

Marin County Green Living Guide | Live Well. Live Lightly.



# TERRA MARIN



## Thinking Green?

*Things Are Looking Up*

**JUST SAY YES:  
MARIN'S PREMIER  
FORUM FOR  
CHANGE**

**JARED HUFFMAN  
ON CLIMATE,  
ENVIRONMENT**

**PRETTY IN GREEN  
FASHION**

## So What's 'So Marin' About Marin?

I was at a local theater production recently with a woman from San Francisco, who turned to me after reading a comment in the playbill and uttered the familiar, "Isn't that so Marin?" I couldn't tell; what it said seemed fine to me, which is proof positive that I am of where I am, in what we used to call Marvelous Marin.

*In Marin, character counts.*

I came here in 1972 from Tucson, settling first in Mill Valley, stunned by the beauty around me, but also by the cold summer and things called slugs that crawled up the walls of the small house I rented. Aside from the landscape, what struck me were the signs along Sir Francis Drake in Ross: Barbara Boxer for Supervisor, they read. In Tucson back then, women weren't running for office. Mill Valley had a woman mayor; so did Sausalito, and she was a former madam. I remember covering Sausalito City Council meetings for the *Marin Independent Journal*,

transfixed by Sally Stanford's long, painted red fingernails and massive bouffant hairstyle.

Say what you want, but people in Marin have character. They also have spirit, drive, passion, and an unstoppable optimism that if they want to make something happen, they can and will. After Mill Valley, I moved to Fairfax, seeking warmth, then to Inverness Park during a time when Marin was in the throes of its worst-ever drought. In West Marin, the troops rallied to save turtles stranded in the cracked, caked hole in the ground that had been the Nicasio Reservoir.

This edition focuses on Marin residents who made and continue to make good things happen in times that I wouldn't exactly call cheery ones. The people featured here are "regular" folks who believe in yes, not no. They are our neighbors, lucky us! They are our elected officials, who look to us, and our votes, to do what they do for Marin, the state, the planet.

I suggest that being "so Marin" is so very inspiring.

Karen Peterson, *Editor*



**COMFORTS**  
FINE CITY AND HOMESTYLE FOOD

Cafe • Take-out • Catering

335 San Anselmo Avenue, San Anselmo (415) 454-9840  
[www.comfortscafe.com](http://www.comfortscafe.com)

# GO SOLAR!

## Clean, Green, Renewable Energy

- Tax credits and rebates are still available
- 100% Financing – your monthly loan payment for a solar energy system can be LESS than your current PG&E bill!
- Increase your property value by thousands, without increasing your property taxes
- Serving the North Bay since 1984

Call now for details and a FREE consultation (415) 382-7717  
Start Generating Your Own Power!



(415) 382-7717  
WWW.SOLARCRAFT.COM

**SOLARCRAFT**  
SOLAR ENERGY EXPERTS

**TERRAMARIN'S GOAL** is to provide readers with a resource and a guide to all things green and sustainable.

Our coverage is local, but what we write about extends far beyond the borders of the Marin peninsula.

Talk to us about what's important to you.

Support our efforts to get the word out.

Together, let's make great green things grow.

acorn@terra-marin.com



# TERRAMARIN

Marin County Guide to Green Living

Volume 2, Issue 1 • March-June 2008

PUBLISHER/EDITOR  
**Karen E. Peterson**

PHOTOGRAPHER  
**Jocelyn Knight**

COPY EDITOR  
**Elissa Rabellino**

ADVERTISING MANAGER  
**Frankie Eakes**

CONTRIBUTING WRITERS  
**Laura Merlo • George Snyder  
Wade Stevenson**

DESIGN AND PRODUCTION  
**Visual Strategies**  
www.visdesign.com

TerraMarin is published quarterly by  
JeraOne Publishing  
P.O. Box 3032  
San Anselmo, CA 94979  
acorn@terra-marin.com  
www.terra-marin.com

ADVERTISING  
(415) 457-1265  
advertising@terra-marin.com

Unless otherwise noted,  
all photographs by Jocelyn Knight,  
www.jocelynknight.com  
©2008 TerraMarin

## CONTRIBUTORS

**Laura Merlo** ("What On Earth Were They Thinking Of?"), **Wade Stevenson** (Q&A with Jared Huffman), and **George Snyder**, writing on green building, return in this issue, joined by **Joan Lisetor**. A writer and producer, Lisetor has more than 30 years' experience as a Marin newspaper reporter, columnist, and feature writer. A resident of Sausalito, she currently is producer for the production company Life Stories DVD.

TERRAMARIN IS PRINTED ON ENDEAVOR PAPER  
(50% RECYCLED CONTENT, 25% PCW) WITH SOY INK.



# GIGGLES + GRIDDLES



To spend the day strolling and snacking or flipping and stacking, look no further than Town Center's 65 shops and restaurants.

Over 65 unique stores and restaurants including:

SUR LA TABLE \* BRYAN'S FINE FOODS \* NAPASTYLE \* Z GALLERIE  
WEST ELM \* BAJA FRESH MEXICAN GRILL \* CHAMPAGNE FRENCH BAKERY

Town Center Gift Cards now available at the Town Center Management  
Office or online at [www.shoptowncenter.com](http://www.shoptowncenter.com)

**town center**

C O R T E M A D E R A

**CREATED WITH LIFE IN MIND.**

Teacake  
Bake Shop  
coming soon!

We are located off the Tamalpais Drive exit. For more information, call 415-924-2961.

Visit our 65 unique shops and restaurants including The Container Store, REI, P.F. Chang's China Bistro, Barnes & Noble Booksellers and more.

# CONTENTS

MARCH-JUNE 2008

## SPECIAL COVERAGE

Environmental Forum of Marin Brings Out the Best in People, by *Laura Merlo*

### 12 What On Earth Were They Thinking Of?

How the “Davids” of Marin toppled the “Goliath” of development.

### 15 Saving the Earth, Protecting Human Life

Her No. 1 priority is a pesticide-free Marin.

### 16 Driving Change, One OZOCAR at a Time

Record company executive's new business is solid green.

### 18 Green Acres Forever

Friendship creates the best MALT in town.

## FASHION

### 20 Style That's Of the Earth

*Joan Lisetor* reports on local spring-green fashions, modeled by members of the EcoMom Alliance.

## GREEN GOVERNMENT

#### 6 IT TAKES A CITY TO HELP SAVE THE WORLD

*Local government in Marin steps up to the climate-change challenge.*

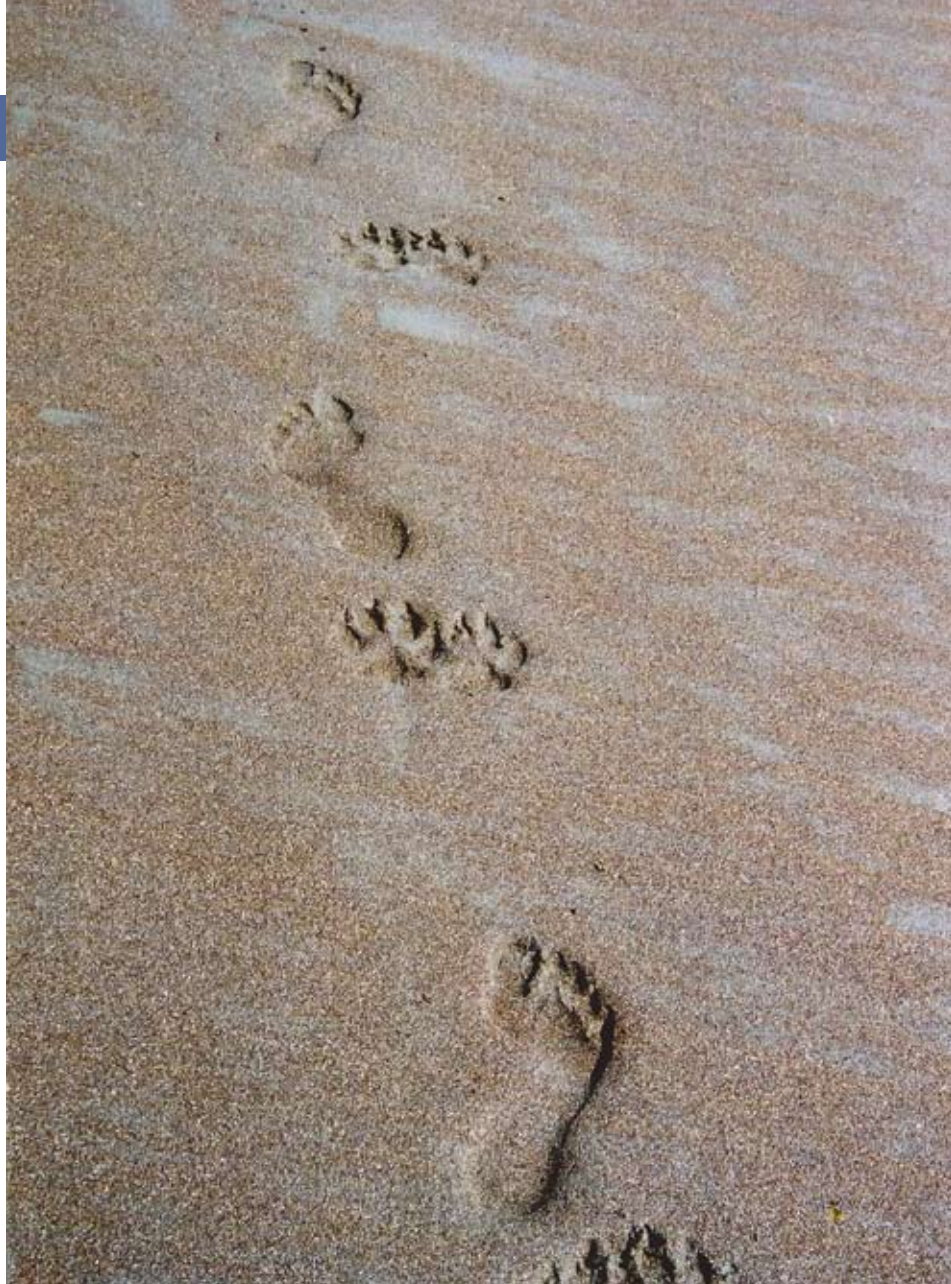
#### 7 ONE YEAR, SO MANY CRUCIAL ISSUES LATER

