

**3RD ANNUAL**  
CENTRAL COAST  
**BIONEERS**

**BREAKTHROUGH SOLUTIONS FOR PEOPLE & PLANET**



Joyce Wycoff

**OCTOBER 19-21, 2012**  
**HISTORIC MONDAY CLUB**

[WWW.CENTRALCOASTBIONEERS.ORG](http://WWW.CENTRALCOASTBIONEERS.ORG)

# SLO CITY NEWS

We don't just document the Central Coast journey—we walk it with you.

Dedicated to publishing by locals, about locals and for locals. We care about your interests because they're our interests, it's that simple.



TOLOSA  
P.R.E.S.S

**ECOLOGISTICS AND CONFERENCE EVENT STAFF**

Stacey Hunt, Co-Producer, CEO and Director, Ecologistics, Inc.  
Michael Jencks, Co-Producer, Board Chair, Ecologistics, Inc.  
Celia Zaentz, Co-Producer, CFO and Director, Ecologistics, Inc.

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Gina Axsom  
Cecilia Boettcher  
Miranda Hyldahl  
Erica Schmandt  
Erin Hunt  
Lauren Kahal  
Judith Bernstein  
Kiyome Okikawa  
Robin Burnside

**CONFERENCE MCs**

Denise Dudley  
Patty Andreen  
Ilona Stone  
Joe Morris

**TECHNICAL**

Hilding Larson

**PERFORMERS**

Jill Knight  
Owen Plant  
Erin English & Gabrielle Louise  
The Mother Corn Shuckers  
Timo Beckwith  
Judy Piazza

**FOREST PEOPLE**

Carol Paulsen  
Stephen Plowman  
Tim and Ula  
Muffy Johnson  
Susan Clifford  
Woody Combrink  
Ginny Bailey  
Tom Harrington  
Sallie Weatherford  
Sallie Higgins  
Annie and Allie Bauman  
Mark Hughes

**FOREST PEOPLE continued**

**The Students of:**

Outside Now Nature Academy  
Big Sur Charter School  
Children's House Montessori, Atascadero  
and the Atascadero High School Greenhounds

**SILENT AUCTION**

Marsha Forrest  
Gail Comer  
Simon Lowrie  
Andrea Caulfield

**PRINCIPAL CONTRACTORS**

Red Canary Productions – Web strategy  
& design, videography  
Matrix Mobile TV – Internet and A/V  
Technical Services and Production  
Creative Design Graphics – Graphic design  
/Digital program

CitrusCode Software – On-line registration  
and shopping cart design  
Linnaea's Café – Conference meals  
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ASAP Reprographics – Printing

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Cal Poly Zero Waste Club  
Empower Poly Coalition  
Taylor Newton and the Guerilla Gardening Club  
California Conservation Corps  
Morro Bay Eco-Rotary

**ADVISORY COMMITTEE**

Andrew Christie  
Susan Harvey  
Linda Seeley  
Donna Helete  
  
And Our Amazing Volunteers

**WELCOME TO CENTRAL COAST BIONEERS 2012**

Dear Friends and Collaborators,

Welcome and thank you for being part of the 2012 Central Coast Bioneers Conference. Together we can play a role in transforming our civilization from one that too often wastes both nature and people to one marked by respect for nature and by a consciousness and culture that value compassion, justice, democracy, and peace.

The best way to predict the future is to create it. Paul Hawken has said Bioneers is all about " re-imagining the world in such a way that is so compelling, so engaging, and so extraordinary that people want to play in our sandbox." By the strength of our collective vision, we hope this conference can create new contexts within which to understand issues and help build networks among people in related but separate fields of activity.

That's why we gather – to collectively reimagine our future and to share the stories of what's working, to identify strategic opportunities, and to find ways we can support each other, work together, and share the inspired moments that characterize Bioneers' conferences. Thanks for your work.

With gratitude,

Celia Mingus-Zaentz, Founder and CFO, Ecologistics, Inc.  
Stacey Gemanis Hunt, Founder and CEO, Ecologistics, Inc.  
Michael Jencks, Founder and Chairperson, Ecologistics, Inc.

**THURSDAY, OCTOBER 18, 2012**

**WIND WOLVES FIELD TRIP .....7:00 AM - 4:30 PM**

See description on page 2

**CENTRAL COAST BIONEERS OPENING NIGHT AT THE STEYNBERG GALLERY ..... 5:30 - 8:30PM**

Connect with the Central Coast Bioneers team, speakers and fellow changemakers as we celebrate the kick-off of the 3rd annual Central Coast Bioneers Conference in San Luis Obispo.

Free to conference passholders, \$5 for everyone else. Includes light refreshments. Beer and wine available for purchase.

Located at 1531 Monterey Street, San Luis Obispo. Within walking distance to conference hotels.

Come hear performances by our 'Love is the Seventh Wave' musicians.



**COVER ART:** Joyce Wycoff is a digital mixed-media artist, activist, author and explorer/student of life. You can see more of her art at <http://joycewycoff.com> and read her blog at <http://joycewycoff.blogspot.com>. For more information, contact her at [jwycoff@me.com](mailto:jwycoff@me.com).

**HELPFUL INFORMATION:** Conference Information Table/Message Centers are located in the foyer of the Monday Club. A copy of this conference program and schedule will be posted adjacent to the conference information table. Ask there for assistance with directions, workshop locations, or messages.

No audio taping, videotaping, digital recording, or filming is permitted without express permission from Ecologistics, Inc. To obtain permission in the form of a special endorsed press pass, you must check in and apply at the conference information table at registration. No filming will be permitted of event activities without a special press pass.

Central Coast Bioneers Conference is a Project of Ecologistics, Inc., a California non-profit 501(c)(3) corporation, 4349 Old Santa Fe Road #5, San Luis Obispo, CA 93401, 805.548.0597, [www.ecologistics.org](http://www.ecologistics.org), in cooperation with Bioneers and the Collective Heritage Institute, 1607 Paseo de Peralta #3, Santa Fe, NM 87501



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**WIND WOLVES**

**THURSDAY, OCTOBER 18**

**7:00 AM - 4:30 PM**

Field Trip Sponsored by: **MidAmerican & E: Monitor, LLC**



This year's annual pre-conference field trip will be to the very special, one-of-a-kind Wind Wolves Preserve in western Kern County. You will travel by van from Conference headquarters at the Monday Club to this relatively unknown treasure for a day of learning, photographing, and wildlife viewing.

At 95,000 acres, Wind Wolves is the largest non-profit preserve on the West Coast. The preserve is in an ecologically unique region where the Transverse Ranges, Coast Ranges, Sierra Nevada, western Mojave Desert and San Joaquin Valley converge. Due to elevation ranges from 640 to 6,005 feet, Wind Wolves has an impressive array of landforms and habitats that serve as critical landscape linkage and a wildlife corridor between the Coast Ranges and the Sierra Nevada.

Wind Wolves Preserve staff will escort our party on a drive through the San Emigdio Canyon and beyond to point out and discuss the sights and the wildlife we will encounter along the way. A visit to a Native American rock art site is included. There will be plenty of time to stop, explore and experience the beauty of the area. Lunch in the comfortable preserve Hacienda is included. After lunch, we will meet and have a conversation with Dan York, Vice-President of The Wildlands Conservancy and Manager of Wind Wolves.

**ORGANIC FARM TOUR**

**FRIDAY, OCTOBER 19**

**1:30 - 4:30 PM ..... MONDAY CLUB**

Field Trip Sponsored by: **Abalone Coast Analytical**

If you are truly interested in where your food comes from, join us on this field trip to two completely different types of farming operations that are not normally open to the public. You will learn their farming and business philosophies and how they make their livings as organic farmers. Vans will depart from the Monday Club.

**Old Creek Ranch, Cayucos**

Old Creek Ranch was established outside Cayucos in 1949. Bob and Terri Blanchard, the second generation to run the ranch, are guided by the philosophy of "production in harmony with nature." Cattle, sheep and goats are rotated across their range using pulse grazing designed to mimic the beneficial impact of wild grazers. Old Creek Ranch is predator friendly and the Blanchards' management style produces a thriving natural food chain for diverse populations of cougars, coyotes, hawks and other predators which reduce troublesome pests. Guardian dogs diligently protect the domestic livestock from these same beneficial predators. Plant, animal and insect diversity is encouraged in Old Creek Ranch's citrus and avocado orchards and rangeland, building soil health and fertility. No chemical or artificial fertilizers, insecticides, herbicides or growth stimulants are used on its land, plants or livestock.

Old Creek Ranch's farm store will be open during the tour, and you will have an opportunity to purchase the ranch's many products including oranges, avocados, grass fed beef, lamb and goat meat, and chicken

stock (depending on availability). Ice chests for purchases will be available for your use in the vans.

**Los Osos Valley Organic Farm**

Jim Terrick will explain his planting and farming operations, and why learning to use new fresh produce adds nutritionally important seasonal variety to our diets. He will explain the CSA history and model and how it is helping bring back small local farming operations by leveling the playing field.

**STANDING ON THE SHOULDERS OF GIANTS: THE ENVIRONMENTAL ARCHIVES OF THE ROBERT E. KENNEDY LIBRARY SPECIAL COLLECTIONS**

**FRIDAY, OCTOBER 19**

**2:00 - 4:00 PM**

**Featuring the work of:** IAN MCMILLAN, LEE WILSON, HAROLD MIOSSI, ENRICO BONGIO, & KATHLEEN GODDARD JONES

If you are an environmental activist in the County of San Luis Obispo, you will want to know more the lives, struggles, hopes, dreams and accomplishments of these five individuals. Their efforts were instrumental in preserving species, ecosystems and just plain beautiful scenery that we now take for granted, but whose very existences were once on the line. Extinction of California condors? Off-road vehicles in Montana de Oro? An 8-lane freeway through Cuesta Canyon? No Guadalupe-Nipomo Dunes Preserve? Without these five people, any of these things could have been a reality. Now you will have an opportunity to look at selections of their personal papers, letters, research materials, manuscripts and photos and hear stories of their hard-fought battles by people who knew them. And you will understand that as an activist, you are instrumental in carrying on their work, as others will do after you. As Isaac Newton said, "If I have seen further, it is by standing on the shoulders of giants."

We will be joined by Cal French, Board Member of the Santa Lucia Chapter of the Sierra Club, and John Ashbaugh, City Councilmember of the City of San Luis Obispo, who will share their memories of these five giants of San Luis Obispo County.

**STEYNBERG GALLERY**



**ARTWORK ON DISPLAY BY: MARK BRYAN**

**GREEN HOME TOUR**  
**SATURDAY, OCTOBER 20**  
**2:00 - 4:30 PM**

**Tour Guide:** HEATHER TISSUE, DESIGN & SALES WITH GREEN GOODS

Join us on a tour of four San Luis Obispo homes who are winners or runners up in the U.S. Green Building Council California Central Coast Chapter's Green Awards. You will visit a home that is zero net energy, one home remodeled using reclaimed and re-purposed materials, and a LEED platinum gem that is less than 500 square feet.



**Branch Street**

Originally built in 1922, this classic craftsman style bungalow has grown to fit the family that has restored and remodeled it. One of three identical homes built in the San Luis Obispo Railroad District the house originally was 572 square feet. While small in footprint, the efficient plan easily met the needs of the busy architect / engineer couple that purchased it in 1998. Initially the couple focused on

uncovering the beauty of the original materials: unpeeling layers of vinyl, cheap paint, an inefficient heating system, and a neglected landscape. The busy professional couple lived in their cozy bungalow for four years, before expanding the house as their family grew. Phase I brought the birth of their first son and an additional 275 square feet. Phase II included another son, a second story, and an additional 900 square feet. The now 1700 square foot home was designed and built to accommodate two home professional offices, a home garden, outdoor play area, an active family of four, and the many visitors that come to stay and enjoy San Luis Obispo.

As leaders in the local architectural and engineering community the couple believes strongly in walking the talk, and has committed to making their home and busy practices Net Zero energy. The comfortable, quintessential colorful California Bungalow was designed to be energy efficient, healthy, and beautiful. With their grid tied photovoltaic system, they are able to produce all the electricity they need to power their home, an architectural practice, and charge their primary vehicular transportation, an electric car.



**Palm Street**

Completed in 2009, this project is a 425 square foot studio apartment in a three-unit building. It was completely gutted and rebuilt from scratch. Approximately 100 square feet were added. Some of its green features include:

- predicted 85% reduction in energy use over a similar-sized new apartment
- extensive use of recycled materials, including

brick deconstructed from the former foundation, a synthetic slate-like cool roof, and a composite kitchen countertop

- passive solar design to reduce space heating energy consumption
- solar hot water heating to reduce domestic hot water and space heating energy consumption
- low and no-VOC (volatile organic compound) interior finishes to reduce occupant exposure to harmful chemicals

- continuous low-flow ventilation for increased indoor air quality
- infrared sensor-activated hot water recirculation loop for reduced hot water consumption
- Energy Star-rated appliances and lighting to reduce electrical consumption
- ultra low-flow water fixtures to reduce water usage.

