the Land/Best from the Land") at the Jewish Community Center. EcoJews and Emanu-El both support that project, which pairs the Jewish community with a local organic farm - Farm Fresh to You - and focuses programtically on the connections between Judiasm and food/land/environment. (Contact ecojews@hotmail.com for more information).

Best way to be Green everyday:

I think the best (though not the easiest!) way to be green every day is to keep a focus on the world around us. At the most fundamental environmental level, for me that means being aware of one's role in the "web of life" and taking everyday actions that have the most beneficial impact on the planet. That was the key lesson we taught 11-year olds in environmental education early in my career, and I still believe it applies to everyone.

March 2008: WEN Board Member Lauren Eisele

Where do you currently work?

I'm an independent contractor consulting on environmental science, planning and sustainability projects.

How did you choose your current career path?

I am committed to protecting the environment, and educating people on how to be better earth stewards. I was initially involved in environmental assessment and hazardous materials cleanup and pollution prevention. This arena was disconcerting to me, as there were no solutions being developed, just waste being moved from one place to another. Therefore I chose planning, as it is a more proactive way to protect the environment before the impacts occur. I am currently also acting as an educator.

What is your typical day like?

I evaluate environmental impacts of proposed development projects, identify mitigation measures to avoid or reduce these impacts, and ensure the measures are implemented. I also ensure agency compliance with environmental regulations. In addition I perform Transportation, Land Use, Public Access Planning.

What was your best career moment?

Winning the Cal EPA award for excellence of a project that I participated in.

What are your Favorite places to visit?

The tropics, Paris, Rome, Sea Ranch