*Wade Stevenson (graduate of the Environmental Forum's Class #31) talks with Assemblymember Jared Huffman.*

## ALSO IN THIS ISSUE

#### 10 GREEN BUILDING: SAVING THE EARTH, ONE BOARD FOOT AT A TIME

*Green builder John Shurtz on good ways to go — and be — green.*



#### 11 GREEN BUILDING: RENDERING SOUL INTO OUR STRUCTURES

*George Snyder on the dean of green, architect Sim Van der Ryn.*

#### 19 SPRING HIKES: WONDROUS WILDFLOWERS

*Native Plant Society guide Joe Kohn suggests best viewing points for Marin's spring wildflower bounty.*

#### 24 BOOK REVIEW: HONORING LAWS OF WISDOM

*Making Waves and Riding the Currents, by Charles Halpern, reviewed by Wendy McPhee.*

#### 25 GREEN DESTINATIONS: SPAIN

*Traveling with the Earth in mind is as easy, and fun, as soaking up local culture, assures Amelia Spilger.*

## UP FRONT

*TerraMarin* photographer *Jocelyn Knight* snapped this lucky ladybug on a borage flower growing alongside a road in Bolinas.

## VISIT OUR WEB SITE

Articles featured in this edition of *TerraMarin* are available on our Web site at [www.terra-marin.com](http://www.terra-marin.com), where you can also find stories and features included in our first two issues.

In addition to past and present articles, you'll find an interactive listing of the growing number of businesses certified as green by the County of Marin Sustainability Team, and a list of the green and environmental community groups hard at work in Marin. To be added to the list, contact us at [acorn@terra-marin.com](mailto:acorn@terra-marin.com).

# It's *TIME* to put **ROOTS DOWN**



*Photo by Curtis Myers*

## **What would *your* mother say if you were 25 years old and still living in a parking lot?**

It started in 1983 with just one seed - an idea that is now an institution, The Marin Farmers Markets. In partnership with our sister organization, the **Marin Ag Institute**, we are working diligently to create a permanent home for our farmers markets. This movement is not to appease our mother's concern - we are ready to let our roots dig in. The ground is tilled and the time is now. We can't imagine a more perfect gift than a permanent home.

*For more information about our vision please our website at [marinfarmersmarket.org](http://marinfarmersmarket.org).*

MARIN CIVIC CENTER (SUN & THURS, 8-1, ALL YEAR)  
NOVATO (TUES, 4-8, MAY-SEPTEMBER)  
FAIRFAX (WED, 4-8, MAY-SEPTEMBER)



NEWARK (SUN, 9-1, ALL YEAR)  
OAKLAND — GRAND LAKE (SAT, 9-2, ALL YEAR)  
HAYWARD (SAT, 9-1, ALL YEAR)

**1-800-897-FARM**

**MARINFARMERSMARKET.ORG**

# It Takes a City to Help Save the World

## Local government steps up to climate challenge

BY KAREN PETERSON

What's going up — greenhouse gas emissions — isn't coming down without our help. Marin residents are trying to do their part; so are the people we entrust with keeping our communities up and running: local government.

and what could be required tomorrow, going the extra mile is the tack that Marin's government agencies are taking today.

"Local cities, the County of Marin, and the State of California are to be commended for their leadership in addressing climate change," says U.S. Representative Lynn Woolsey (D-6th District). "The thermal clock is ticking, and the time to act is yesterday, so we have a lot of work to do."

### The Issue Is Clear

That needed work is moving forward, reports Carol Misseldine, sustainability coordinator for the City of Mill Valley. "We have to roll up our sleeves and get to work," she says, adding, "I'm so proud, because we are rolling up our sleeves, we are getting to work."

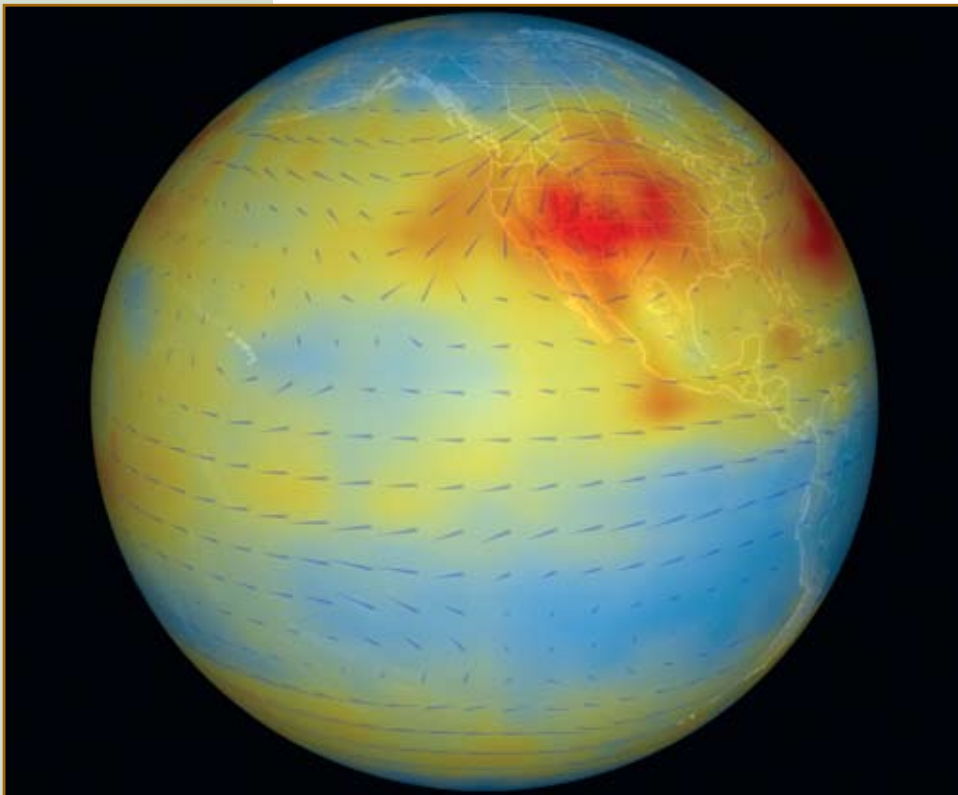
Misseldine, most recently sustainability director for the City of Oakland under the Jerry Brown administration, has worked in the sustainability field for 30 years. "I have never seen this level of interest," she says. "Everyone is clear: Climate protection is the No. 1 issue."

Like neighboring towns, cities, and the county itself, Mill Valley is stepping up to the plate, hiring Misseldine to work part time as a consultant for the City Green committee. Established last April, made up of representatives from city departments, the committee

is looking at ways to lighten Mill Valley's footprint, including solutions such as solar energy for city buildings and alternative fuels for its vehicle fleet.

Joining Mill Valley is San Rafael, which in February announced the Climate Change Action Plan to help identify ways to track, and reduce, the carbon footprint of city operations. San Rafael is also looking at other sustainability solutions, such as adding hybrid and other fuel-efficient vehicles to its fleet.

> continued on page 27



**Red alert:** Data from NASA's Aqua spacecraft used here to show measurements of carbon dioxide levels five miles above the Earth's surface (mid-troposphere) in July 2003. Red equals highest concentrations.

Atmospheric Infrared  
Sounder (AIRS) Science  
Team, NASA/JPL

Like any property or business owner, but on a greater scale, government operations support buildings that suck up energy and vehicles that soak up fuel oil. And just as residents have to comply with green building ordinances, for example, local government also deals with what a higher authority has to say, notably the Global Warming Solutions Act of 2006 (AB 32), which calls for statewide reductions in greenhouse gas emissions beginning in 2012.

Aside from what is required now under AB 32

# One Year, So Many Crucial Issues Later

Environmentalist Jared Huffman takes a look at his first year in the State Assembly

*'You'd be surprised how many times you can turn folks whom you might assume will be your adversary into your partner if you work at it.'*

State Assemblymember Jared Huffman, whose 6th District covers Marin and southern Sonoma counties, was elected in November 2006. A former senior attorney for the Natural Resources Defense Council and past board president of the Marin Municipal Water District, Huffman ran on a strong environmental, climate-change platform. He met recently with *TerraMarin* writer **Wade Stevenson** to discuss his first year on the job.

**Q.** How would you describe your approach to the job?

**A.** I believe you can make a noise or you can make a difference. I prefer to do the latter. So when I take on an issue, I try not to go in with righteous indignation just to create adversarial relationships. I want to always explore creative partnerships. You'd be surprised how many times you can turn folks whom you might assume will be your adversary into your partner if you work at it.

**Q.** When you threw your hat into the ring for Assembly, you said that one of your priorities was to help combat climate change. How's that going?

**A.** I see signs of hope. We passed the Global Warming Solutions Act of 2006 (AB 32) the year before I arrived in Sacramento, and my job is to make sure that we implement it well, that we do additional things that are complementary, and that we prevent any backsliding. We are off to a good start in that regard. I've got great confidence in Mary D. Nichols, who is the chair of the California



**Jared Huffman:** Marin-Sonoma assemblymember sees reason for hope.

Air Resources Board. That's the agency entrusted with all kinds of authority to get us to our greenhouse gas reduction goals. I think the governor picked a great person, and the Legislature has also passed some bills that are very complementary to meeting those goals.