The project was awarded a LEED for Homes Platinum certification, the highest-level green building award granted by the United States Green Building Council (USGBC). It is one of two LEED for Homes certified projects in San Luis Obispo County. It was also awarded the 2010 Energy Efficiency Award from the USGBC California Central Coast Chapter. It was designed and built by its owner, Steve Mann, principal of Home Energy Services in Berkeley, CA. He was also instrumental in the only other LEED for Homes-certified project in San Luis Obispo County, a four unit Habitat for Humanity project in Grover Beach.



**Buchon House - "El Rancho Chiquito"**

Built in 2004 this home is designed to blend into its SLO railroad district neighborhood. Its design was based on the book "a Pattern Language" by Christopher Alexander. It features various agrarian style outbuildings whose exterior materials were chosen for the patina that they would acquire over time. The home incorporates many elements salvaged from other remodels in the downtown area. The side porch deck is wide-plank redwood removed

from a downtown retrofit. The side deck is built from a tree that fell in a windstorm. The arbors are built from recycled redwood beams and old telegraph wire cross arms. The rock walls are built from materials reclaimed from various chimneys that fell down during the Paso Robles earthquake. Much of the lighting, interior hardware, sinks, and some of the built-in's are antique salvage. Much of the siding is recycled galvanized tin. The trim and siding are recycled redwood or are re-sawn from old redwood timbers. The home features modern systems like an REC 2K grid tie photovoltaic array and "Warm-board" hydronic under floor heating. The original home on this site was torn down board by board and all of the lumber, fixtures, doors, windows and other materials were recycled into this home or other bungalows in the area. The home was designed by its owners with executive architect Greg Wynn. It was built by Randy Ramsey Construction. Ryk Kluver did the majority of the carpentry.



**Siverson Residence**

This contemporary style home in the hills in Monterey Heights utilized the material of an existing structure demolished on site as interior finishes and for the building structure whenever possible. The 2,800 sf home built in 2008 utilizes high levels of insulation and earth coupling, and carefully chosen overhangs and cantilevered decks to maintain constant comfortable temperatures on the inside. The beautiful views of the surrounding

hillside captured by the thoughtfully placed windows are matched only by the beauty of the interior finishes.

All Plenaries are simulcast live via live streaming from the National Bioneers Conference in San Rafael California

**8 AM - 10 AM** Outside Cafe - hosted by Outside Now Nature Academy

**COFFEE & MUFFINS AVAILABLE FOR PURCHASE**  
Coffee provided by Coastal Peak Roasters

**8:30 AM** Rocket Stove Coffee Roasting demo

**GREEN MARKETPLACE & BOOK STORE**  
**OPEN** ..... **8 AM - 6 PM**

**8:30 AM** Judy Piazza performing Earth Honoring Music

**9 AM - 1 PM** ..... **MONDAY CLUB**

**OPENING BLESSING:** R.CARLOS NAKAI, world renowned Native American flutist

**OPENING REMARKS:** KENNY AUSUBEL & NINA SIMONS, Co-CEOs and founders, Bioneers

**THE FEDERATED INDIANS OF GRATON RANCHERIA:  
MAKING HOME ONCE AGAIN**

Plenary Speech by GREG SARRIS

Introduction by Melissa Nelson, Professor of American Indian Studies at San Francisco State The Tribal Chairman of the Federated Indians of Graton Rancheria and professor of Native American Studies at Sonoma State University will describe how his people (descendants of Coast Miwok and Southern Pomo) are using their understanding that they have always been a part of the natural world to embark on a major commitment to position themselves as "keepers of the land" once again. Using ancient ethics and aesthetics of place, bolstered by casino revenues, the 1,300 member tribe has partnered with county and state officials to secure and restore large tracts of open space, as well as to convert local farms to the production of organic produce for the low-income and needy, thus creating a model of local restoration and sustainability.

**FLAVAS OF A WHOLE COMMUNITY: INGREDIENTS  
FOR FOOD ACCESS IN HISTORICALLY  
UNDER-INVESTED COMMUNITIES**

Plenary Speech by NIKKI HENDERSON

This nationally recognized young leader of the food justice movement will explore how we can all support the development of healthy communities and combat childhood malnutrition, diet-related diseases and food injustice. She will show how we can use the creation of "good food" systems to heal historical traumas around race, class, power and privilege in a spirit of collaboration and "ally-ship." She is the Executive Director of the groundbreaking Oakland-based People's Grocery, among the West Coast's most significant on-the-ground food justice organizations. She works with Michael Pollan and Alice Waters, among others.

**BREAK 10:55 AM** - Presentation of Anne McMahon Scholarship to Sarah Schneider

**THE PUBLIC SQUARE IS EMPTY  
(ASIDE FROM THE OCCASIONAL HANGING)**

Plenary Speech by CAROL JENKINS

As perhaps never before in our history, Americans are at war - with one another. Divided by race, class, gender, faith and rigid politics, our media

has failed us. Instead of the Public Square of information, we increasingly retreat to our own *de facto* segregated sources of opinion. In this crucial election year of 2012, can we revive the Public Square, and, if not, what happens? Carol Jenkins is an Emmy award-winning former journalist and producer, and founding President of the Women's Media Center, the groundbreaking nonprofit aimed at increasing coverage and participation of women in the media. In that WMC role, she conceived the acclaimed Progressive Women's Voices media leadership program, and acquired and expanded SheSource as the largest portfolio of women experts in the country. She will explore how to regenerate the public information commons in this polarized age.

**YOUTH LEADERSHIP:** Rhiannon Tomtishen and Madison Vorva Brower Youth Award winners, on their campaign with Rainforest Action Network to end use of palm oil by the Girl Scouts and others.

**emPOWERed**

Plenary Speech by MICHAEL BRUNE

Introduction by James Gollin, Rainforest Action Network President  
Hungry for good news? Sierra Club Executive Director Michael Brune will tell the story of how an inspiring grassroots coalition has achieved hundreds of victories against Big Coal over the last several years. He will depict a new, localized approach to fighting climate change effectively and outline what each of us can do to help clean energy such as solar and wind become the dominant source of power by the end of this decade. The Beyond Coal campaign, including recent funding of \$50 million from Mayor Michael Bloomberg of New York City, has helped block 166 (and counting) new coal plants over the past decade, with major impacts on reducing global greenhouse gas and mercury emissions. The Mother Jones magazine headline says it all: "How a Grassroots Rebellion Won the Nation's Biggest Climate Victory."

*"Age is foolish and forgetful when it underestimates youth." — J.K. Rowling*

**GREEN MARKETPLACE**

Purveyors of fine products, information from organizations, our Conference Bookstore, featuring Volumes of Pleasure.



**LUNCH 1PM ..... MONDAY CLUB**

Catered by Linnaea's Cafe  
Music by Jill Knight (1:00 - 2:00)

**ORGANIC FARM TOUR  
1:30 - 4:30 PM ..... MONDAY CLUB**

See description on page 2.

**2 - 4 PM ..... KENNEDY LIBRARY TOUR**  
See description on page 2.

**CORPORATIONS WITH A CONSCIENCE:  
THE NEW CALIFORNIA BENEFIT AND FLEXIBLE  
PURPOSE CORPORATIONS**

**2 - 3 PM ..... MONDAY CLUB**

**Presenter:** JOHN MONTGOMERY

Workshop sponsored by: **Information Press**

Can corporations maximize a profit and still be socially responsible? Last year California lawmakers passed a pair of bills that make it possible for corporations to consider the greater good without running afoul of their obligations to shareholders, setting new standards for corporate success. Flexible purpose corporations fold social and environmental responsibility into their articles of incorporation and must report annually on their objectives and progress. Benefit corporations can include special purposes in their bylaws redefining the fiduciary duties to include the ability to consider environmental and social factors. Patagonia was the first California corporation to convert to a benefit corporation.

This workshop is for business owners, future business owners and anyone else interested in this new paradigm of doing business and doing good.

**Book signing immediately following the workshop**

**CHANGING THE STORY: BUILDING A SCHOOL'S  
RENEWABLE ENERGY INFRASTRUCTURE, TENDING AN  
ORGANIC GARDEN, AND DISTINGUISHING NEEDS FROM  
WANTS – AS THE CORE OF COLLEGE PREPARATION**

**2 PM ..... HOLIDAY INN EXPRESS**

**Presenter:** LISE GODDARD, Director of Environmental Programs and the students of Midland School

Introduction by Neal Poteet, MidAmerican Solar

Workshop sponsored by: **MidAmerican**

Midland School, founded in 1932, has always embraced a mission of self-reliance and working as a community to meet basic needs. By remaining true to the school's core, Midland has evolved a meaningful environmental ethic in the 21st century – distinguishing needs from wants and balancing consumption with production. Midland offers a different model of college preparatory education, with lessons that can be replicated. Transparent relationships with natural resources are central to Midland's academically rigorous curriculum, and have proven to be a great backdrop for learning real science – the geology and ecology of our native landscapes, the water quality of the local creek, the tight nutrient cycling between food scraps, the compost pile, and the organic garden, and how electrons move through photo voltaic cells. For nearly a decade,

Midland's 10th graders have installed a PV array on campus after writing technical reports; as of 2012, 25% of the campus is powered by student-installed arrays. At this rate (3% per year), it will take a generation to achieve grid neutrality, but Midland is producing much more than that – the school is educating students who know how to meet their future with pro-action and cumulatively consequential steps. Midland offers a narrative of what is possible in schools.

**GREEN SCHOOLS - INSPIRING CHANGE FROM THE  
OUTSIDE AND FROM WITHIN**

**3:15 - 4:15 PM ..... HOLIDAY INN EXPRESS**

**Presenters:** STACEY WHITE AND ERIN INGLISH

"The green schools movement is the biggest thing to happen to education since the introduction of technology to the classroom" (American School Board Journal). Learn how two local sustainability experts – who are knee-deep in the green schools movements across the county – are engaging our K-12 communities to envision, advocate and realize change. Participation in this engaging workshop with Stacey White and Erin English will include discussion of local sustainability-inspired case studies (on topics such as energy, water, waste, gardens, indoor environment, curriculum, etc.); dialogue on the current status of our local green schools movement and each of our roles as change-agents; and generation of personalized action-plans for follow-up beyond the workshop. You will be awed by the progress that is being made greening our local schools, you will be motivated by the great potential for bigger and bolder initiatives that lies ahead of us, and you will walk away with an inspired sense of community, urgency, and legacy that is our local green schools movement!

**SLOW MONEY ALLIANCE – CATALYZING INVESTMENT  
IN LOCAL FOOD SYSTEMS**

**3:45 - 4:45 PM ..... MONDAY CLUB**

**Presenters:** WES ROE & MARGIE BUSHMAN

Discussed will be the history of the Slow Money movement, with national leadership and local chapters, and its intent to transform local economies by bringing investment dollars back to local economies through sustainable agriculture and its related infrastructure. Different models from around the country will be shared, including the successful Permaculture Credit Union micro loan program with the Santa Fe Farmers Market Foundation funding local farmers. The Slow Money Santa Barbara Chapter plans a future Entrepreneur Showcase, where investors can meet sustainable farmers and enterprises needing funding. Also shared will be ideas on how Santa Barbara and SLO counties can encourage more chapters, helping each other in the initial stages.

**SCREENING OF NOTHING LIKE CHOCOLATE**

**5 - 6:15 PM ..... MONDAY CLUB**

Q & A with Director Kum-Kum Bahvnani

See description on page 12

**EAARTH – OUR LOCAL CONVERSATION: TAPPING THE COLLECTIVE GENIUS OF OUR COMMUNITY**

**4:30 - 6:00 PM ..... HOLIDAY INN EXPRESS**

**Presented by** TRANSITION TOWNS OF SAN LUIS OBISPO (Eric Veium, Vicki Bookless, Jeanne Blackwell, Liana Forest, Kay Bolin & Paula Vigneault) AND THE CENTRAL COAST HOUR EXCHANGE

After Bill McKibben galvanized a full house at the Fremont Theater last fall, Transition Towns of San Luis Obispo resolved to harness that energy to manifest a future that is sustainable, energy independent and economically resilient. The group began holding monthly Local Conversations, the first of which attracted ninety residents, and has organized six action groups: energy, education, community-building, political action, local economics and self-governance. At this workshop you will be introduced to representatives from these groups, hear a report of their accomplishments to date, and learn their goals for the future. You are welcome to engage in a brainstorming session to create strategies to promote a future where:

- life is more socially connected, more meaningful and satisfying, more sustainable, and more equitable in a greater community of localized communities;
- production and consumption occur closer to home; long and fragile supply chains – now vulnerable to surges in oil prices and economic volatility – have been replaced by interconnected local networks; the total amount of energy consumed by businesses and citizens is dramatically less than current unsustainable levels.

Participants will receive a handout outlining the groups' activities and giving contact information so they can immediately plug themselves into an action already in play or start an action with others already committed to making a difference.

There will be a special presentation by representatives from the Central Coast Hour Exchange on how you can become involved in Time Banking. The Central Coast Hour Exchange was started in 2012 with three main goals:

- Strengthen the fabric of our community.
- Serve people and give them a means to serve.
- Establish new relationships and meet real needs of our community members.
- CCHX recognizes that each person has talents to share, and that the overall community is strengthened when neighbors help one another.

As a member every hour you help meet the needs of other members, you will earn a time credit from the exchange. This time credit can then be redeemed for services from others, and the cycle of helping grows and strengthens.

**DINNER 6 PM ..... MONDAY CLUB**

Catered by Linnaea's Cafe  
Music by Owen Platt (6:00 - 7:00)

*"The Bioneers community has had a significant impact on my work. Every time I go, I learn something and invariably find a few gems."*  
– Michael Pollan

**PLANNING FOR ENVIRONMENTAL STUDIES AT COLLEGE: NRES RECEPTION FOR HIGH SCHOOL STUDENTS AND PARENTS**

**6 PM ..... HOLIDAY INN EXPRESS**

**Free Admission**

Refreshments by Petra.

Sponsored by **MidAmerican Solar**

Schools and students participating in this year's youth scholarship program as well as other interested junior high and high school students, faculty, and parents are invited to attend the Natural Resource Management & Environmental Science (NRES) Student Reception on Friday evening at the 2012 Central Coast Bioneers Conference, Friday, October 19th at 6:00 pm in the Holiday Inn Express Conference and Event Room and Patio.

The NRES Department at California Polytechnic State University, San Luis Obispo "prepares passionate leaders driving change in sustainability and stewardship of the environment". It offers Bachelor of Science degree programs in several unique majors: Earth Sciences, Environmental Management and Protection, Forestry & Natural Resources, and Soil Science. Students can find more information on the department at: <http://nres.calpoly.edu/>.

At the NRES Student Reception, Cal Poly faculty and students currently participating the program will talk about the opportunities available in this department. This is not only a great chance to get students excited about college preparation, but also a way for interested junior high and high school students to network with those currently in the NRES program.

**PEOPLE CAN'T BE HEALTHY IN UNHEALTHY ENVIRONMENTS: SHAPING ENVIRONMENTS TO KEEP PEOPLE IN SHAPE**

**7 PM ..... MONDAY CLUB**

**Keynote Speaker:** Richard Joseph Jackson, MD, MPH, FAAP

Sponsored by: **AIA Central Coast Chapter**

A healthy place has clean water, air, food; has green spaces, complete streets, safe jobs, and "places of the heart". A sustainable place adds environmental value to a location the way a forest improves poor soil. Good solutions solve multiple problems. Ideal places for humans do both—but this does not just happen—it takes attention and work to meet both goals. This is what Richard Jackson will explore in his presentation.

Jackson is a pediatrician and Professor and Chair of Environmental Health Sciences at the Fielding School of Public Health at the University of California, Los Angeles, and host of the 2012 public television series "Designing Healthy Communities".

**Book signing ..... 8:15 - 9 PM**

**7:45 - 8:30 AM YOGA BY M.BODY MONDAY CLUB**  
See description on page 23.

**8 AM -10 AM** Outside Cafe - hosted by Outside Now Nature Academy

COFFEE & MUFFINS AVAILABLE FOR PURCHASE

Coffee provided by Coastal Peak Roasters

**8:30 AM** Rocket Stove Coffee Roasting demo

**GREEN MARKETPLACE & BOOK STORE**

**OPEN ..... 8 AM - 6 PM**

**8:30 AM** Judy Piazza performing Earth Honoring Music

**9 AM - 1 PM ..... MONDAY CLUB**

**FILM: SHAFTS OF LIGHT: NATURE'S TEMPLE..... 9 AM**

**Director:** Louis Schwartzberg

**THE CLIMATE FIGHT GETS HOTTER**

Plenary Speech by BILL MCKIBBEN

The award-winning environmental journalist, author, Co-Founder of 350.org, and leading global climate activist will survey the landscape of climate action, including the remarkable holding action by 350.org and others to suspend approval of the Keystone XL pipeline carrying Canadian "tar sands" oil, the "biggest carbon bomb" on the planet. Bill McKibben wrote *The End of Nature* in 1989, the first book for a general audience on climate change. He's the author of a dozen books about the environment, beginning with *The End of Nature* in 1989. The grassroots group 350.org has coordinated 15,000 rallies in 189 countries since 2009. Time magazine called him "the planet's best green journalist" and the Boston Globe said in 2010 that he was "probably the country's most important environmentalist." As Schumann Distinguished Scholar at Middlebury College, he holds honorary degrees from a dozen colleges. In 2011 he was elected a fellow of the American Academy of Arts and Sciences.

**GREENING OUR FAITHS: FROM BELIEF INTO ACTION FOR THE ENVIRONMENT AND ENVIRONMENTAL JUSTICE**

Plenary Speech by FLETCHER HARPER

Introduction by HUGO STEENSMA

his courageous Episcopal priest - Executive Director of the groundbreaking interfaith environmental coalition GreenFaith and award-winning spiritual

**CONFERENCE BOOKSTORE**

Central Coast Bioneers is proud to collaborate with local bookseller Volumes of Pleasure Bookshoppe to provide our Conference Bookstore this year. The Bookstore will be located in the sunroom of the Monday Club, and will have available for purchase books for our local booksignings, books written by the Bioneers plenary speakers, as well as other books of interest. Purchase a book at the conference and support a local independent bookstore.



*Volumes of Pleasure Bookshoppe*

writer and renowned preacher on the environment - will illustrate ways in which growing numbers of diverse faith-based groups are offering environmental leadership on issues ranging from renewable energy to environmental justice and reconnecting with the Earth. He'll describe GreenFaith's Certification Program for faith-based sites - a transformative 2-year process through which houses of worship become centers of environmental spirituality, stewardship and justice.

**BREAK 10:55 AM**

**YOUTH LEADERSHIP:** Bringing Social Change and Global Climate Change to the Forefront of Education. DE'ANTHONY JONES, Brower Youth Award Winner.

**THE CHALLENGE OF SUSTAINABLE DEVELOPMENT: NEW MODELS**

Plenary Speech by MARINA SILVA

Introduction by ATOSSA SOLTANI, Founder and Executive Director of Amazon Watch

The legendary Amazonian defender of the rainforest and its peoples was the first rubber tapper ever elected to Brazil's federal Senate, served as Minister of the Environment under Lula, and ran as the 2010 Green Party Presidential candidate, gaining an astonishing 19 percent of the vote. She will depict how we can balance protecting the Amazon and other vital ecosystems with sane development that brings people out of poverty without destroying the environment.

**HARMONIZING PEOPLE AND NATURE: A NEW BUSINESS MODEL**

Plenary Speech by GRETCHEN DAILY

Leaders around the world are increasingly recognizing ecosystems as natural capital assets that supply life-support services of tremendous value. The challenge is to turn this recognition into incentives and institutions that will guide wise investments in natural capital, on a large scale. Gretchen Daily will illuminate advances being made on three key fronts: the development of new science and technical tools for valuing Nature, such as InVEST, a software system developed by the Natural Capital Project; new policies and finance mechanisms being implemented worldwide, including in China, South America and the U.S.; and the engaging of leaders in forging a deep and lasting transformation. Gretchen Daily is a Professor of Environmental Science and Director of the Center for Conservation Biology at Stanford. She co-directs The Natural Capital Project, a partnership among Stanford, The Nature Conservancy, World Wildlife Fund and the University of Minnesota.

**TOXIC CULTURE: HOW MATERIALISTIC SOCIETY MAKES US ILL**

Plenary Speech by GABOR MATE

The Canadian physician and best-selling author of *In the Realm of Hungry Ghosts* is a brilliantly original thinker on addiction, trauma, parenting and the social context of human diseases and imbalances. Contrary to the assumptions of mainstream medicine, he asserts that most human ailments are not individual problems, but reflections of a person's relationship with the physical, emotional and social environment, from conception to death. Mind and body are not separate in real life, and thus health and illness in a person reflect social and economic realities more than personal predispositions. In other words, personal responsibility cannot be separated from societal responsibility and changing the world.

**EXTREME GREEN CAR SHOW**

**10 AM - 5 PM ..... HOLIDAY INN EXPRESS**  
See description on page 28

**LUNCH 1PM ..... MONDAY CLUB**

Catered by Linnaea's Cafe  
Music by English & Louise (1:00 - 2:00)

**SEED EXCHANGE**

**1 - 3 PM ..... MONDAY CLUB SUNROOM**

**GREEN HOME TOUR 2 - 4:30 PM**

See description on page 3

**COMMUNITY CHOICE AGGREGATION –  
TIME TO MAKE THE SWITCH?**

**2 - 3:30 PM ..... MONDAY CLUB**

**Presenters:** SHAWN E. MARSHALL, PAUL FENN, LANE SHARMAN, ANDREW CHRISTIE

Can corporations maximize a profit and still be socially responsible? Last year California lawmakers passed a pair of bills that make it possible for corporations to consider the greater good without running afoul of their obligations to shareholders, setting new standards for corporate success. Flexible purpose corporations fold social and environmental responsibility into their articles of incorporation and must report annually on their objectives and progress. Benefit corporations can include special purposes in their bylaws redefining the fiduciary duties to include the ability to consider environmental and social factors. Patagonia was the first California corporation to convert to a benefit corporation. This workshop is for business owners, future business owners and anyone else interested in this new paradigm of doing business and doing good.

**UNACCEPTABLE: LIVING IN A NUCLEAR EVACUATION  
ZONE AND WHAT YOU CAN DO ABOUT IT**

**2 - 3 PM ..... HOLIDAY INN EXPRESS**

**Presenters:** LINDA SEELEY & JANE SWASON

**Including a special discussion and report on the controversial sonic Seismic testing planned by PG&E.**

The operator of Diablo Canyon Nuclear Power Plant, PG&E, has applied to the Nuclear Regulatory Commission to extend the operating licenses of the two reactors for another 20 years on a coastline riddled with active earthquake faults. Nearly five million pounds of highly radioactive waste are being stored just 11 miles from San Luis Obispo and 90 miles upwind of Santa Barbara, with more lethal radioactive waste being created every day. The NRC has recently declared that it believe it to be "safe" to store these wastes onsite for another 300 years.

If those living downwind from Diablo Canyon nuclear plant are to have a safe place to live, we must activate citizen power to shut down Diablo Canyon and create a system of Nuclear Guardianship, a citizen-based group to monitor the radioactive waste onsite. The waste remains lethal long after the reactors are shut down, but there is no plan to safeguard it so that future generations do not uncover and explore it as they would an archeological site.

Two spokespersons from San Luis Obispo Mothers for Peace will outline strategies that the organization is pursuing and will offer opportunities for attendees to find out what gifts and skills they can bring to the enormous challenge of coping with man-made radioactive waste for the next 250,000 years.

SLO Mothers for Peace has been the legal intervener against Diablo Canyon since 1973, and has successfully challenged the NRC on issues of safety throughout the life of the plant.

**YOUTH ACTIVISM PANEL**

**3:15 - 4:15 PM ..... HOLIDAY INN EXPRESS**

**Panel:** AKASH SALAM, BRETT EDWARDS AND FRANCA ROSSI

**Moderator:** DONNA HELETE

There is no shortage of talented, visionary young people on the Central Coast. Today you will meet three of them. Come and prepare to be inspired.

**SOLAR ROADWAYS**

**3:45 - 4:45 PM ..... MONDAY CLUB**

**Presenters:** SCOTT BRUSAW and JULIE BRUSAW

Workshop sponsored by: **MidAmerican**

Suppose we could make a section of road that housed solar cells to collect energy, which could pay for the cost of the panel, thereby creating a road that would pay for itself over time. What if we added LEDs to "paint" the road lines from beneath, lighting up the road for safer night time driving? What if we added a heating element in the surface (like the defrosting wire in the rear window of our cars) to prevent snow/ice accumulation in northern climates?

The ideas and possibilities just continued to roll in and the Solar Roadway project was born. The goal is to replace all current petroleum-based asphalt roads, parking lots and driveways with Solar Road Panels that collect energy to be used in our homes and businesses.

**BOOK SIGNING - Robin Burnside**

**4:30 PM ..... BOOK STORE**

**FILM: TRUCK FARM 5 PM .... HOLIDAY INN EXPRESS**

See description on page 12

**GREEN CHEF COMPETITION – A PRESENTATION OF  
THE CAL POLY REAL FOOD COLLABORATIVE**

**6 PM ..... MONDAY CLUB**

What happens when you give teams of student chefs one secret ingredient to add to others they have selected? Give them time to concoct a recipe. And then have a panel of celebrity judges choose who did the best? You have the first Central Coast Bioneers-Real Food Collaborative Green Chef competition and dinner. The chef teams will cook appetizers, a main dish and a dessert and you will get to taste them all. What will you be eating? Who knows! But we do know it will be made from incredibly fresh, locally, sustainably grown produce from SLO County farms. And you can cheer on your favorite team as the judges rate the dishes based on sustainability, taste and creativity.