One of those bills was the Lighting Efficiency and



*‘When you realize that 20 percent of our electricity is used for overhead lighting, cutting that use in half will take a big dent out of our electrical use.’*

Toxics Reduction Act (AB 1109), which I was able to steer through the Assembly. When you realize that 20 percent of our electricity is used for overhead lighting, cutting that use in half — which is what the standards in my bill will do — will take a big dent out of our electrical use and help with our climate challenge.

We found that the CEO of the Philips Corporation, which is the largest lighting manufacturer in the world, is actually quite an environmentalist and really wants to leave a legacy for the planet, while raising the bar for his industry. The trick was raising that bar in a way that preserved a level playing field for the three largest manufacturers. So we also spent a lot of time with GE and Sylvania, and at the end of the day, they signed on, too. That’s very unusual, this industry partnership. Juxtapose that with the auto industry: They have fought everything from seatbelts to airbags to fuel efficiency, and they’re killing good bills in Sacramento to this day.

Another of my bills provides incentives for installing solar water heating systems (the Solar Water Heating and Efficiency Act of 2007,

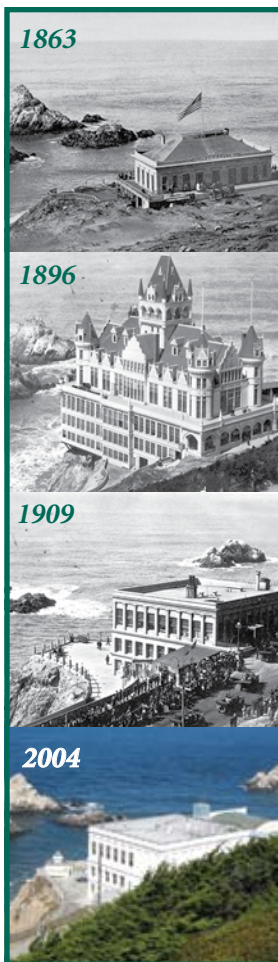
AB 1470). A large percentage of our natural gas is used to heat water, and the burning of natural gas is something we need to do less of.

The problem is that natural gas has been cheap for a long time, which makes it hard to promote cost-effective alternatives.

What we’re finding is that the few sources we use for natural gas are getting more and more environmentally destructive. They’re ripping up the Rocky Mountains to get at the next veins of natural gas. Also, supply lines are more volatile when we’re talking about liquid natural gas coming to us from the former Soviet Union. If we continue down that path, we are not addressing energy independence and we’re not addressing our climate challenges.

**Q.** The other priority you talked about when you ran for office was saving our bays, rivers, and wetlands.

**A.** This remains a huge priority, and I wish that I could tell you we’ve solved our problems, but we haven’t. I suspect that saving our bays, rivers, and wetlands will continue to be a priority for a long time to come.



## **Historic Cliff House Commits to Going Green Beyond the Garden!**

At San Francisco’s only oceanfront restaurant, we cherish the ever-changing panoramic view of Mother Nature. Perched on the ocean’s edge we are constantly reminded of how important our environment is and what we must do to take care of it.

- We recycle and compost about 80% of our refuse.
- We have exchanged “regular” cleaning products for biodegradable citrus, soy-based and enzyme products.
- Our used fuel is converted to biofuel.
- We use unbleached and recycled paper products.
- We use timers on all HVAC equipment.
- We focus on local and organic products including over 30 varieties of organic heirloom tomatoes we grow on land in Sonoma.
- We are artificial trans-fat free.



*Enjoy our awesome views while you dine on Cliff House favorites!*

1090 Point Lobos, San Francisco  
415-386-3330

[www.CliffHouse.com](http://www.CliffHouse.com)

*Serving breakfast, lunch and dinner daily.*

*'I suspect that saving our bays, rivers, and wetlands will continue to be a priority for a long time to come.'*

There are signs of progress, however, and some of these moves didn't come from politicians. In the case of the San Francisco Bay Delta, it took environmental groups going to court to try to save the endangered delta smelt to get the court to agree that we're exporting too much water from the delta and that the delta can't handle these levels of exports — as well as the habitat destruction that goes with it. That was something the Legislature just wasn't constituted to step in and do, politically or otherwise.

**Q.** Those seem like solid accomplishments, but as the saying goes, "What have you done for me lately?" What are your legislative goals for the coming year?

**A.** I am introducing a bill that allows payments to be made for surplus renewable power. It's referred to as a "net metering bill."

Under the current rules, if you want to participate in the California Solar Initiative (CSI) — this was the Million Solar Roofs bill passed in August 2006 — you are limited by the size of the panels allowed on your roof. In order to get the CSI rebate, someone will literally come out and look at your historical energy use. You won't be allowed to install a system that goes beyond what's needed to meet that established energy demand.

If you want a larger system, you can't get the rebate that we have in the program. That's something I think we need to change. But even if you did supersize it, the rules prevent you from making any money off of that surplus power. You can "net out" your own energy bills, but anything extra you produce goes back to the utility.

Number one, that system size limitation is a disincentive for people who want to get into the solar business, and number two, it creates a disincentive to be efficient, because if you lower your energy use, all you do is create a windfall for the utility. That's why I think this bill is so important, because it gets at both of those impediments to the broader distribution of solar.

The bill covers more than solar. If you have a farm and put up a small-scale wind turbine, which we're seeing more of, you should be paid for creating surplus energy. Same thing if you've got a methane digester on your farm. So I'm very excited about it.

Another bill I'm introducing this session addresses our transportation needs by allowing a Bay Area vote for a fee on gasoline. Everything we want to do is going to cost money, and we are going to need money to support public transportation at the levels we ought to support it at,

### Lighting Efficiency and Toxics Reduction Act

AB 1109 requires that the California Energy Commission implement ways of reducing lighting energy usage in indoor residences and state facilities by no less than 50 percent by 2018, as well as requiring a 25 percent reduction in commercial facilities by that same date. The bill also expands existing incentives for energy-efficient lighting.

As part of its hazardous waste component, the bill requires manufacturers to reduce the levels of toxins in lighting products, such as mercury in compact fluorescent lighting (CFLs) and lead in incandescent bulbs, consistent with requirements established by the European Union.

### Global Warming Solutions Act of 2006

AB 32 requires the state to reduce its global warming emissions to 1990 levels by 2020. The reduction will be accomplished through a statewide cap on global warming emissions to be phased in beginning in 2012. In order to effectively implement the cap, AB 32 directs the California Air Resources Board to develop appropriate regulations and establish a mandatory reporting system to track and monitor global warming emissions levels.

### Solar Water Heating and Efficiency Act of 2007

AB 1470 creates a \$250 million, 10-year program to provide consumer rebates for installing solar water heating technologies.

### California Solar Initiative

As part of Governor Arnold Schwarzenegger's Million Solar Roofs Program, California has set a goal of creating 3,000 megawatts of new solar-produced electricity by 2017. The California Solar Initiative offers cash incentives on solar systems of up to \$2.50 a watt. The incentives, combined with federal tax incentives, can cover up to 50 percent of the total cost of a solar system. Visit Go Solar California at [www.gosolarcalifornia.ca.gov](http://www.gosolarcalifornia.ca.gov).

as well as money to create grants for the right kinds of projects that reduce vehicle miles traveled. I think one of the most appropriate places to find that money is putting a fee on gasoline, because the burning of fossil fuels is at the heart of all these challenges.

**Q.** You seem to be an optimist. Am I reading that correctly?

**A.** I heard an adage that the optimist says the glass is half-full and the pessimist says the glass is half-empty, but the realist says the glass is twice as big as it needs to be. I try to stay on an even keel. •

### FOR MORE INFORMATION

**Jared Huffman** > [democrats.assembly.ca.gov/members/a06](http://democrats.assembly.ca.gov/members/a06)

# Saving the Earth, One Board Foot at a Time

BY GEORGE SNYDER

Green builder John Shurtz says eco-living is finding a good home in Marin.

**S**ustainable or green building can take on various meanings, but one thing is certain: The construction industry has work to do to help clean up its own backyard — from the materials and resources used to the waste generated during and after the building process.

John Shurtz, president of Green Builders of Marin, a certified Marin Green Business, doesn't mince words when he describes the challenges ahead. "We are running out of natural resources and we're also polluting our natural resources — and we're jeopardizing the lives of future generations if we don't change the way we do things."

For Shurtz, who works with Rainforest Action Network to help encourage his industry to use substitutes for old-growth lumber, eco-responsible building is a no-brainer. Whether it's remodeling or building a new home, green building is about building in ways that "maximize the health of the environment, the economy, and the community."

On the positive side, Shurtz says moves are being made in the right direction, venturing that "40 to 50 percent of the jobs going on in Marin County have some elements of 'green' in them, and maybe 10 to 20 percent have a commitment to going very green."

Also on Shurtz's list of good things in the offing — programs in the East Bay, such as Green for All and the Oakland Green Jobs Corps, that are training inner city youth for what "the blossoming green industry" will create: employment opportunities.

Being green, says Shurtz, is not only about what we buy or use, but it's also about linking the "haves" with the have-nots, as job training for the disadvantaged can help do — "Green is about social justice." •

## FOR MORE INFORMATION

**Green Builders of Marin** >

[www.greenbuildersofmarin.com](http://www.greenbuildersofmarin.com)

## Use Green Building Smarts | *Knowing what's available is the first step. Suggestions from John Shurtz:*

**Look for lumber certified** by the Forest Stewardship Council (FSC), which guarantees that the wood comes from sustainably harvested forests. Visit the Forest Stewardship Council at [www.fsc.org/en](http://www.fsc.org/en).

**Bamboo flooring:** Popular and sustainable, bamboo flooring is becoming less expensive, but don't buy the cheapest product. The market is now being flooded with lesser-grade bamboo.

**Reclaimed lumber:** Good wood doesn't have to be new. Consider wood from barns or warehouses, for example. Gaining popularity is salvaged underwater wood from trees felled as part of the commercial logging process. Reusing wood reduces the amount of new wood harvested.