The Green Chef awards are a creation of the Cal Poly Real Food Collaborative, an on-campus organization working to better integrate real food into student life.

**THE MOTHER CORN SHUCKERS CONCERT & DANCE**

**8 - 10 PM ..... MONDAY CLUB**

This ragged band of 'surf-a-billies' and 'shuck-adours' will surprise you with the fun lovin' sound they call 'beer-grass'.

All Plenaries are simulcast live via live streaming from the National Bioneers Conference in San Rafael California

**8 AM - 10 AM** Outside Cafe - hosted by Outside Now Nature Academy

**COFFEE & MUFFINS AVAILABLE FOR PURCHASE**  
Coffee provided by Coastal Peak Roasters

**GREEN MARKETPLACE & BOOK STORE  
OPEN ..... 8 AM - 6 PM**

**7:45 - 8:30  
LAUGHTER YOGA WITH BOB BANNER .... MONDAY CLUB**  
See description on page 23

**8:30 AM** Rocket Stove Coffee Roasting demo

**8:30 AM** Judy Piazza performing Earth Honoring Music

**9 AM - 1 PM ..... MONDAY CLUB**

**THE WHOLE FRACKING ENCHILADA**

Plenary Speech by SANDRA STEINGRABER  
Introduction by Charlotte Brody, Director of Chemicals, Public Health and Green Chemistry at the BlueGreen Alliance

This award-winning author, biologist and specialist on environmental health will explore the threats to climate and public health from extreme energy extraction including hydraulic fracturing (fracking). From strip-mining of frack sand in Wisconsin which releases carcinogenic silica dust into the air - to the deep-well injection of fracking waste in Ohio which has been linked to earthquakes - these new methods of blasting hydrocarbons from the earth are shock-and-awe operations. Of particular interest in this talk are the living organisms that inhabit Earth's deep geological strata. Far from being inert, our nation's bedrock is an underground "coral reef" of microbes, another invisible ecosystem that's linked in ways not yet fully understood to life here on the sunlit surface of our planet. Sandra Steingraber is a Ph.D. biologist, author and 2011 recipient of the Heinz Award for her research and writing on environmental health. She donated the \$100,000 cash prize to the fight against hydraulic fracturing, convening the grassroots coalition New

Yorkers Against Fracking. In 2010, her book Living Downstream on the environmental links to cancer was released as a documentary film. Her most recent book is Raising Elijah: Protecting Children in an Age of Environmental Crisis.

**ARTS INTERLUDE - SHAIJA PATEL *Lost Between Neck & Knees*  
A CARING, SUSTAINABLE ECONOMY  
FOR THE 21ST CENTURY**

Plenary Speech by AIJEN POO  
Introduction by Nina Simons

One of the nation's most effective and dynamic young labor leaders will present the vision of Caring Across Generations, a new national coalition of 200 advocacy organizations working together for a dignified quality of life for all Americans. Its purpose is to transform some of our most fundamental social and economic challenges — jobs, long-term care and immigration — into opportunities for innovation and solutions that benefit everyone.

**BREAK 10:34 AM**

**YOUTH LEADERSHIP**

A Presentation by RACHEL BARGE  
A Brower Youth Award winner shares the new entrepreneurship accelerator for digital cleantech, Greenstart

**DRUG WAR, DRUG PEACE**

Plenary Speech by ETHAN NADELMANN  
Introduction by Jodie Evans, Co-Founder CODEPINK: Women for Peace  
The world's leading proponent of sane drug policies will ask us to imagine a world in which criminal laws and institutions play little role in drug control policy. What do we risk? What do we gain? What do we fear? And what can we do? Ethan Nadelmann is the Founder and Executive Director of the Drug Policy Alliance, the leading organization in the United States promoting alternatives to the failed "War on Drugs" and its extreme racial injustices, social harms and costs.

**ARTS INTERLUDE - DESTINY ARTS**

**REGENERATION**

Plenary Speech by PAUL HAWKEN  
Visionary social entrepreneur, award-winning author of books including *Natural Capitalism*, *The Ecology of Commerce* and *Blessed Unrest* and Founder and Director of OneSun.

**THE FOREST PEOPLE**



STACEY HUNT

*"Occasionally a conference can, by the strength of its vision, create a whole new context within which to understand an issue. It can also build a network among people in related but separate fields of activity. The Bioneers Conference achieves all this, and more—being there changes the way one views the landscape of the environmental movement. Bioneers is central to the re-imagination of what it means to be human."*

– Paul Hawken, author and social entrepreneur

**EXTREME GREEN CAR SHOW**

**10 AM - 5 PM ..... HOLIDAY INN EXPRESS**

See description on page 28

**LUNCH 1PM ..... MONDAY CLUB**

Catered by Linnaea's Cafe

Music by Timo Beckwith (1:00 - 2:00)

**SEED EXCHANGE**

**1 - 3 PM ..... MONDAY CLUB SUNROOM**

**THE WORK THAT RECONNECTS**

**2 - 4 PM ..... HOLIDAY INN EXPRESS**

**Presenter:** LINDA SEELEY

The Work That Reconnects is a pioneering form of group work that began in the 1970s. It demonstrates our interconnectedness in the web of life and our authority to take action on its behalf. It has helped many thousands around the globe find insight, solidarity, and courage to act, despite rapidly worsening conditions. Based on systems theory, spiritual teachings, and deep ecology, its methods are described in *Coming Back To Life*, by Joanna Macy and Molly Young Brown.

This workshop will help you:

- Experience and share with others your true responses to the present condition of our world;
- Reframe pain for the world as evidence of your interconnectedness in the web of life, and your power to take part in its healing;
- Understand concepts—from systems science, deep ecology, or spiritual traditions—which illumine this power, along with exercises which reveal its play in your own life;
- Experience your interdependence with, your responsibility to, and inspiration from past and future generations, and other life-forms;
- Embrace the Great Turning as a challenge which you are fully capable of meeting in a variety of ways, and as a privilege in which you can take joy, and
- Find mutual support and collaboration in your work for the world.

**DREAMING THE SALINAS 1 – CASE STUDY: THE HIND RIVER RANCH**

**2 - 3 PM ..... MONDAY CLUB**

**Presenters:** DOUGLAS PIIRTO, PHD, DAVID YUN, GISP, TOM MASTIN

*Dreaming The Salinas* is an innovative and collaborative region-based restoration and conservation initiative to reconcile nature and cultures along the 174-mile Salinas River corridor and the 4200 square mile watershed it serves. The premise is that dreaming the future can create the future, that by asking what success would look like and what are our dreams a transformative process can begin resulting in envisioning do-able dreams and serve as a tool and template for place-based initiatives elsewhere. It is itself inspired by the *Dreaming New Mexico* campaign, a semi-finalist this year in the Buckminster Fuller Challenge.

*Dreaming the Salinas* Campaign was launched at the 2011 Central Coast Bioneers conference, with workshops that brought together community leaders, experts, stakeholders, farmers, military users, concerned citizens, environmental groups, fishermen, watershed

communities, Native Americans, and Monterey and San Luis Obispo Counties, and to leverage the network and resources of the sustainability know-how of community partners and friends, to identify actions that can be taken to restore and conserve the Salinas watershed. As permaculturist Brock Dolman says, our watersheds are our lifeboats.

The Salinas River has been identified as one of the, if not THE most degraded major watersheds in California. The river runs from the mountains above Lake Santa Margarita in San Luis Obispo County and terminates in Monterey Bay at Seaside. Damming of its tributaries has resulted in a loss of water volume, causing an end to critical habitat for anadromous species in the River and its tributaries, and, combined with groundwater pumping near the River, is threatening the River's Free Flow. The lack of water at the far end of the river has caused salt-water intrusion problem in Monterey County. Extensive sand and gravel mining far in excess of the River's replenishment rate has diminished natural silt flows which has caused the river to carve out new borders, resulting in a loss of farmland. Siting of industrial uses along the River, like asphalt recycling plants, has had impacts on soil and water quality and the noise has impacted humans and wildlife. Human activity in the river has also affected its use by wildlife as a migration and habitat corridor for wildlife and recreation by humans.

In 2012, a team of professors, experts and students from Cal Poly San Luis Obispo's National Resources Management & Environmental Sciences Department was hired to perform a study of the Hind River Ranch, located on a reach of the upper Salinas River in San Luis Obispo County. The current Ranch owners were concerned that historic man-made changes on the 800 acre property were having a negative impact on the Salinas River. During a period of six months, the team performed extensive GIS mapping of the Ranch property, from elevations, power lines, buildings and trails, to roads, streams and fire breaks. Quantifying all of the resources on the ground provided the team with valuable data to create an ecosystem management plan for the Ranch owners. The team will discuss the use of GIS as a common language to share and understand information among diverse participants. Gathering, sharing and understanding information is vital for developing a comprehensive river management plan.

**LINNAEA'S CAFE**

Central Coast Bioneers is proud to partner with Linnaea's Café, San Luis Obispo's first and finest coffee house, located on historic Garden Street in downtown San Luis Obispo.

Linnaea's will be serving lunch all three days of the conference, from 12:30 to 2:00 p.m. and dinner on Friday night from 5:30 until 7:00. Each meal service will consist of a choice of 2 soups, 3 salads, 2 hot entrees and assorted cupcakes and cookies for dessert. All items priced individually. There will be vegan, vegetarian, gluten free, and meat options at each meal.



**DREAMING THE SALINAS – WATER QUALITY: BALANCING  
ECOLOGICAL RECOVERY WITHIN ECONOMIC VIABILITY**

**3:15 - 4:30 PM ..... MONDAY CLUB**

**Presenters:** DEVIN BEST, ROBERT GOODWIN

In the Salinas River, water quality and how to manage land uses to prevent water quality degradation continue to be at the forefront of conversations between agricultural producers, municipalities, local interest groups, and federal, state, and local regulatory agencies.

The Central Coast Regional Water Quality Control Board (CCRWQCB) has issued the Agriculture Order for waste discharges as well as 3 Total Maximum Daily Load (TMDLs) permits for nutrients, pesticides, and sediment. Together with Stormwater Management Plans, these regulations set criteria for reducing discharge of pollutants into surface water bodies. The federal National Oceanic and Atmospheric Administration's Fisheries Service has been working with CCRWQCB to assist them in developing and implementing these permits for the protection of Endangered Species Act-listed species. The Channel Maintenance Program, conducted by land owners for flood risk reduction, and Food Safety, which removes riparian and wetland vegetation to insure safe food production, are two programs that impede water quality improvements.

Resource agencies and local stakeholders have been working together to develop reasonable ecological practices to meet food production goals and habitat conservation. However, what is unknown is how to meet the ecological needs of the Salinas River by improving water quality conditions while preserving the economic vitality of the Central Coast. This workshop will frame outstanding water quality issues, report on recent discussions among various stakeholders, and hopefully foster continued dialogue and generate ideas that should help produce reasonable multi-beneficial alternatives that can be implemented.

**THE IMPORTANCE OF RITES OF PASSAGE  
FOR MEN AND BOYS**

**4:15 - 5:45 PM ..... HOLIDAY INN EXPRESS**

**Presenter:** WILL SCOTT

Like all living things, humans develop through stages and transitions, traditionally marked and celebrated in cultures around the world through ceremonies of initiation known as rites of passage. Essentially, rites of passage honor natural developmental stages, revitalize and restore communities, and connect individuals to self, others, and the greater ecology of which they are a part. Though rites of passage are present in cultures throughout the world, most modern industrial societies fail to acknowledge them in any meaningful way, often producing devastating results. In this workshop we will focus specifically on the importance of nature-based rites of passage for men and boys in modern society. Humankind carries a long-standing collective history of initiating young men into right relationship with all of life. Without such initiations, many today miss the opportunity for healthy development into mature manhood and the responsibilities to self, others and Earth that it offers.

**EMPOWERING OURSELVES THROUGH CEREMONY**

**4:45 - 5:45 PM ..... MONDAY CLUB**

**Presenter:** HUA ANWA

Through stories, personal anecdotes, wisdom, and humor, Hua Anwa

shares her unique perspective on the ways ceremony can empower us to live fully-filled lives and create what we wish to see in the world. In these times of intense change, our day-to-day activities can bring more challenges than ever before. Many people are feeling what is being referred to as a "shift in consciousness," which can be expressed as restlessness, hopelessness, or depression. This may leave them feeling unsure of their next steps, or feeling "lost." Ceremony can be a balancing influence for people who are in need of grounding, guidance, stability, and loving support as they face the many challenges of modern life in contemporary society.

Deeper connection to the Earth Mother is vital now. The planet needs this, and we need this. Hua speaks of a Native American inspired Medicine Way that encourages everyone to delve deeply into their own tribal affiliations in the belief that we all possess a spiritual connection to the Earth Mother in our own authentic and uniquely indigenous way. Ceremony brings us reconnection by its very essence. By gathering to remember and express the messages we carry in our hearts through the traditions of ceremony, we honor our commitments to the Earth Mother, ourselves, and each other. We empower ourselves to push the reset button and restore our sense of purpose. With this reconnection, we find inspiration and feel motivation to walk forward in a good way. In this way, we can commit to the building of a dedicated community in support of one another and for the benefit of global healing.

**CLOSING CEREMONY BY R. CARLOS NAKAI**

**16 PM ..... MONDAY CLUB**

**SUPPORT CENTRAL COAST BIONEERS**

Central Coast Bioneers has for the past three years been making the Bioneers Conference in Marin accessible here in Santa Barbara, Monterey, and San Luis Obispo Counties, highlighting "the greatest people you've never heard of" and showcasing inspiring leadership arising around the country and the world, while also holding workshops looking at solving local and regional problems, all the while promoting youth, women's, and community leadership, and elevating critical voices on issues of community resilience, and environmental, racial, gender, and social justice, through our annual conference, campaigns, and initiatives. We rely on an all-volunteer staff to put on the conference and ticket sales and exhibitor fees cover less than 40% of our conference expenses.

If you've liked what you've heard and seen, we hope you will consider making a gift to help Central Coast Bioneers keep up our quality programming at our annual conference. Your gift is an investment in the diversity, health, and vitality of the Bioneers network and the Central Coast community of leadership.

To make a secure donation online, please go to our website at [www.centralcoastbioneers.org](http://www.centralcoastbioneers.org) and select the "Donate" tab and follow the instructions. Or you can send a check to our mail address, 4349 Old Santa Fe Road, #6, San Luis Obispo, CA 93401. Central Coast Bioneers is a project of Ecologistics, Inc., a 501(c)(3) nonprofit organizations, and all donations are tax deductible to the full extent of the law.

**NOTHING LIKE CHOCOLATE** **FRIDAY, OCTOBER 19**  
**5:00 - 6:00 PM** ..... **MONDAY CLUB**

A Documentary Film by Kum-Kum Bhavnani  
Narrated by Susan Sarandon

Screening Sponsored by: **Sweet Earth Chocolates**

From currency to candy, chocolate reflects a rich history saturated with sacred ritual, endorphin highs, hip anti-oxidants, exotic sensuality, and high quality luxury...and enslaved children.

Nothing like Chocolate tells the compelling story of anarchist chocolate maker, Mott Green, founder of the Grenada Chocolate Company Cooperative, as he pursues his unique vision to create the best chocolate in the world, ethically and taste-wise. Also featuring Nelice Stewart, an independent cocoa farmer in Grenada, the documentary offers an intimate portrait of the parallel lives of Mott and Nelice, and shows how the Caribbean island of Grenada has become home to this revolutionary venture.

In a world of mass-produced chocolate – often made with cocoa harvested by trafficked child labour – and bean prices that have fuelled civil war in West Africa, this artisanal “smallest chocolate factory in the world” is fast becoming a serious competitor to the industrial chocolate familiar to most of us.

With a rich blend of human ingredients missing in corporate chocolate, the Grenada Chocolate factory, a worker-owned cooperative, draws solar power, employee shareholding



and small-scale antique equipment to make delicious, organic, and socially conscious chocolate. Each step in the production process, from cocoa pod to candy bar, involves ethical and sustainable methods aimed at empowering the community of farmers and the workers involved.

The tree-to-bar venture of the Grenada Chocolate Company Cooperative makes 24 tons of chocolate bars a year, and Nothing Like Chocolate serves up a deliciously radical experience.

**Discussion and Q&A after the film with the director, Kum-Kum Bhavnani, and Tom Neuhaus, owner of Sweet Earth Chocolates.**

**TRUCK FARM** **SATURDAY, OCTOBER 20**  
**5:00 - 6:00 PM** ..... **HOLIDAY EXPRESS INN**

**FILMMAKERS:** IAN CHENEY and SIMON BEINS



With an introduction by Jenna Smith, Executive of the Central Coast Ag Network

Truck Farm is a whimsical, musical documentary about the quirky world of urban agriculture. After filmmaker Ian Cheney (King Corn) plants a garden in the back of his pickup truck, he and the Truck Farm set out to explore the rooftops, barges and windows that represent New York City's newest edible oases. Can these urban farmers feed a city? Can the old Dodge and its crops survive the winter? Blending serious exposition with serious silliness, Truck Farm entreats viewers

to ponder the future of urban farming, and to consider whether sustainability needs a dose of fun and whimsy to be truly sustainable.

*Length: 48 minutes*

**Join us at our second Public Workshop to help develop  
your City's Climate Action Plan!**

**Thursday, November 29 – 6:30 PM-8:00 PM**  
**North and South County Locations!**

**CENTRAL COAST**



**GHG PLANNING**

*For the cities of:*  
Atascadero  
Paso Robles

**Templeton Elementary  
School  
Multi-Purpose Room  
215 8<sup>th</sup> Street  
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*For the cities of:*  
Arroyo Grande  
Grover Beach  
Morro Bay  
Pismo Beach

**Ramona Gardens  
933 Ramona Ave  
Grover Beach, CA**

For more information please visit our website!  
[www.CentralCoastGHGPlanning.com](http://www.CentralCoastGHGPlanning.com)

Time	Monday Club	Holiday Inn Express	Field Trips	Steynberg Gallery	Green Marketplace	Book Store
07:00 a.m.			<b>Field Trip: Wind Wolves</b> 7:00 a.m. – Depart from Monday Club 9:00 a.m. – Arrive at Wind Wolves 1:00 p.m. – Lunch at the Hacienda 1:30 p.m. – Conversation with Dan York of the Wildlands Conservancy 4:30 p.m. – Arrive back at Monday Club		GREEN MARKETPLACE NOT OPEN THURSDAY	BOOK STORE NOT OPEN THURSDAY
08:00 a.m.						
09:00 a.m.						
10:00 a.m.						
11:00 a.m.						
12:00 p.m.						
01:00 p.m.						
02:00 p.m.						
03:00 p.m.						
04:00 p.m.						
05:00 p.m.				<b>Meet and Greet Friend-raiser at the Steynberg Gallery</b> 1531 Monterey St <b>(5:30-9:00)</b>		
06:00 p.m.						
07:00 p.m.						
08:00 p.m.						

Time	Monday Club	Holiday Inn Express	Field Trips	Green Marketplace	Book Store
09:00 a.m.	Judy Piazza - performing Earth Honoring Music Opening by <b>R. Carlos Nakai</b> , world renowned Native American flutist			GREEN MARKETPLACE OPEN	<b>SILENT AUCTION OPEN</b>  Montgomery Book Signing
10:00 a.m.	<b>BIONEERS PLENARY SPEAKERS:</b>				
11:00 a.m.	<b>Greg Sarris</b> – The Federated Indians of Graton Rancheria: Making Home Once Again <b>Nikki Henderson</b> – “Flavas” of a Whole Community: Ingredients for Food Access in Historically Under-Invested Communities				
12:00 p.m.	<b>Carol Jenkins</b> – The Public Square is Empty (Aside From an Occasional Hanging) <b>Michael Brune</b> – EMapowerED Performance TBA				
01:00 p.m.	<b>LUNCH</b> Music by Jill Knight (1:00 - 2:00)				
02:00 p.m.	<b>Corporations with a Conscience</b> John Montgomery <b>(2:00-3:30)</b>	<b>Changing the Story</b> – Building a School's Renewable Energy Infrastructure – as the Core of College Preparation. Introduction by Neal Poteet, Solar General Manager, MidAmerican Solar Lise Goddard & Midland School	<b>Organic Farm Tour</b> 1:30 – Depart Monday Club 4:30 – Return to Monday Club  <b>Standing on the Shoulders of Giants:</b> The Environmental Archives of the Robert E. Kennedy Library Special Collections California Polytechnic State University 2:00-4:00		
03:00 p.m.	<b>Slow Money Alliance</b> Wes Roe and Margie Bushman <b>(3:45-4:45)</b>	<b>Green Schools: Inspiring Change</b> Stacey White and Erin English <b>(3:15-4:15)</b>			
04:00 p.m.		<b>Eaarth – Our Local Conversation: Tapping the Collective Genius of Our Community</b> Eric Veium, Vicki Bookless, Jeanne Blackwell, Liana Forest, Kay Bolin & Paula Vigneault of Transition Towns <b>(4:30-6:00)</b>			
05:00 p.m.	<b>Nothing Like Chocolate</b> Documentary by Kum-Kum Bhavnani Followed by Q&A with the director and Tom Neuhaus of Sweet Earth Chocolates				
06:00 p.m.	<b>DINNER</b> Music by Owen Plant (6:00 - 7:00)	<b>Cal Poly NRES Reception for Students</b> <b>(6:00 – 7:00)</b>			
07:00 p.m.	<b>People Can't Be Healthy in Unhealthy Environments: Shaping Environments to Keep People in Shape</b> – Richard Jackson Keynote				Dr. Jackson Book Signing (8:00)

Regular Event
  Film Screening
  Free Event
  Field Trip

Time	Monday Club	Holiday Inn Express	Field Trips	Green Marketplace	Book Store
	<b>Yoga by M.Body (7:45-8:30)</b>				
09:00 a.m.	Judy Piazza - performing Earth Honoring Music <b>BIONEERS PLENARY SPEAKERS:</b>			<b>GREEN MARKETPLACE OPEN</b>	<b>SILENT AUCTION OPEN</b> BOOK STORE OPEN
10:00 a.m.	<b>Bill Mckibben</b> – The Climate Fight Gets Hotter <b>Fletcher Harper</b> – Greening Our Faiths: From Belief Into Action for the Environment and Environmental Justice <b>Marina Silva</b> – The Challenge of Sustainable Development: New Models				
11:00 a.m.	<b>Gretchen Daily</b> – Harmonizing People and Nature: A New Business Model <b>Gabor Maté, MD</b> – Toxic Culture: How Materialistic Society Makes Us Ill <b>De'Anthony Jones</b> – Brower Youth Award Winners Performance by the Destiny Arts Youth Performance Arts Company				
12:00 p.m.					
01:00 p.m.	<b>LUNCH</b> Music by <i>English &amp; Louise</i> (1:00 - 2:00)				
02:00 p.m.	<b>Community Choice Aggregation Workshop: A Revolution in Power</b> <i>Andrew Christie, Paul Fenn, Shawn Marshall and Lane Sharman</i>	<b>Living in a Nuclear Evacuation Zone</b> <i>Linda Seeley and Jane Swanson</i>			
03:00 p.m.	<b>Solar Roadways</b> <i>Scott and Julie Brusaw (3:45-4:45)</i>	<b>Youth Activism Panel</b> <i>Akash Salam, Brett Edwards and Franca Rossi</i> Moderator: <i>Donna Helete. (3:15-4:15)</i>			
04:00 p.m.					
05:00 p.m.		<b>Truck Farm</b> <i>Documentary by Ian Cheney</i>			
06:00 p.m.	<b>Green Chef Competition &amp; Dinner</b>				

08:00 p.m.	<b>The Mother Corn Shuckers Concert &amp; Dance (to 10:00)</b>
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Regular Event
  Film Screening
  Free Event
  Field Trip

Time	Monday Club	Holiday Inn Express	Green Marketplace	Book Store
	<b>Laughter Yoga with Bob Banner (7:45-8:30)</b>			
09:00 a.m.	Judy Piazza - performing Earth Honoring Music <b>BIONEERS PLENARY SPEAKERS:</b>		<b>GREEN MARKETPLACE OPEN</b>	<b>SILENT AUCTION OPEN</b> BOOK STORE OPEN
10:00 a.m.	<b>Sanda Steingraber</b> – The Whole Fracking Enchilada <b>Al-jen Poo</b> – A Caring, Sustainable Economy for the 21st Century			
11:00 a.m.	<b>Ethan Nadelmann</b> – Drug War, Drug Peace <b>Paul Hawken</b> – Regeneration			
12:00 p.m.	ARTS INTERLUDE - "Lost Between Neck and Knees" Poetry Reading by Shailija Patel <b>Rachel Barge</b> – Brower Youth Award Winner			
01:00 p.m.	<b>LUNCH</b> Music by <i>Timo Beckwith</i> (1:00 - 2:00)			
02:00 p.m.	<b>Dreaming the Salinas Panel I:</b> Hind River Ranch: GIS Mapping Case Study			
03:00 p.m.	<b>Dreaming the Salinas Panel II:</b> Water Quality: Balancing Ecological Recovery with Economic Vitality	<b>The Work that Reconnects</b> <i>Linda Seeley</i>		
04:00 p.m.				
05:00 p.m.	<b>Empowering Ourselves Through Ceremony</b> <i>Hua Anwa (4:45-5:45)</i>	<b>The Importance of Rites of Passage for Men and Boys</b> <i>Will Scott (4:15-6:00)</i>		
06:00 p.m.	<b>Closing Ceremony</b>			

# Monterey Bay's newest classical station!

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**Hua Anwa** is a Metis Elder, a teacher of mixed Mayan and Cherokee descent, an adopted Chumash, and the Clan Mother of the local Circles of Empowerment. Hua has been carrying forward several important Chumash ceremonies in the Central Coast for nearly thirty years. As the spiritual leader of Circles of Empowerment, she leads monthly sweat lodges that are open to all and Full Moon circles for women. She offers an "Empowerment Through Ritual and Ceremony" class regularly in Arroyo Grande. In addition to hosting the annual Spirit Dance and Long Dance ceremonies, Hua travels throughout the state as an honored guest and speaker.