**Insulation:** Seriously, recycled denim jeans are the new in-style material for old-style fiberglass used in wall insulation. Good for the environment and for the human installers too.

**Beams:** If ceiling crossbeams are going to be painted anyway, why not forgo the use of a new solid wood beam and opt instead for Glulam? Glulam is a board made by sandwiching two 2-inch boards together. It's strong; it can be crafted from smaller, faster-growing trees — saving more of the slow-growing, larger trees — and it costs less.

**Thermal solar:** Black solar panels are in fact thermal, not photovoltaic (PV), solar energy systems. Thermal systems capture the sun's heat to heat water and are traditionally used for swimming pools and hot tubs, among other uses. They also cost less than PV systems to install.



**Sim Van der Ryn:**

It may be green,  
but is it good?

# Rendering Soul into Our Structures

## Pioneering architect considers the true spirit of green design

**S**im Van der Ryn, pioneer of eco-design and sustainable architecture, founder of the Farallones Institute and the Inverness-based Ecological Design Institute, may be the dean of green — but he's hard-pressed to say exactly when the term itself came into vogue.

Still, looking back, the Netherlands-born architect suggests that one key signpost was the Leadership in Energy and Environmental Design (LEED) rating system, developed by the nonprofit U.S. Green Building Council.

Now a decade old, the LEED rating system remains a primary benchmark for sustainable building practices, used by architects, contractors, and municipal-planning departments to gauge elements such as energy efficiency.

### Big Isn't Better

Van der Ryn has spent a lifetime creating his own green measurements, as California State Architect under the Jerry Brown administration and professor of architecture at the University of California at Berkeley for 30 years — not to mention his decades of designing acclaimed homes, commercial buildings, and spiritual and religious centers. His designs in Marin range from a showcase straw-bale home in Nicasio to the guesthouse at the Green Gulch Zen Center to the Point Reyes Youth Hostel.

What he has found, drawing from his rich architectural past, is that today's green focus embraces "a lot of common-sense things people have done for a long time, such as the orientation of the house, the use of passive solar, and working the dwelling into the lifestyle and cus-

toms of the user."

Van der Ryn also notes that, while it may sometimes be difficult to ascertain if building materials in a home are truly sustainable, there are certain aspects of sustainable building that are easily understood. "For one," he says, "the primary rule is don't build big. Build smaller homes, not trophy homes. That way fewer resources are used. In Marin, consumption correlates with income."

### Good and Green

As Van der Ryn writes in his book *Design for Life* (Gibbs Smith, 2005), truly green design is about people. "The heart of ecological design is not efficiency or sustainability. It is the embodiment of animating spirit, the soul of the living world as embodied in each of us waiting to be reborn and expressed in what we design."

It is a philosophy that today defines Van der Ryn's passion for "restorative design," an integration of energy, food, waste, and water, and he remains focused on understanding how the people using the structure are affected by it.

Van der Ryn is attempting to put us in our rightful place. "We are hard-wired to be connected with nature, and in an industrial era that has been forgotten," he says of design that shuts out the former, adding, "I'd prefer to not call good building green or sustainable. I just call it good."

— GEORGE SNYDER

### FOR MORE INFORMATION

Sim Van der Ryn > [www.vanderryn.com](http://www.vanderryn.com)

Ecological Design Institute > [www.ecodesign.org](http://www.ecodesign.org)

# WHAT ON EARTH WERE THEY THINKING OF?

Plans to turn West Marin into L.A. beachfront gave rise to Marin's premier environmental forum

BY LAURA MERLO

FOUR DECADES AGO, as unbelievable as it may seem, Marin County officials were preparing for a building boom on the land around Tomales Bay and in Bolinas Basin that would have accommodated 150,000 people — nearly three times the population of today's San Rafael.

A multilane coastal freeway was on the drawing board, the better to speed the anticipated populace of those seaside bedroom communities to their “over the hill” urban jobs.

But just as developers were getting their claws into West Marin, a group of Marin residents took a stand that changed the course of the county's environmental history. Among those appalled by moves to turn West Marin into an L.A.-style beach community was Dr. L. Martin Griffin of Belvedere, then president of the Marin Audubon Society. Soon, the nonprofit Audubon Canyon Ranch set out to block

development by buying up strategic land parcels before the developers could, including land where the ranch now sits just north of Stinson Beach.

As anyone who spends time in that unspoiled coastal landscape knows, in the battle for West Marin's soul, the Davids beat the Goliaths.

But the tremendous effort required a committed few to speak at seemingly endless meetings with zoning boards, water boards, boards of supervisors, and agencies galore. The Davids, including Griffin, Stan Picher, and Clerin Zumwalt, were stretched thin as they continued the battle for a dozen years, and in their weary bones they knew they needed reinforcements. They realized, in effect, that they had to ensure the sustainability of their strengthening environmental movement by bringing in new people and teaching them the ropes.





**Unpleasant proposition:** If developers had prevailed, Marin's coastline would be awash in car exhaust.

### 'You Have to Take Chances'

As Griffin wrote in his 1998 book, *Saving the Marin-Sonoma Coast* (Healdsburg, Calif.: Sweetwater Springs Press), "The need was obvious. . . . At crucial Tomales Bay hearings, we couldn't rally our troops to speak; they didn't know the issues. However, we still urged them to attend as 'noddors and frowners.'"

The mechanism for turning "noddors and frowners" into spokespeople was the Environmental Forum of Marin (EFM), founded in 1972 as a training ground for ordinary folks to become knowledgeable and articulate advocates for the local environment.

Now 87, Griffin, who received the 2007 Environmental Leader of Marin Award from the Environmental Education Council of Marin, says it pays to take a stand, whatever the

cost. "Looking back, I'd advise: You have to be on the lookout for opportunities, and then jump on them when they come. You can't fiddle around; you have to take chances, because these opportunities may come only once in a lifetime."

Still actively working on land preservation, currently helping the Nature Conservancy in Hawaii, Griffin says that the best thing he ever did was to buy the option for what was then known as Canyon Ranch along the Bolinas Lagoon in Stinson Beach. Home to egrets and herons, the ranch was slated to be subdivided. Buying what would become the Audubon Canyon Ranch "was the key to stopping the freeway and saving the coast. To do it, I wrote a personal check for \$1,000, which was really sticking my neck out. But I'm awfully glad I got that option." >

## Guiding Environmental Know-How

The first forum training was led by Griffin and Zumwalt, among other environmental pioneers, including Phyllis Faber, who would go on to co-found the Marin Agricultural Land Trust (MALT). In the decades since, 916 people have taken EFM training, including Senator Barbara Boxer and Marin County Supervisor Charles McGlashan and former Supervisor Cynthia Murray.

Each fall, EFM offers an intensive 18-week program

is urged to perpetuate EFM's mission of protecting and enhancing the environment through education. "Since EFM is and always has been 100 percent volunteer, there is by necessity an encouragement to our members to become involved within the organization," says Wendy McPhee, a graphic artist, who is a graduate of Class #32 and currently director of public relations for EFM. "Putting on the training and workshops requires a huge amount of effort that is easily accomplished by the division of duties among about 35 members or so."

In other words, the new members help the established experts to train the even newer ones, keeping the cycle of knowledge rolling forward.

## Sustainable Communities

For the last four years, EFM has also offered a less rigorous program, the Sustainable Communities Seminar. This year, the seminar met for five hours on seven Saturdays in late winter and early spring to hear expert briefings on fossil fuels, renewable energy, toxics, water resources, land use and planning, and transportation.

The seminar represents less of a time commitment than the forum, and there are no projects or required reading. But participants receive a great deal of information. The \$250 tuition includes associate (nonvoting) membership in EFM.

Most students learn about the training through friends who have taken it. Some come looking for ideas to start a green business; some want reliable information about global warming so that they can implement changes in their own lives. As one woman in the most recent seminar put it, "I

drive a Prius and I've become a vegan. I want to know what more I can do."

Says McPhee, EFM graduates are inspired to follow their passion, which has borne fruit in the form of activism on their part. "They more than likely had feelings simmering within, and EFM just helps to sort it out and create it.

"I was struck by how many students in our most recent class overwhelmingly spoke to how the Environmental Forum of Marin has greatly changed their view from feeling helpless to feeling empowered with a stronger commitment to making change." •

## FOR MORE INFORMATION

**Environmental Forum of Marin** > [marinefm.org](http://marinefm.org)



**"Can the Last Place Last?":** Cover of the groundbreaking report included in the 1973 Marin Countywide Plan. Its goal was to encourage "ecological planning," advising that man's role is as "a wise steward," charged with protecting the environment "now, for the future, and for future generations." *Courtesy of the Corte Madera Public Library*

called Sustainable Earth Forum, in which dozens of people volunteer their expertise to teach 30 or so individuals about ecology, resource management, and advocacy. The most recent, Class #35, met for seven hours on Tuesdays, beginning in September and ending in February. There were briefings and field trips, and the tuition of \$380 included a year of membership in EFM.

One component of the forum is individual projects and research. Class #35's contributions ran the gamut, from "Promoting West Marin Agriculture" to "Environmental Justice in a Global Marketplace," to graywater systems, desalination, plastics and recycling, and 100 percent recycled paper products.

But perhaps most important, each new crop of graduates



Ginger Souders-Mason

# SAVING THE EARTH WHILE PROTECTING HUMAN LIFE

The job ahead?  
Pesticide-free Marin

GINGER SOUDERS-MASON, a retired medical technologist, graduated from EFM Class #9, served three terms as EFM president, and became an honorary lifetime member in 2000. Her leadership has continued through battles against the spraying of toxic chemicals.

"I started my EFM training when we had our second child. As a parent, I felt obligated to leave this place a little better than I found it," Souders-Mason says. "I was always very interested in the environment. EFM opened doors — it taught me which people I could go to in order to get things done. It teaches you how to be nice and all, but not to get intimidated. To remember how important your mission is. To feel comfortable going forward without fear."