**Devin Best** is a Natural Resource Management Specialist in the Protected Resources Division of the National Marine Fisheries Service. For the past year he has been conducting consultations for federally funded bank stabilization projects, road building, pier construction, dam operations, land use development and water rights that may affect federally listed salmonids within Monterey, Santa Cruz and San Luis Obispo Counties. Prior to his employment with NMFS, Devin was Restoration Project Manager for the Crooked River Watershed Council in Oregon, developing restoration projects for 2.8 million acres of Crook, Wheeler, Grant, Deschutes, Harney, Lake and Jefferson Counties. He was also formerly employed by the Confederated Tribes of Warm Springs, Oregon to conduct fisheries research of steelhead populations in the Lower Deschutes River. Devin's goal is to work at the watershed scale to see recovery of anadromous species, improved water quality and to help foster stewardship of the environment.



**Kum-Kum Bhavnani** is a university professor by day and a filmmaker by night. She has lived on a few continents in her life, but has been settled in California for the last 20 years, via India and London. She lives with her two fabulous children, Cerina and Amal and her equally fabulous partner, John.

Dr. Bhavnani's first film was the feature documentary, *The Shape of Water*, narrated by Susan Sarandon ([www.theshapeofwatermovie.com](http://www.theshapeofwatermovie.com)), which screened in Istanbul, Rome, Barcelona, London, Toronto, San Francisco, Washington DC, and Abu Dhabi. *The Shape of Water* won a number of awards including Best Documentary (Queen's International Film Festival and Miami Women's International Film Festival), the World Cinema Award (DC Independent Film Festival), and Best Director (San Francisco Women's Film Festival), as well as two HUGO awards. *The Shape of Water* was also selected as the centerpiece for the Human Rights section at the 2008 Middle East International Film Festival in Abu Dhabi. After the screening, Dr. Bhavnani was on a panel with Susan Sarandon, discussing human rights in relation to the film.

*"The science says we have physically entered a period of great change, a synchronized, related crash of the economy and ecosystem. This crisis presents what may be a 'once in a civilization' opportunity for a step change in human evolution, but one driven consciously rather than biologically."*  
— Paul Gilding, *The Great Disruption*

Dr. Bhavnani is very passionate about her new film *Nothing Like Chocolate*. Knowing the harsh conditions faced by the people, often children, who harvest cocoa in West Africa and elsewhere around the world, she knew she must spread the word about how all of this might be done differently. Her hope is that this story will help inspire a new generation of people also passionate for change.



**Jeanne Blackwell** is the owner of the first woman-owned business to trade with Taiwan and first company to manufacture an all-natural pet product from citrus oil that surpassed EPA's GRAS ingredients specifications, Jeanne Blackwell was awarded the title of San Bernardino County Entrepreneur of the Year in 1993. She ran for the U.S. House of Representatives in 2003 as an independent, co-partnered paralegal work for non-profits, attended ethnobotany classes, and was president of Sierra College's horticulture club. She is currently a film maker and blogger. Jeanne Blackwell's greatest accomplishment and what brought her greatest joy was being a mom and raising three happy healthy children. She and her husband started a 4 H-Club, introduced the good sportsmanship award in the region which was later picked up by National AYSO. They coached, refereed, played soccer, were webelos and scout leaders, raised chickens rabbits, dogs, birds, fish, two Eagle Scouts and organic veggies. According to her, "my kids are my credentials and I couldn't be prouder or happier". Her current project with Transition Towns to ban hydraulic fracturing, protect our water, and give a voice to mother nature is coming right from her heart for all the right reasons. It's all about the power of love.



**Kay Bolin** retired from teaching visually impaired students for LA Unified School District in June of 2010. She started Transition Culver City, and belonged to the time bank there. After moving to Los Osos she decided that everything in Los Osos was wonderful, except that there was no time bank. In January of 2012, along with her sister Ellen Stoner, and a wonderful steering committee, Central Coast Hour Exchange started.



**Vicki Bookless** is a long time environmentalist. Starting in 1985 she participated in the Beyond War movement and has been a key member in a number of activities. Most recently she has joined Our Local Conversation, inspired by Bill McKibben's speech in San Luis Obispo last year, and currently is the convener for the Education Group. As a retired administrative assistant at a local law firm, she enjoys hiking, gardening, and quilting. She loves spending time with her three children and five grandchildren.



**Michael Brune**, the Executive Director of the Sierra Club since 2010, holds degrees in Economics and Finance, and came to the Sierra Club from the Rainforest Action Network, where he served seven years as Executive Director. Under Brune's leadership, Rainforest Action Network won more than a dozen key environmental commitments from America's largest corporations, including Home Depot, Citi, Goldman Sachs, Bank of America, Kinko's, Boise, and Lowe's. He is the author of *Coming Clean: Breaking America's Addiction to Oil and Coal* (2008).



**Scott Brusaw** and **Julie Brusaw** co-inventors and co-founders will present the history of the Solar Roadways project, including results and lessons learned from the new (2012) prototype parking lot installed in north Idaho.

Scott Brusaw is an electrical engineer (MSEE) with 25 years of industry experience. This includes serving as the Director of Research and Development at a manufacturing facility in Ohio (developing their line of products for over 12 years) and developing several networked control systems from the ground up. Scott has multiple patents and his hardware and software have been sold internationally.

Julie Brusaw has a Master's degree in Counseling Psychology from Humboldt State University in northern California. She has two counseling licenses: Licensed Clinical Professional Counselor and Licensed Marriage and Family Therapist with experience in individual and couple and family counseling, including counseling children and adolescents. She has a private counseling practice in Sandpoint, Idaho.



**Andrew Christie** has served as Chapter Director of the Santa Lucia Chapter of the Sierra Club since 2004. Previously, as Director of Information for the Sea Shepherd Conservation Society, he consulted on campaigns, conservation initiatives and public interest litigation while overseeing development, internal

communications and external media for the organization. As a founding board member of the Ballona Wetlands Land Trust, he developed initiatives for the public acquisition of the last large coastal wetlands in Los Angeles. He has done volunteer work for Sea Shepherd, Sierra Club, Heal the Bay, CalPIRG, Wetlands Action Network and the Rainforest.



**Gretchen Daily, Ph.D.**, an internationally renowned, major award-winning pioneer in developing new approaches to harmonizing conservation and development, is Bing Professor of Environmental Science in the Department of Biology, Senior Fellow in the Woods Institute for the Environment, and Director of the Center for

Conservation Biology at Stanford. She is also co-founder of The Natural Capital Project, an international partnership whose goal is to improve the well-being of people and the environment by mainstreaming the values of nature into major resource decisions. Daily's work spans scientific research, teaching, public education, and working with leaders to create innovative and practical approaches to environmental challenges.



**Brett "Mr. Eco" Edwards** is an environmental rap superhero from Fresno, California. Mr. Eco is a junior at Cal Poly San Luis Obispo where he studies Business with an Entrepreneurship Concentration and plans to make the green "money" to save the green "environment." Mr. Eco's superpower is educating the youth through rap

music turning them into #EcoHeroes. Despite presenting tips in a comical way, he is very serious about the messages he promotes and his battle to reverse climate change. Mr. Eco released his debut parody album Get Green or Die Trying on Earth Day, April 22, 2012. He is on an elementary and middle school tour promoting the environmental messages

from the album and has visited over 15 schools reaching thousands of children. Mr. Eco's videos have been featured by Brita, The Sierra Club and UN World Water Day, to name a few. He has created an original video and song for San Luis Obispo's Air Pollution Control District titled "When We Commute" and has partnered with Cal Poly Corporation for a video and campaign to reduce excessive food waste at the all you can eat dining on Cal Poly's campus titled "Clean Plate Club."



**Paul Fenn** drafted the nation's original municipal bond authority for renewable energy and energy efficiency investment, San Francisco's voter approved H Bond Authority in 2001 - authorizing use of revenue bonds to finance residential and business-owned green power technologies. Fenn drafted and won passage of California's CCA law AB117 in 2002, after drafting the nation's original CCA bill and law nearly 20 years ago in Massachusetts, followed by Ohio and New Jersey, resulting in a very large movement today of nearly a thousand CCA municipalities (small and large) providing service in the United States. Most recently in the state of Illinois (2009) with 230 new CCA municipalities, CCAs already represents nearly ten million Americans, or three million electricity accounts. Cape Cod, Cincinnati, Marin County, Northeast Ohio, and many other major and minor communities, worth billions of dollars per hour in revenue, achieving the highest levels of competitively priced renewable energy in the nation.



**Robert Goodwin** brings 30+ years of managerial experience to the agricultural and environmental communities. After graduating with a B.A. in History from UC Berkeley in 1981 he joined the start-up team of the Salinas based Tanimura & Antle Company, which is now amongst the leading worldwide independent

producer of fresh vegetables. In 1986 Robert returned to San Francisco Bay Area to manage real estate and pursue his MBA. After earning a degree in International business, Robert spent 10 years in the technology industry providing consulting services to organizations such as Stanford University, Genentech, UCSF and British Telecom. Robert returned to agriculture in 1998, consulting on the Salinas Valley Water Project. In 2001, he founded the Cooper Land Corporation, which manages closely held, prime agricultural ranches in the Blanco region of the Salinas Valley. In 2008, he graduated from the California Agricultural Leadership Program as a Fellow of Class 35. Robert is currently developing cost/benefit models for integrating "Eco-systems Services" into Salinas Valley agricultural land use. Collaborative partnerships include UC Berkeley College of Natural Resources, California Agricultural Leadership Program, Central Coast Wetlands Group, EcoAgriculture Partners and Salinas Valley River Channel Coalition.

*"The Bioneers Conference is one part global salon for an ongoing conversation between like-minded but otherwise isolated visionaries and practitioners at the forefront of civilizational change, and one part catalytic organization that takes the many conversations up to a higher level and down to Main Street."*

— David W. Orr



**Erin English**, LEED® AP BD+C, BPI Certified Professional Born and raised on the Central Coast, Erin English is a local sustainability champion by day and a folk musician by night. Professionally, Erin works as energy manager and sustainability coordinator for a the Lucia Mar Unified School District. Previously, she lived for three years in the Balkans and worked as the Regional Sustainability Advisor for Colliers International, Southeast Europe, pioneering energy and environmental consulting services for the company's real estate consulting service line in 10 countries. Erin was a catalyst for the development of Green Building Councils in Croatia, Albania, Montenegro, Bulgaria, Greece, and Serbia. She carried out energy efficiency and sustainability research for the World Bank and internally for Colliers, and authored a book titled, "The Potential for Green Building in the Balkans." While studying mechanical engineering at U.C. Berkeley, Erin served on the board of Berkeley chapter of Engineers for a Sustainable World, spending over 13 months living in Mumbai, India, doing field research and community training on point-of-use water treatment in slum communities. In college, she studied bluegrass banjo on the side, and is an avid songwriter. Often inspired by her world travels, Erin also writes many original songs and can often be found performing locally. Erin is thrilled to call beautiful San Luis Obispo her home once again and feels so fortunate to be part of this community.



**Rev. Fletcher Harper**, an Episcopal priest, is the Executive Director of GreenFaith, a groundbreaking national interfaith environmental coalition, as well as an award-winning spiritual writer and nationally recognized preacher on the environment. He was named an Ashoka Fellow in 2011.



**Paul Hawken** is a world-renowned environmentalist, entrepreneur, activist, journalist, and author whose work has included starting ecological businesses, writing about the impact of commerce on living systems, and consulting with heads of state and CEOs. He is the author or co-author of seven globally influential books, including the bestselling classics, *The Next Economy*, *The Ecology of Commerce*, *Natural Capitalism: Creating the Next Industrial Revolution*, and *Blessed Unrest*. Paul, who founded some of the first natural food companies in the U.S. that relied solely on sustainable agricultural methods, presently heads OneSun, Inc., an energy company focused on ultra low-cost solar based on green chemistry and biomimicry. He is also founder of the Natural Capital Institute, a research organization that created *Wiser Earth*, an open source networking platform that links NGOs, foundations, business, government, social entrepreneurs, students, organizers, academics, activists, scientists, and citizens concerned about the environment and social justice. He has served on slews of boards of leading environmental organizations and won countless prestigious awards.



**Nikki Henderson**, 27, Executive Director of People's Grocery in Oakland, CA. Since 2010, is an award-winning activist in the food and social justice fields. In 2009, Henderson co-founded Live Real, a national collaborative of youth food movement

organizations. Previously she worked with Van Jones and Phaedra Ellis Lamkins at Green for All and at Slow Food USA in Brooklyn, NY. Passionate about youth leadership development among communities of color from a young age, she directed Foster Youth Empowerment Workshops. During college, she became a leading student advocate for statewide environmental justice.