And go forward she did. With Suzanne Cooper and Barbara Perlman-Whyman, Souders-Mason was a prominent organizer of the 20th Earth Day celebration in April 1990. That event, held on the Dominican University campus, grossed more than \$22,000.

The Marin Community Foundation matched funds to set up and administer the Earth Day Every Day Fund, which provided small grants (\$500 or less) to individuals, schools, and other organizations for environmental activities. For a decade and a half, the Earth Day Every Day Fund put \$10,000 back into the community each year.

Many of the grants were used to help set up school gardens — "And one even allowed a San Anselmo boy to expand his chicken coop so he would have more fresh eggs to give to his neighbors," Souders-Mason says with a laugh.

## Taking On a Toxic World

Souders-Mason didn't stop there; she got involved with the Health Council of Marin in the early 1990s, the time when the high incidence of breast cancer was coming to light. That led her to a spot on the Marin Breast Cancer Watch Board of Directors. (Breast Cancer Watch was renamed Zero Breast Cancer in 2006.)

"We were looking into toxic loads as a potential cause (of the cancer rates). . . . We realized that pesticide use was one thing that could be changed, so we started an organization to show how to do maintenance with less-toxic products."

In 1996 and 1997, Souders-Mason, with the Pesticide Free Zone Campaign and Marin Beyond Pesticides Coalition, pressed the Marin County Board of Supervisors for the Integrated Pest Management Ordinance. Passed in 1997, it took effect in 1998.

The ordinance set up a pest management protocol, requiring that mechanical means of prevention be tried first, and in the event that there was no other option than spraying, the least toxic chemical available be used. It permanently banned the use of Class 1 and Class 2 chemicals.

The coalition, which is still working to declare schools pesticide-free zones, also "realized we needed a symbol — a positive image," says Souders-Mason. Coalition member Joe Draeghert designed a round metal sign with a bright red ladybug on a white background. The signs are marketed all over the country.

## Moving Forward

Today, Souders-Mason is hoping to stop a plan by the state Department of Food and Agriculture to begin aerial spraying this August to combat the spread of the light brown apple moth.

"The spraying is expected go on for two to three years, using a chemical that was never approved for urban use, let alone aerial spraying," she says. Toward the end of February this year, the Pesticide Free Zone Web site carried an emergency alert about the spraying. Souders-Mason is digging through information about the moth and the chemicals involved, and learning what she needs to know in order to fight this latest battle.

— LAURA MERLO

## FOR MORE INFORMATION

**Pesticide Free Zone** > [www.pesticidefreezone.org](http://www.pesticidefreezone.org)



**The green road:**

Record executive Jordan Harris, with son Emerson — his new spin is solid green.

# DRIVING CHANGE ONE OZOCAR AT A TIME

Eco-chic is beyond trendy — it's the style and substance of our lives

JORDAN HARRIS, a graduate of EFM

Class #31, lived in Mill Valley during his teens and early twenties, before his work in the recording industry took him to Los Angeles and London. When he and his wife had their children, he wanted to return to Mill Valley so that they too could grow up in Marin.



## *'Popular culture and fashion influence consumers in a big way.'*

"This area has the best of both worlds, of both nature and culture," says Harris. "This is probably the most progressive part of the country — and there's the climate, and easy access to nature and to a great city nearby for culture."

Harris and his family try to live as green a lifestyle as possible. "We use our feet, and the ferry, and our bicycles," he says. When they do drive, it's in a hybrid Honda Insight. Their home is solar powered and made of all reclaimed materials.

Harris was co-founder and chairman of Virgin Records US. He co-founded the youth political organization Rock the Vote. He has served for a decade on the executive board of directors for Global Green USA, the U.S. affiliate of Mikhail Gorbachev's Green Cross International. (Gorbachev once told him at a dinner, "The wars of the future will be fought over water.")

As a balance to working on so many projects with "big horizons," Harris says, he wanted to learn about local issues, and a close friend who had recently finished the EFM training enthusiastically recommended that he take the 18-week course. He's glad he listened.

"The training was so comprehensive, exploring so many different issues," Harris says. "Many of the people I met through the class were really inspiring."

### **New York Goes OZO**

Harris is now involved in another project with an expansive horizon — and color it green: OZOcar, a New York car service that utilizes a fleet of Toyota Priuses, along with Lexus RX 400h and Toyota Highlander hybrids for times "when something larger is needed." The service was launched 2½ years ago with 20 Priuses; the fleet has since grown to 100.

"It's the fastest-growing car service in New York City," says Harris, with 600 accounts, mostly big corporate clients like Goldman Sachs and Condé Nast.

The OZOcar idea grew from another of his inspirations, Green Car to the Red Carpet, in which Harris persuaded stars, including Harrison Ford, Robin Williams, Clint Eastwood, and Cameron Diaz, to show up at the Academy Awards gala in hybrid cars rather than stretch limos. The first

Green Car to the Red Carpet took place in 2002.

"It was the run-up to the Iraq War," he says, "and in that context it seemed obscene to see stretch limos arriving en masse." The sight of the film stars emerging in all their finery from hybrid and electric cars generated a lot of publicity and awareness of hybrids.

"Popular culture and fashion influence consumers in a big way," says Harris. "Celebrities can use their influence in a positive way and help make it fashionable to be green." Harris adds that he isn't worried that "eco-chic" will be just a passing fad. "No, it's a necessity, because the reality of the science of climate change won't allow for it to be a fad."

Harris and business partner Roo Rogers have recently launched OZOlife.com, "a daily guide for green living." Harris says, "People want to do the right thing, but knowing what the right thing is can take a lot of research. OZOlife is a great resource to guide people in the right direction."

### **Past as Guide for the Future**

Of EFM, this successful environmental advocate and businessman says, "It's important to know about the legacy of those who have worked so hard before us. It's our responsibility to honor this legacy and continue to protect the open space they saved."

But, he adds, we also need to deal with the social justice issues that spring from "having 80 percent of our county protected open space, which makes the remaining 20 percent so expensive that many people cannot afford to live here."

He sees urban infill, green affordable housing, and good public transportation as ways to shrink our county's large carbon footprint.

"EFM covered all sides of every one of these issues," he says. "The advocacy portion of the training encourages people to use their voice and take part in a way they wouldn't have dreamed of prior to taking the class."

— LAURA MERLO

### **FOR MORE INFORMATION**

**OZOcar** > [www.ozocar.com](http://www.ozocar.com)

# GREEN ACRES FOREVER

## Friendship creates the best MALT in town

THE MARIN AGRICULTURAL LAND Trust (MALT), a nonprofit that has had tremendous success preserving land and agriculture in the county — and one that has served as a model for other communities — came out of the friendship between Phyllis Faber, biologist and EFM co-founder, and the late Bill and Ellen Straus, West Marin dairy ranchers.

California's 1972 Proposition 20 established the Coastal Commission as the overarching land use authority along the state's coast, replacing the patchwork of government entities that had been operating under various local rules (or even whims). The 1976 Coastal Act made the Coastal Commission permanent and required each county with a coastline to develop a coastal plan as part of its general plan.

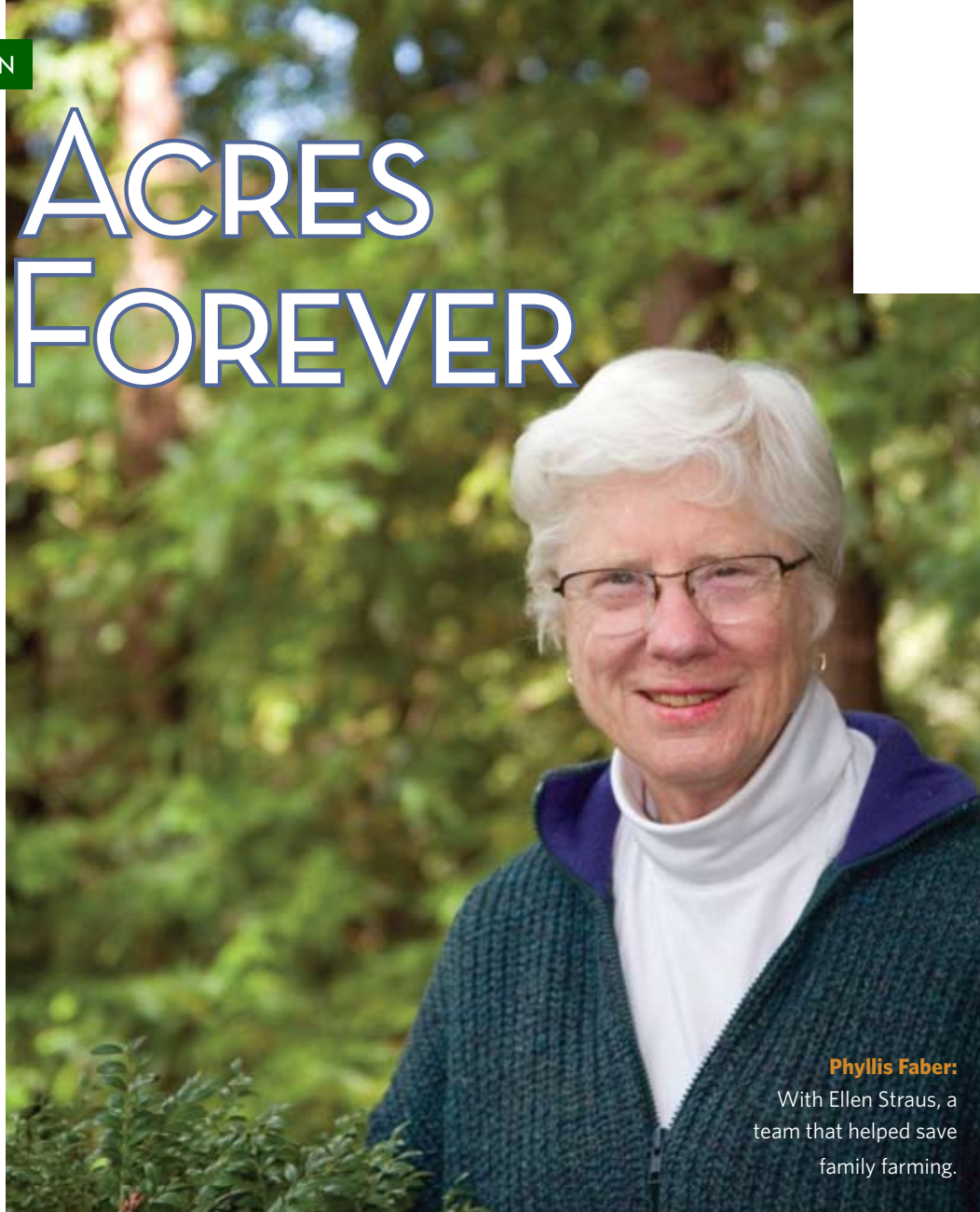
In terms of protecting coastal property, "down zoning" was the main tool for preventing subdivisions, doing so by specifying zoning restrictions — say, 10 acres of land per house or 60 acres of land per house.