**Richard J Jackson** is Professor and Chair of Environmental Health Sciences at the Fielding School of Public Health at the University of California, Los Angeles. A pediatrician, he has served in many leadership positions in both environmental health and infectious disease with the California Health Department, including the highest, State Health Officer. For nine years he was Director of the CDC's National Center for Environmental Health in Atlanta and received the Presidential Distinguished Service award. In October, 2011 he was elected to the Institute of Medicine of the National Academy of Sciences.

While in California he helped establish the California Birth Defects Monitoring Program and state and national laws to reduce risks from pesticides, especially to farm workers and to children. While at CDC he established the national asthma epidemiology and control program, oversaw the childhood lead poisoning prevention program, and instituted the federal effort to "biomonitor" chemical levels in the US population. He has received the Breast Cancer Fund's Hero Award, as well as Lifetime Achievement Awards from the Public Health Law Association, and the New Partners for Smart Growth.

Dick Jackson lectures and speaks on many issues, particularly those related to built environment and health. He co-authored two Island Press Books: *Urban Sprawl* and *Public Health* in 2004 and *Making Healthy Places* in 2011. He is host of a 2012 public television series *Designing Healthy Communities* which links to the J Wiley & Sons book by the same name published in October, 2011. He has served on many environmental and health boards, as well as the Board of Directors of the American Institute of Architects. He is an elected honorary member of the American Society of Landscape Architects. Richard Jackson is married to Joan Guilford Jackson; they have three grown children and one grandchild.



**Carol Jenkins**, an Emmy-winning former television journalist who anchored and reported the news and hosted her own talk show in New York City for many years, is a sought-after speaker and writer on issues relating to the media, specifically the participation of women and people of color, women's participation in the political and economic structures in the U.S., and the health of women in developing countries, especially in Africa. Founding President and board member of The Women's Media Center, the groundbreaking non-profit aimed at increasing coverage and participation of women in the media, she conceived the Progressive Women's Voices media leadership program, and acquired and expanded the largest portfolio of women experts in the country, SheSource. Carol Jenkins is currently Chair of the Board of Directors of AMREF USA, The African Medical & Research Foundation, based in Nairobi, the largest health NGO in Africa. She is also the co-author of an award-winning biography of her uncle, *Black Titan: A.G. Gaston and the Making of a Black American Millionaire*.



**Shawn E. Marshall** is the founder and Executive Director of LEAN Energy US (Local Energy Aggregation Network), a mission-based organization that exists to support the expansion of clean energy community choice aggregation (CCA) programs nationwide. LEAN provides a national hub for resources and expertise and

works in partnership with a range of organizations to actively support CCA formation around the country. LEAN is currently working in the States of IL, CA, MA and NY.

In 2007, Shawn served on task force that ultimately became the Marin Energy Authority, a joint powers agency that runs the first CCA in the State of California and the first clean energy CCA in the country. From 2009-January 2012, Shawn served as MEA's founding Vice Chair and she remains active in Marin's CCA efforts.

In addition to her work in energy aggregation, Shawn serves on the Mill Valley City Council and was the city's Mayor in 2008. Prior to elected life, Shawn worked for a decade in public policy in Washington DC, and served in management positions at the Federal Reserve Bank of San Francisco. She holds a BA from the University of CA at Davis and received additional training at the Federal Reserve Board of Governors in Washington DC.



**Tom Mastin** is currently a lecturer in the BioResource and Agricultural Engineering Department, California Polytechnic State University San Luis Obispo. Mr. Mastin teaches engineering surveying, advanced surveying, photogrammetry and remote sensing classes as well as being one of the coordinators for the GIS in Agriculture minor.

Mr. Mastin has been involved with various projects over his term at Cal Poly, including one in Ecuador, a number of projects on and around Cal Poly's Swanton Ranch and now on the Hind Ranch near Santa Margarita.

**Gabor Maté M.D.** is a physician, public speaker and author, published internationally in twenty languages. His most recent book is the award-winning bestseller, *In the Realm of Hungry Ghosts: Close Encounters with Addiction*. His previous books offered a bio-psycho-social perspective on attention deficit disorder and on mind/body unity in illness, and he has co-written a work on child development and parenting. He regularly addresses health care professionals, teachers, psychologists, child-care workers and lay audiences across North America.



**Bill McKibben**, described as the 'planet's best green journalist' (Time magazine) and 'perhaps America's most important environmentalist' (Boston Globe), is the award-winning author of a dozen seminal books on the environment, including *The End of Nature* (published in 1989), generally regarded as the first book for a

general audience about global warming. He is the co-founder of the highly effective global climate campaign 350.org, which last year led the largest civil disobedience action in 30 years in this country, in which 1,253 people were arrested in an effort to slow construction of the Keystone Pipeline. He is Schumann Distinguished Scholar at Middlebury College in Vermont.



**John Montgomery** is a corporate attorney, entrepreneur, executive coach and writer. He is the founder of Montgomery & Hansen, LLP, a Silicon Valley based corporate law firm. He is also the founder of Startworks, a technology incubator. He works primarily with high-potential entrepreneurial teams to help them

translate their visions into successful companies. John is the author of *Great From the Start: How Conscious Corporations Attract Success* which shows how to apply the business secrets of Silicon Valley to build conscious corporations design to attract success in an interdependent economy.

John recently received a California Lawyer of the Year award from California Lawyer magazine for his work as a co-chair of the legal working group behind California's new benefit corporation law. John is a student of non-dual philosophical systems, neuroscience, developmental theory and organizational development. In 2010, he co-founded Chrysalis, a human development company that aims to change the human development paradigm and support healthy, full, productive lives for billions of people.



**Ethan Nadelmann, JD, Ph.D.**, is the founder and Executive Director of the Drug Policy Alliance, the leading organization in the United States advocating for drug policies grounded in science, compassion, health, and human rights. A former professor of politics and public affairs at Princeton, he is the author of *Cops*

*Across Borders* and (with Peter Andreas) *Policing the Globe*, as well as countless articles on drug policy in leading publications. Ethan Nadelmann is widely regarded as the foremost proponent of drug policy reform in the U.S. and internationally.



**Dr. Tom Neuhaus**, PhD, Cornell University, has followed a foodie path that began with food production and morphed into issues of social justice that relate to food. From 1970-1973, he worked in restaurants and bakeries in France and Austria. From 1974-1978, he cofounded and ran Sweetish Hill

Restaurant and Bakery in Austin, Texas. From 1980-1988, Neuhaus wrote weekly culinary troubleshooting columns for the Washington Post and the Los Angeles Herald Examiner. From 1982 through 1998, he taught at the School of Hotel Administration at Cornell University. From 1998 to 2010, Dr. Neuhaus was a faculty member in the Department of Food Science and Nutrition at California Polytechnic University, San Luis Obispo, California. He now teaches part-time as Professor Emeritus and serves as president and co-founder of Sweet Earth Organic Chocolates, Inc., a leading manufacturer of Fair Trade/Organic chocolates. He is also president/co-founder of Project Hope and Fairness, an NGO established to help West African cocoa farmers become more sustainable economically. Dr. Neuhaus has spoken publically on issues of social justice including a Green Festival event in San Francisco, and a CNBC show about child trafficking.

*"We environmentalists are conservatives. We want to live in the same world we grew up in."*

– Bill McKibben



**Douglas Piirto**, PhD Professor and Department Head of NRES, Cal Poly San Luis Obispo. Dr. Piirto earned his MS in Forest and Wood Science from Colorado State University and a PhD in Wood Science from UC Berkeley. He has taught at Cal Poly since 1985 and teaches courses on silviculture, forest harvesting, environmental impact analysis, forest management, and

other forestry/conservation courses. He has served on the federal advisory Giant Sequoia National Monument Science Board and the State Pitch Cancer Task Force. Dr. Piirto has spent a good part of his career working as a practicing forester for the Forest Service and as a private consultant. As a researcher, Dr. Piirto is nationally recognized for his expertise on giant sequoia and coast redwood.



**Ai-jen Poo**, Director of the National Domestic Workers Alliance, has been organizing immigrant women workers since 1996. In 2000 she helped start Domestic Workers United (DWU), a New York-based organization that spearheaded the passage of the state's historic Domestic Workers Bill of Rights, and out of which the National Domestic Workers Alliance was formed. Ai-jen

serves on the boards of Momsrising.org, National Jobs with Justice, Working America, and the National Committee for Responsive Philanthropy and is the Co-Director of the new Caring Across Generations national coalition. She has won numerous awards, including the Ms. Foundation Woman of Vision Award.



**Wes Roe & Margie Bushman** are co-founders of the Santa Barbara Permaculture Network, an educational non-profit that has sponsored more than 80 workshops and events about permaculture and sustainability in the last decade. Margie is currently the Coordinator for the Santa Barbara City College (SBCC) Center for Sustainability, and Wes Roe has been on the the Permaculture Credit Union board for 12 years, and is currently the Board President. Wes & Margie have served as volunteer coordinators for the International Permaculture Convergence Support Group since its inception in 2005.



In 2008 they brought Woody Tasch, author of *Slow Money, Investing as if Food, Farms, and Fertility Mattered* to Santa Barbara, and as a result the Slow Money Santa Barbara Chapter was formed. Margie and Wes have been the local Slow Money representatives at the National Conferences and participated in establishing the structure of the National and Local chapter bylaws. In 2012 Slow Money Santa Barbara Chapter was recognized as an official chapter by the National organization of Slow Money.



**Franca Rossi** is a third year biology student at Cal Poly, San Luis Obispo, and a member of the Sierra Student Coalition. When invited by the Coalition's founding member, Jorge Montezuma, if she would be interested in starting an outreach program for at-risk youth to share with them the Coalition's enthusiasm for the outdoors, she jumped

at the opportunity. After months of paperwork and proposals, Franca is the founder and coordinator for The Roots outreach program. The over-arching goal of The Roots is for college students to mentor at-risk youth in the

community through outdoor leadership. In collaboration with the local Sierra Club Santa Lucia Chapter and the San Luis Obispo County Probation Department, the Sierra Student Coalition has begun introducing these young people to the wonders of nature by taking them on bi-monthly hikes on the grounds of the Cal Poly campus. Franca leads these hikes and takes great pride in leading the youth and sharing with them her knowledge of the natural environment around them.



**Akash Salam** left poverty-stricken Karamja, Bangladesh with his parents to seek a better life in the US. But he has not forgotten his roots or those most dear to him. "Why am I so lucky to leave when all those villagers still suffer?" Salam continuously asks himself.

And after eight years, he finally returned home. With school supplies and scholarships he raised through hard work, Akash went back to give lectures about the importance of getting an education and staying in school. He even tried to ease the students' home lives by donating mosquito nets, lamps, and installing water pumps and sanitary toilets. Today, Akash Salam is working toward his dream of building the students in his village a permanent school that promotes the value of education and learning.



**Greg Sarris, Ph.D.**, current Chairman of Federated Indians of Graton Rancheria, holds the Federated Indians of Graton Rancheria Endowed Chair at Sonoma State University, where he teaches courses in Creative Writing, American Literature, and American Indian Literature. Formerly a full professor of English at UCLA,

and then the Fletcher Jones Professor of Creative Writing and Literature at Loyola Marymount University, Greg is the author of several books, including *Grand Avenue* (1994), an award-winning collection of short stories, which he adapted for an HBO miniseries and co-executive produced with Robert Redford.



**Will Scott** has dedicated himself to a holistic understanding and nurturing of the human-nature relationship. Will is a lead facilitator with the Regenerative Design and Nature Awareness program ("RDNA") in northern California, teaching permaculture, nature connection, tracking and regenerative culture. He

is also a wilderness-based rites of passage guide with the School of Lost Borders in Big Pine, CA, with a recent focus on youth and men's work. As a wilderness guide, mentor, teacher and tireless student of the world, Will has concentrated his focus on the edges and intersections of personal, social and ecological restoration. He is currently a graduate student at Prescott College studying the role that authentic connection to nature plays in the healthy development of individuals and communities.



**Linda Seeley**, Advanced Facilitator of The Work that Reconnects, has been studying with Joanna Macy for twelve years. She lives in San Luis Obispo where she is the director of the Terra Foundation and as a Spokesperson for San Luis Obispo Mothers for Peace. She is a member of the Executive Committee of the

Santa Lucia Sierra Club. Linda served her community as a midwife for 32 years, and since her retirement, she works on behalf of the Future Generations.



**Lane Sharman** Lane supports a number of organizations in a professional capacity working towards the delivery of triple, bottom line results. Along with Bill Powers, Lane co-founded the San Diego Energy District Foundation (SDED). The mission is to achieve the formation of local energy cooperatives in San Diego.