However, Faber says, down zoning and other pressures were having the unintended effect of squeezing out agriculture. Ellen Straus and Faber came up with the idea of asking the Coastal Commission to accept a land trust as a tool to curb development, making it easier for family farms and ranches to stay in business.

Says Faber, "Here we were, a rancher's wife and a female biologist from Mill Valley. If not for the pressure of the incipient coastal planning, these men probably would have laughed us out the door."

Instead, the national Trust for Public Land, founded by Mill Valley resident Huey Johnson, showed Faber and Straus how to set up land trusts. The Coastal Commission went for the concept, and MALT came into being in 1980.

Today, more than 40,000 acres of the county's 110,000 acres of



**Phyllis Faber:**

With Ellen Straus, a team that helped save family farming.

agricultural-zoned land are protected "in perpetuity" under MALT conservation easements. This represents 61 family farms and ranches, and the trust is still growing, having made three acquisitions at the end of 2007.

Besides helping to preserve farmland, MALT works to keep farming and ranching viable — and in the public consciousness. MALT volunteers lead tours of ranches and family farms, educate young people through the Farm Field Studies Program, and run a speaker series called "Food & Farming on the Urban Edge."

"In many ways, my life has been magic," says Faber, now 81. "My work has been a great pleasure to me, and for it to have been useful, as well, is gratifying."

She adds, "The open spaces of the West give you the feeling that you can do anything. It's really quite remarkable. Everything seems possible."

— LAURA MERLO

### FOR MORE INFORMATION

Marin Agricultural Land Trust > [www.malt.org](http://www.malt.org)

# Putting a Spring in Your Step

**J**oe Kohn, field-trip coordinator for the Marin Chapter of the California Native Plant Society (CNPS), has the best view in the county of what our spring season is famous for — wondrous wildflowers.

While Kohn notes that variations in rainfall and temperature determine the beginning and the end of the native wildflower display — and its intensity — he assures that the following viewing points will most likely be awash in what augurs well for needed post-winter relief: “floral sights that will bring you unsurpassed beauty, inner peace, and complete serenity.”

## April

Unarguably, says Kohn, Chimney Rock above Drake’s Beach along Marin’s Pacific shore “is one of the premier wildflower destinations on the entire West Coast,” often offering “a vivid visual tableau of red, pink, yellow, purple, blue, and white wildflowers as far as the eye can see.” With 50 or more different species of wildflowers possibly on display, the one-mile walk is a visual delight — and it’s the ultimate far-county destination, ending at the very edge of the North American continent.

From Chimney Rock, the April view (through binoculars) also includes elephant seals and gray whales. More good news: Due to the site’s popularity, the National Park Service runs a weekend bus shuttle from Drake’s Beach to Chimney Rock, and beyond to the Point Reyes lighthouse.



**Ribes in renewal:** First blossoms on a native currant in a Mill Valley yard.

## May

By early May, taking the Rock Spring trail along the Mount Tamalpais ridgetop (not far from the Pantoll Ranger Station) is definitely a must-do, says Kohn, along with a hike along connecting Cataract Trail, where the offerings include “precious calypso and coralroot orchids and the lovely mission bell lilies.”

## June

In early June, Abbotts Lagoon in Point Reyes National Seashore is “generally fog-free and florally fantastic,” says Kohn. The lagoon

is home to seven species of lupine, including California’s largest giant bog lupine and “the incredibly fragrant” yellow bush lupine. Also in view, says Kohn, are “showy pink owl’s clover and fragrant plants that miraculously emerge out of the sand dunes.”

Keep your eyes open, advises Kohn: As you reach the bridge that crosses the lagoon, look for coast rein orchids and then head uphill to the left — if your timing is right, you’ll have “an unsurpassed display of hundreds of pussy ear star tulips.”

## Almost Anytime

Other “glorious spots” in the county for wildflower viewing: Mount Burdell in Novato; Azalea Hill and Carson Ridge on the Fairfax-Bolinas Road; Alpine Pump Road, which starts from the base of Alpine Dam; the Palomarin Trail from the end of Mesa Road in Bolinas; and perhaps,” says Kohn, “the most beautiful spot of all —

Ring Mountain on the Tiburon peninsula.” •

## FOR MORE INFORMATION

- Marin Chapter of the California Native Plant Society** > Everything you need to know about native plants in Marin, plus information on free hikes, is available at [www.marin.edu/cnps](http://www.marin.edu/cnps).
- Chimney Rock shuttle information** > [www.nps.gov/pore/planyourvisit/shuttle.htm](http://www.nps.gov/pore/planyourvisit/shuttle.htm)
- Mount Tamalpais State Park** > [www.mttam.net](http://www.mttam.net)
- Point Reyes National Seashore** > [www.nps.gov/pore](http://www.nps.gov/pore)
- Golden Gate National Recreation Area** > [www.nps.gov/goga](http://www.nps.gov/goga)

PRETTY IN GREEN



**Clothes from Embodies in Larkspur modeled by members of the EcoMom Alliance**

**Location:** Marin Art & Garden Center, Ross

**SILK ROAD:** Kimberly Rider, an author and interior designer (atmosfera/San Rafael), wears a wrap top made of organic hand-twisted silk, \$534, Linda Loudermilk, USA; trousers, organic cotton denim, \$244, Linda Loudermilk, USA.

# STYLE THAT'S OF THE EARTH

Make room in the wardrobe — organic clothing is ready to wear

BY JOAN LISETOR

Eco-conscious consumers are driving demand for like-minded clothing — and Marin is aiming to please, with a major clothing manufacturer and a growing number of boutiques offering fashion made with the Earth in mind. In this issue, we take a look at what's pretty in green this spring.



#### **GENTLE SHRUG:**

Liz Held of San Rafael wears a bow-tie top of organic cotton, \$96, from Peligrosa, topped with shrug made of hand-loomed bamboo, \$120, Lara Miller.

## Just Like Having Mom on Our Side

Like having a mother at our side, the EcoMom Alliance, says founder Kimberly Danek Pinkson, provides a hand to hold as we maneuver the sea change in living that global warming demands.

Education, community, personal connections: These are the cornerstones of the nonprofit EcoMom Alliance, which Pinkson formally launched last fall with the help of supporters, including actress Robin Wright Penn and Pinkson's sister,

Nicole MacNaughton. Says Pinkson, who grew up in Marin, the mission of the alliance is to help "align good intentions with action . . . to offer advice and information, to create advocates, to inspire our collective power."

The EcoMom message has hit a nerve with moms and grandmoms worldwide. A front-page story in the *New York Times* on the alliance and its national chapters ranked as the paper's number one forwarded article of the day — testament to what Pinkson sensed all along. "There is a shift taking place, a struggle to change."

EcoMoms want to make that change easier and less stress inducing. "We're keeping it positive," Pinkson says. "We're about taking it one step at a time."

The EcoMom Web site offers 10 first steps toward sustainable living and urges new members to take the EcoMom Chal-

lenge. And members are encouraged to organize their own EcoMom Circles — social get-togethers that feature guest speakers on sustainable-living issues, from global warming to healthy home interiors.

Newspaper and TV coverage has put the alliance in the spotlight, and Pinkson says the phone has been ringing like crazy, with calls from across the United States and the world — India, Ireland, Brazil, Australia, Greece. The outpouring confirms what she had suspected: that change is being embraced not just in Marin but everywhere.

— KAREN PETERSON

#### **FOR MORE INFORMATION**

**EcoMom Alliance** > [www.ecomomalliance.org](http://www.ecomomalliance.org)

### Shades of Sausalito

Organic clothing isn't new, of course. The difference now is greater availability and a wider range of styles as major designers and manufacturers begin heeding consumer demand, among them Sausalito-based CP Shades.

Founded in the late 1970s by Daniel and Denise Weinstein, today CP Shades produces more than 75,000 men's and women's garments annually, including the recently launched 100 percent organic "earth" line, which accounts for approximately 15 percent of the company's business; its sHiRt line is 90 percent organic and accounts for 25 to 30 percent of the total business, says Daniel Weinstein.

No pesticides, herbicides, fungicides, rodenticides, radiation, or genetically modified organisms (GMOs) are used when growing the cotton used in his organic clothing, Weinstein assures.

Not only is CP Shades an Earth-conscious company, it's also a sustainable one: All clothing is made in Sausalito, which contributes to the local economy; and by avoiding the long-distance transportation that offshoring requires, CP Shades is a footprint-friendly manufacturer. >



#### **SLEEK BAMBOO:**

Kimberly Pinkson of San Anselmo, founder of the EcoMom Alliance, in a hand-loomed bamboo tunic/dress, \$216, Lara Miller, USA; beneath it, a tank dress made of modal (a beechwood tree fiber) and silk, \$98, Nicole Bridger, Canada.

**WARM WEATHER BLUES:** Here, Rider wears a blue tank tunic of hand-dyed organic linen and organic cotton voile, \$270, Tinc San Francisco.



**THE SEA INSIDE:** Nicole MacNaughton wears a black smock made of Seacell, a seaweed-derived fiber, \$400, one of only three available from Tinc San Francisco.



## Style with Natural Substance

When Kenlynn Wilson opened her Larkspur boutique, Embodies, in January 2007, she thought that women in their 40s would likely be her primary customers. What she discovered was an additional demographic for her all-organic upscale clothing — “women in their 60s who are looking for stylish fashions that don’t pollute the Earth.”

Wilson describes eco-clothing as being “gentle on the Earth and fashionable,” and she advises that clothing with less impact on the Earth also has less impact on the body — and that promotes healthier living.

As concerns about pesticides and other chemicals increase, Wilson notes that toxins in conventionally made clothing can be absorbed by the skin. “It takes one-third of a pound of pesticides and synthetic fertilizers to make one T-shirt,” she says by way of example.

Designer clothing at Embodies comes in a range of soft-to-the-touch natural fabrics, from organic silk, cashmere, and cotton to bamboo and even seaweed. Some pieces are made from possibly the greenest of options — recycled materials, including denim, army tents, reclaimed hides, and sails.

When possible, Wilson buys from Bay Area designers. She doesn’t use plastic in her shop and is working with her suppliers to cut down on its use in packaging. She also makes her own nonpolluting mannequins. >

## Green In and Outside the Shop

Typical customers at Valerie Tejero's Fairfax shop, Yeah Baby!, are eco-smart mothers and daughters, and they know what to expect when they drop by.

"You won't find them shopping here for prom dresses or anything that is only worn once," she says. "I try to carry merchandise that has a light carbon footprint" from start to finish.

Tejero, who opened her shop six years ago, looks for clothing and jewelry that is locally designed and manufactured. Some of her merchandise has been recycled for new uses — earrings of old pennies, belts of recycled rubber, rings crafted from vintage buttons. She also offers racks of used and recycled jeans.

Lessons learned from being an eco-facing merchant now define Tejero's outlook beyond her shop: "Clean and green" is her mantra as a member of the Fairfax Chamber of Commerce, where she is working with others to help further green her community by planting more trees and encouraging the use of solar energy. •

## Grounds for Celebration

We couldn't ask for a better backdrop for natural clothing than the 11-acre Marin Art & Garden Center (MAGC) in Ross, for 65 years a classic Marin destination. Open to the public for strolling, venue for weddings and other special occasions, MAGC is home to the Marin Garden Club, the Garden Society of Marin, the Marin Bonsai Club, and the Marin Rose Society.

Also part of MAGC: the Marin Society of Artists; the Porchlight Theatre Company and the Ross Valley Players; the Jose Moya del Pino Library and Ross Historical Society; the Decorations Guild shop, which sells wreaths and bouquets crafted from natural materials; and Laurel House Antiques.

Events and educational programs are offered year-round. Coming up: the annual **Pixie Spring Fair**, May 17, for the "preschooler and kindergartner set." Visit [www.pixiepark.org](http://www.pixiepark.org). **Summer Garden Habitat Camps**, June 16–August 22: Numerous sessions open to children preschool age through fifth grade. Visit [www.maagc.org](http://www.maagc.org).



# GREEN KEY™

## REAL ESTATE

### The smart choice.

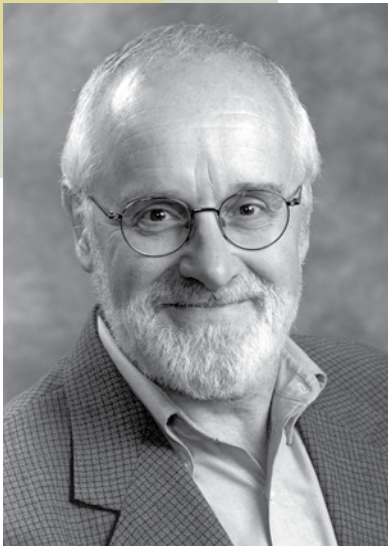
Why? Our expertise gives you an advantage in buying and selling real estate. Our agents are green building professionals and Eco-Brokers.® We help buyers make smart decisions when choosing a healthy and environmentally friendly home. We help sellers market the green, or greenable aspects of their property. And we help agents and franchise owners become experts in the growing market for greener homes.

At Green Key Real Estate, we believe that living greener isn't just healthy for our planet; it's good for our community and our families. And we can use our expertise to suggest improvements that increase the indoor air quality, energy efficiency, water usage, and value of a home. To learn more and receive our newsletter on green building tips, sustainable living, and real estate news, visit [www.greenkeyrealestate.com](http://www.greenkeyrealestate.com)

Coming soon to a town near you.

Interested in buying or selling a home or becoming an agent or franchise owner?  
Contact us at [greenkeyrealestate.com](http://greenkeyrealestate.com)





**Charles Halpern**

**Making Waves and Riding the Currents: Activism and the Practice of Wisdom**

By Charles Halpern

(San Francisco: Berrett-Koehler Publishers, 2008; \$24.95)

# Honoring Laws of Wisdom

REVIEWED BY WENDY MCPHEE

**Y**ou don't have to be an activist to appreciate the insights and accomplishments that characterize the career to date of renowned attorney and environmental activist Charles Halpern, as he recounts in his memoir, *Making Waves and Riding the Currents*.

After observing the way fellow attorneys became either indifferent or dissatisfied as representatives of large, impersonal corporations, and also in reaction to the spirit of social change spreading across the nation in the 1960s, Halpern writes, he was motivated to establish the nation's first public interest law firm, the Center for Law and Public Interest.

Partly in response to the impact of one of his first legal victories, *Rouse v. Cameron*

(which dealt with the treatment of patients in mental institutions), Halpern says here that the transformational experience led him to embrace a lifelong journey of "practicing wisdom" through the representation of social justice and environmental lawsuits.

While most of us may think twice about leaving a promising career track — in his case at the prestigious law firm of Arnold & Porter in Washington, DC — Halpern had no such qualms, noting that his move "opened more doors than it . . . closed," although, as the Berkeley resident also admits, "I had no way to know that at the time."

The opportunities behind these other doors and the risks that Halpern was willing to take during the ensuing decades make this book an engaging read for all who believe that taking chances is the first step toward effecting change.

Seen through both historical and activist perspectives, Halpern's message as laid out here is inspiring and personally illuminating, for as he advises, success is dependent on continuously rebalancing one's life. This balancing act is something Halpern says he has accomplished with the help of inspirational friends and thinkers, including the Dalai Lama, who at different times, as he writes, guided him in developing personal wisdom, tapping his inner resources through meditation, and fulfilling his desire to be in touch with the natural world.

He recalls joining other lawyers on retreat at Spirit Rock in Marin's San Geronimo Valley, writing, "Our retreat at Spirit Rock filled me with the inspiring hope that the practice of wisdom might return as the core of the lawyer's commitment, beginning in law school and running through a lifetime of practice." •

*Wendy McPhee finds balance in her life through family, community service, her tea company, and breathing in the beautiful Marin air.*

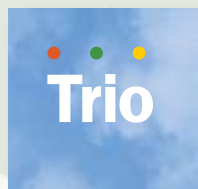
Accomplish Your Business Goals and Remain a



And Sustainable Concern in All of Your Endeavors...

We have decades of experience with Fortune 500 companies and national campaigns in the environmental justice, conservation and green marketing arenas. And, we're in Marin.

~ Let's go green together ~



**CREATIVE SOLUTIONS FOR ENGAGING IDEAS**

CORPORATE ID, BRANDING, CAMPAIGNS, PACKAGING, ADVERTISING, PUBLICATION DESIGN & MORE  
415.256.9472 • INFO@TRIONOW.COM • WWW.TRIONOW.COM

# Traveling the World With a 'Mindful Perspective'

BY AMELIA SPILGER

**I**n September 2007, Andalusia, the southern province of Spain, welcomed two honeymooners to flaunt their Spanish and lose themselves in the whimsy of the winding streets of Granada, Seville, Cordoba, and Malaga.

Fresh from our eco-friendly wedding in the Marin Headlands, we arrived with adventurous spirits and green dreams. Our mission was to have an authentic experience and to minimize our environmental impact. Imagine our excitement when we realized that our environmentally friendly experiences and our culturally enriching ones went hand in hand.

From a purist perspective, it's a stretch to argue for deep-green travel. That is, unless you're hitting the road on your bike, taking public transportation to the final stop before your trailhead into the wild back-country, or touring in a vehicle powered by reclaimed vegetable oil from restaurants along your route.

I know a few people who travel like this, but not many. And while I don't mind roughing it with them, I acknowledge that such eco-intensive travel options may not appeal to the masses.

On the other hand, mindful travel is a good and easy way to go: It takes into account the environmental, social/cultural, and economic effects of your presence, and it's a powerful catalyst for change. By crossing borders, comfort zones, and language barriers, explorers of the globe gain a deeper understanding of the bigger picture — over six billion people share our planet, and we are more the same than we are different.

Travel opens eyes and minds to the reality that in our shrinking global community, the repercussions of our choices extend far beyond us. Such awareness is pivotal to creating a society that makes conscious choices and that embraces the truth that we're all in this together.

As for the honeymooners, our green path was a surprisingly easy one: We took public transportation, frequented locally owned >

We like to  
turn pages.

Your partners in the  
design and production of  
magazines, newspapers,  
books, and websites.

VISDESIGN.COM



Visual Strategies  
415.296.9702

*Yeah Baby!*  
women's boutique

Offering clothing made in the  
USA & sweatshop free.

American Apparel ~ Free People ~ LA. Made  
Crown Jewel ~ Flying Lizard Jewelry



Introducing mens clothing!

415-459-4493

1870 Sir Francis Drake Blvd. Fairfax



# CHOICE

**NECKLACE =**

**10 TREES PLANTED**

(FOR EVERY PIECE OF LOVE HEALS JEWELRY)

**OFFSETTING 500 POUNDS OF**

**CO2 FOR THE NEXT**

**80 - 200 YEARS**

**ORGANIC T-SHIRT =**

**SAVINGS  $\frac{1}{3}$  POUND**

**OF PESTICIDES**

**ORGANIC BLUE JEANS =**

**SAVINGS  $\frac{2}{3}$  POUND**

**OF PESTICIDES**

1127 Magnolia Ave  
Larkspur, California  
415.461.6462

**embodies**  
eco lifestyle, inside and out

## **GREEN DESTINATIONS** *continued*

restaurants and family-operated hostels, and even stayed with friends of friends for a truly authentic experience. Sure, at times our bus trips were long and uncomfortable, we occasionally craved something other than whatever tapa the kitchen was serving, and we certainly inhaled more cigarette smoke than our California lungs bargained for in the home of our hosts in Malaga.

Still, we were thrilled to shrink the environmental impact of our travel, to invest our dollars in small local businesses, and to gain a more intimate understanding of Spain and its people. Ultimately, we enjoyed a rich and authentic experience, a beautiful benefit to making environmentally conscious choices that lessened our impact on the planet. •

## **MINDFUL TRAVEL TIPS**

**S**teps toward easing your eco-conscience range from purchasing carbon credits to offset the carbon emissions of your trip from companies like Terra Pass [www.terrapass.com](http://www.terrapass.com), to playing an active role in encouraging your particular hotel or tour group to consider environmental initiatives that would green their operation, contribute to their bottom line, and ultimately attract future responsible travelers.

Consider swapping homes via an organization like Home Exchange, [www.homeexchange.com](http://www.homeexchange.com), or entertain a more intensive cultural experience via the Couch Surfing Project, [www.couchsurfing.com](http://www.couchsurfing.com).

Take a reality tour with Global Exchange, [www.globalexchange.org](http://www.globalexchange.org), a San Francisco-based organization that leads curious participants on educational adventures. Or be inspired by Lonely Planet's *Code Green: Experiences of a Lifetime*, a collection of nearly 100 responsible travel experiences from across the planet, "all linked by three defining principles; tread lightly on the environment, immerse yourself in the culture and have a positive economic benefit for the local community." [www.lonelyplanet.com/responsibletravel](http://www.lonelyplanet.com/responsibletravel).

*Amelia and Alex Spilger live in Sausalito and invest their working hours in promoting local agriculture and green building. They also guide trips for responsible travelers to Central America.*

## Finding Funding

Going green may be an imperative, but doing so costs money, and here too government and local residents share realities: Where will the funds come from?

For cities like Mill Valley and San Anselmo, going solar is one of the most popular clean-energy solutions, and right now they're basking in the glow of what the County of Marin Sustainability Team secured for Marin's local governments: an amazing 11 percent of the national allocation of Clean Renewable Energy Bonds (CREBs), which can be used to fund solar, wind, geothermal,

### IT TAKES A COMMUNITY

The following groups work to make their communities more sustainable through education and action.

**San Anselmo Quality of Life Commission** > [www.townofsananselmo.org](http://www.townofsananselmo.org)

**Sustainable Fairfax** > [www.sustainablefairfax.org](http://www.sustainablefairfax.org)

**Sustainable Marin** > [www.sustainablemarin.org](http://www.sustainablemarin.org)

**Sustainable Mill Valley** > [www.sustainablemillvalley.org](http://www.sustainablemillvalley.org)

**Sustainable Novato** > [www.sustainablenovato.org](http://www.sustainablenovato.org)

**Sustainable San Rafael** > [www.sustainableسانrafael.org](http://www.sustainableسانrafael.org)

and other renewable energy generation projects.

Established by the Energy Tax Incentives Act of 2005, these zero-interest bonds give public institutions access to the same tax benefits afforded the private sector for renewable energy projects. One hurdle, however, is getting the bonds financed, a challenge that county and city teams are currently tackling.

Still, through CREBs, San Anselmo will be installing solar panels as part of the remodel of the downtown Ross Valley Fire Station 19, with station 20 on Butterfield Road next on the wish list. "It's an exciting thing," Town Manager Debbie Stutsman says

of what CREBs allow the town to do: both respond to the community's call for the town to "get green" and do so by paying off the principal using what solar provides — savings on electrical bills.

## Cities Without Borders

For a small town like San Anselmo, with a population of less than 15,000, making changes on any scale is tough when resources, human and financial, are tight. What climate change is fostering, however, is teamwork across city and county borders, says Stutsman. "We're in this together."

Larger cities like Novato, the first city in the county to adopt green building standards, and San Rafael share information with their smaller neighbors, she says. "That means we don't have to reinvent the wheel. We are so short-staffed, we don't have the capability to dedicate a person to do the research," says Stutsman of the town that has seen nature out of control up close during downtown floods.

Helping with the research that's needed to put sustainability action plans in motion is the goal of the Marin Climate & Energy Partnership. Made up of Marin's 10 municipalities and the County, the partnership received a \$75,000 grant from the Bay Area Air Quality Management District to hire a climate action director to serve as a cross-border consultant on solutions such as building energy efficiency and waste reduction.

"Marin is made up of cities that work together well," says Stutsman.

## And the Oscar Goes to . . .

The County of Marin is no Johnny-come-lately to climate change efforts, with sustainability embedded within the countywide plan and a Sustainability Team that is working with both residents and local governments on the nuts and bolts of solutions. The team also helped the County win the Oscar of the planning world: the National Planning Association's 2008 National Planning Excellence Award, specifically for its contributions to sustainable living.

The County is walking the talk, says >

# THE LAST THING WE WANT TO DO WITH YOUR TRASH... IS THROW IT AWAY



Solid waste landfills are the single largest manmade source of the potent greenhouse methane gas in the United States...

...that's why we are the state's leading recycling company

From the moment we opened our doors, we have been recycling our way to Zero Waste by:

- ▶ Instituting the first county-wide curbside recycling program in the nation
- ▶ Developing the nation's most sophisticated recycling technology
- ▶ Launching a state-of-the-art dual sort system
- ▶ Salvaging over 300,000 tons of materials a year
- ▶ Marin recycles over 76 percent of all waste – the highest rate in the country.

First independent garbage company to join the California Climate Action Registry

*Marin Sanitary Service*

CONSERVATION—  
OUR EARTH,  
OUR MISSION,  
OUR JOB



1050 Andersen Dr. • San Rafael, CA 94901  
(415) 456-2601  
<http://www.marinsanitary.com>



Gardens for the way you live...

cfly design

Call 415.859.1837 for free estimate

CCL#896378

**CARBON FOOTPRINT** *continued from previous page*

*The County of Marin is no Johnny-come-lately to climate change efforts.*

Supervisor Susan Adams (District 1), by providing what residents need to help lessen their own carbon footprints — not the least of which, for this avid bicycler, is \$25 million in federal funds to build a cross-county bike-way — and also by what it is doing internally to reduce carbon emissions.

Last summer, using CREBs, a \$1.3 million solar energy system was installed at the Marin Exhibit Hall and Showcase Theater; a solar installation at the General Services Building on Redwood Highway was completed in 2004. The Throckmorton Fire Station serving Mount Tamalpais is solarized — and the building itself meets the high standards set by the Leadership in Energy and Environmental Design (LEED) Green Building Rating System.

The County, says Adams, is working to curtail its use of “gas-guzzling motor vehicles” by adding hybrid vehicles to the motor pool; heavy-duty maintenance vehicles are using biodiesel. It also offers employees a few extra dollars in their paychecks for carpooling, walking, or riding bikes to work.

“On nice days, you can’t find a space to park your bike,” says Adams, who practices what she supports by riding her bike to work — and scheduling “office hours” on the Marin Transit bus serving her Marinwood–Miller Creek neighborhood, which she hopes will encourage people to take mass transportation.

Every action we take toward sustainability, says Adams, is a step in the right direction.

“One person can make a difference, and we can do anything if we put our minds to it,” she assures, adding of the effort, “The human race depends on it.” •

**FOR MORE INFORMATION**

**Marin County Sustainability Team >**

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

**Marin Countywide Plan >**

[www.future-marin.org](http://www.future-marin.org)

**Mill Valley City Green >** [www.cityofmillvalley.org/Index.aspx?page=676](http://www.cityofmillvalley.org/Index.aspx?page=676)

**San Rafael Climate Change Action Plan >**

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



tela d  
{tay-laa-dee}

The organic boutique.  
women . men . children  
51 Bolinas Road, Fairfax  
415.455.9410  
[teladorganics.com](http://teladorganics.com)

Where Great Tasting Food is Organic!

Good Earth



Natural & Organic  
Foods



Honored again by your votes for  
2008 Best of Marin

PROUD TO BE MARIN'S LEADER IN ORGANIC FOODS,  
BODY CARE, VITAMINS & SUPPLEMENTS SINCE 1969

Full Service Organic Deli and Catering Department

- Quality Produce • Organic Wines • Cookware, Books
- Herbs & Spices

Learn more about our Organic School Lunch Program by Visiting:  
[www.goodearthorganiclunches.com](http://www.goodearthorganiclunches.com)

Your community Market providing natural and organic foods for the achievement of  
personal and planetary health since 1969.

1966 Sir Francis Drake Blvd. • Fairfax

Open every day 9am-8pm

454-0123

email: [ge@genatural.com](mailto:ge@genatural.com)

[www.goodearthnaturalfoods.net](http://www.goodearthnaturalfoods.net)

When You Think of Good Health... Think of Good Earth!