Competition in the energy sector leads to lower costs and cleaner energy. California is one of five states allowing for Energy Cooperatives under law known nationally as Community Choice Aggregation. Lane has launched a green oil company, Biozoil International, to develop special algal oils as alternatives to fish oil and fossil fuels. He created the first environmental exchange for water credits in California, the Borrego Water Exchange. Since 2006, the Exchange serves the community of Borrego Springs to reduce its aquifer overdraft. He is a member of the Solana Beach Clean and Green Committee actively seeking alternatives to Business As Usual. On a day off, Lane surfs, reads and tends a vegetable garden. Lane received his BA Degree in Mathematics and Computer Science from San Francisco State University. He studied at the American University of Paris.



**Marina Silva**, one of 11 children in a small, poor community of rubber tappers in the Amazon region of Acre, Brazil, orphaned at 16, worked as a maid, made her way through university and became a political leader, creating Acre's first workers' union, working with the legendary Chico Mendes to fight deforestation. She

became the first rubber tapper and youngest senator in Brazil's history (in 1994) and eventually became Brazil's Environment Minister under President Lula, before running for the presidency as the Green Party candidate in 2010 garnering 19.4% of the vote. She has won a slew of prestigious awards, including as a "Champion of the Earth" by the UN Environment Program, and is widely considered one of the most important environmental leaders on the planet. She is the President of Instituto Marina Silva.



**Sandra Steingraber, Ph.D.**, is a biologist, author, and 2011 recipient of a Heinz Award for her research and writing on environmental health. She donated the \$100,000 cash prize to the fight against hydraulic fracturing, convening a grassroots coalition, New Yorkers Against Fracking. In 2010, her book on the

environmental links to cancer, *Living Downstream*, was released as a documentary film. Her most recent book is *Raising Elijah: Protecting Children in an Age of Environmental Crisis*.



**Jane Swanson** has been an active member of the San Luis Obispo Mothers for Peace since the group formed in 1969. She currently serves as a spokesperson. "This is an amazing all-volunteer, local non-profit", Jane explains. "Only because we live in proximity to the Diablo Canyon nuclear plant do we

have the legal standing to demand that the NRC protect public safety instead of corporate profits." Jane and her husband enjoy two adult children and seven grandchildren. Jane is a retired elementary school teacher and a performing musician.



**Eric Veium** is an energy engineer, local team lead, and co-author of the SLO-RESCO grant. He is a ten year San Luis Obispo County community member, a Cal Poly graduate of Industrial Engineering, and a proud graduate of Leadership SLO Class XIX. For the last five years, Eric has focused on the development of local renewable energy with a secondary focus on regional food and sustainable agriculture. He is partner and lead engineer in Stockman's Energy and is board president of the Central Coast Ag Network.



**Paula Vigneault** is the co-author of *Collaboration Soup, A Six Step Recipe for Co-Creative Meetings* and other Conversations. She is a professional facilitator and collaboration consultant for entrepreneurs, small businesses, and non-profits. She has had several careers working with and managing teams in the medical,

construction and retail fields. As an entrepreneur, she founded and managed for 15 years a successful book and gift store in Santa Barbara, California. Paula has continually pursued her passion for collaboration and entrepreneurship and has volunteered her time with many non-profit groups as a Director, event organizer and meeting facilitator. Some of those projects include Women Waging Peace at the Harvard School of Government, Project Esperanza in Guatemala, and the International Dances of Peace Strategic Planning Conference in Holland with contributors from 20 countries. She now works as a SCORE volunteer, is a Hub member of SLO Transition Towns, convener of the Loconomics Group and is co-owner of Energy Efficiency Solutions in San Luis Obispo.



**Stacey White**, AIA, LEED AP BD+C Stacey is an architect and Principal and owner of mode ASSOCIATES an architecture firm that specializes in the planning, designing and successful implementation of educational projects. She is a long-time leader on the California Central Coast Chapter (C4) of US Green

Building Council and teaches sustainable architecture courses at Cuesta College in San Luis Obispo. Her environmental advocacy work ranges from the local level, for school districts, state level for funding for State University projects and improved budgeting methodology, and at the congressional level for creating effective environmental policy and improved funding for high performance schools. Her enthusiasm for changing the world through thoughtful design, careful policy development and sound fiscal methods can be contagious.



**David Yun**, GISP was born in South Korea and moved to USA during his teenage years. He served in U.S. Navy for 6 1/2 years as a Machinist Mate trained for nuclear power reactor. He received B.S. and M.S. degrees from Natural Resources Management and Environmental Sciences Department at Cal Poly. David

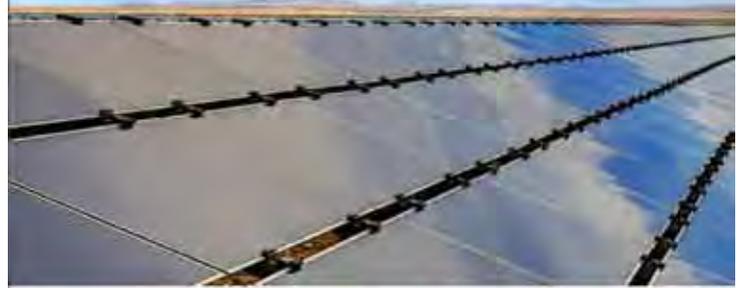
started to teach GIS in 1998 and is currently teaching both introductory and advanced GIS classes at Cal Poly. David is also the GIS Supervisor for the City of San Luis Obispo. David is a certified GIS Professional.

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## Topaz Solar Farms

- A world class project combining renewable energy generation and habitat preservation.
- Topaz solar electricity generation will displace 377,000 tons of CO<sub>2</sub> annually—equivalent to taking 73,000 cars off the road each year.
- Smallest carbon footprint and fastest energy payback time of any PV system.
- Topaz is providing for the preservation of approximately 22,000 acres of land.

For More Information  
[www.topazsolar.com](http://www.topazsolar.com)

Clean.  
Affordable.  
Sustainable.  
Global.

*This year we will be featuring musicians who performed in our 'Love is the Seventh Wave' video.*



**JILL KNIGHT** Performing at Steynberg Gallery on Thursday night. Performing Friday at 1pm at the Monday Club.

Jill Knight's soulful sound is unmistakable. India Arie once quoted, "I love great voices and when I heard Jill sing it stopped

me in my tracks." She later asked Knight to be her opening act. Knight, a Savannah Ga. native delivers a southern texture to an Americana, bluesy, R & B feel that will take the listener on a wonderful ride. She was nominated for the LA music awards "best female vocalist", a finalist at the Telluride Troubadour competition, a finalist at the National Academy of Songwriters "songwriter of the year" competition, a finalist in Billboard magazines, "best unsigned band" contest, a regional best seller in Album Network magazine for her cd Future Perfect, best DIY albums in Performing Songwriter Magazine, Honorable mention NSAI songwriting competition, Finalist in the Acoustic Live songwriter competition. Jill has toured and shared stages with... India Arie, Shawn Colvin, David Wilcox, Michael Hedges, Phoebe Snow, Richard Thompson, Little Feat, and many others.



**ENGLISH AND LOUISE** performing Saturday at 1pm.

English and Louise is a vivacious female folk duo comprised of two songwriters, both of whom are consummate musicians and powerful singers. Erin English - a native of the California Central Coast -

plays solid Scruggs-style banjo, and her presentation of voice and banjo is superbly unique. Having lived in India, Madagascar, Bulgaria and Serbia, Erin's songwriting reflects her worldly travels and grounding passion for sustainability and social justice. Gabrielle Louise - hailing from the rocky mountain state of Colorado - is a nationally touring troubadour noted for her poignant lyrics and incredible, lush voice. Gabrielle is at one moment folkie and ethereal, the next moment a smoky jazz chanteuse. More soul than special effect, she gently entices her listener to release their grip on the status quo. Over the years, these women have nurtured and maintained independent careers as musicians and activists, and are now coming together to present a strong, verging, progressive folk duo. The show is built on excellent original songwriting, packed tight with harmonies, and steeped with musical collaboration.

**THE FOREST PEOPLE**



TIMO BECKWITH



STACEY HUNT



**OWEN PLANT** performing opening night & 6:00 p.m. on Friday at the Monday Club.

Jamaican-born troubadour Owen Plant lives in San Francisco, CA where he writes and performs his music and from whence he tours and peers out at the world. His writing style is reminiscent of introspective singer/songwriters from the '70s but also incorporates his

Caribbean-ness on the regular. Owen's strong vocals evoke the emotional depth of Cat Stevens and the soulful passion of Bob Marley and you can hear Paul Simon and Leonard Cohen in his guitar work.

Elevator pitch alert! - Imagine Jack Johnson, John Mayer, Ray LaMontagne, and Ziggy Marley around the campfire - but it's one Jamaican dude.



**TIMO BECKWITH** will perform Sunday at 1:00 pm & at opening night.

Timo Beckwith performs original World Fusion Music which is inspired by musics from around the globe. His unique and exotic vocals seem to emerge from a deep atavistic place within his soul. He will be performing in part on the Gourd Ennanga, an instrument he built to replicate the string pattern of the Ennanga an ancient eight stringed bow harp from Uganda. Timo has recorded three albums and

performed in concert and for film, theater, modern dance, ballet and ecstatic dance.

## THE FOREST PEOPLE

## MONDAY CLUB GROUNDS

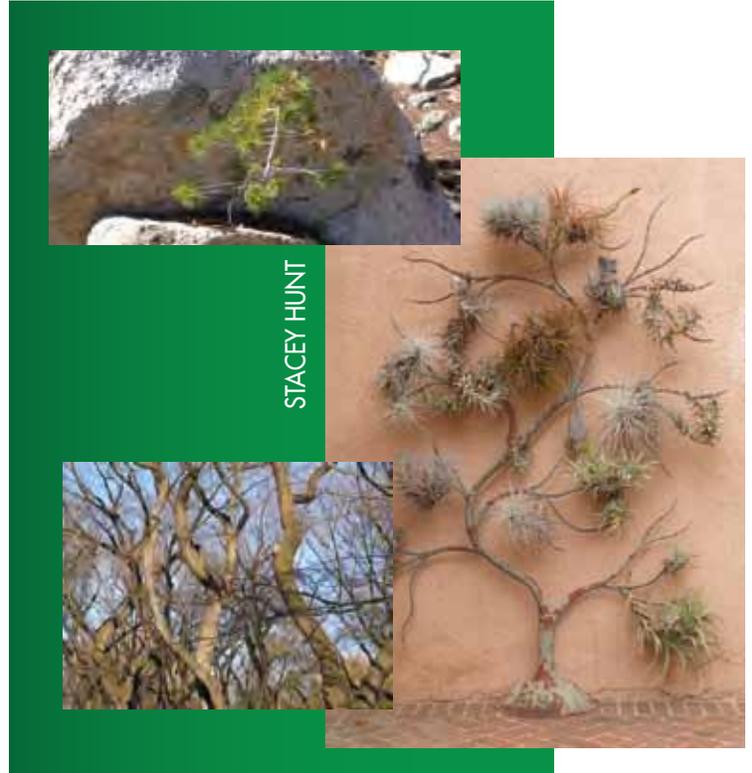
The creation of artists Carol Paulsen and Stephen Plowman, Forest People is an amalgamation of ecological and creative disciplines to teach students about recycling, the importance of trees, forest stewardship, art, and the use of repurposed materials. The students will study the imagery of trees in novels and poetry and cultural legends and lore. They will learn about the local species that grace our Central Coast and about local and global conservation and restoration efforts.

Each student will build a tree his or her height using everyday materials that have been repurposed or scavenged. The trees will be combined to create a forest at the Monday Club and will be on display throughout the Conference. The students will connect at the conference, discuss what they have learned and explain what materials they used for their individual trees and what each represents.

So please join us at the Conference and take a stroll through the forest.

### Participating schools:

- Outside Now Nature Academy
- Atascadero High School Greenhounds
- Big Sur Charter School
- Children's House Montessori, Atascadero



# *AIA is a leader in sustainability!*

Check out local Central Coast Architects who are committed to the **2030 Challenge** and making a difference at

[www.AIACCC2030.org](http://www.AIACCC2030.org)

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

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



**NRES RECEPTION**

**FRIDAY, 6 PM ..... HOLIDAY INN EXPRESS**

See description on page 6

**EXTREME GREEN CAR SHOW**

**SATURDAY & SUNDAY**

**10 AM - 5 PM ..... HOLIDAY INN EXPRESS**

See description on page 28

**YOGA AT CENTRAL COAST BIONEERS**

Greet the morning on Saturday and Sunday at the conference with two very different types of yoga practices. Try one or both! These are free events.

**SATURDAY, OCTOBER 20**

**7:45 - 8:30 AM ..... MONDAY CLUB**

**m.BODY Yoga**

Peter and Tawny Sterios have created a space for learning and sharing the gift of yoga in a warm, inviting and affordable environment. As a gesture of goodwill to the community, m.BODY offers one class per week at half price to allow those with limited resources to attend. M.BODY is dedicated to green – they recycle, compost, bike and offer donation-based organic local tea. Peter and Tawny host and rent the studio for community events and parties.

**SUNDAY, OCTOBER 21**

**7:45 - 8:30 AM ..... MONDAY CLUB**

**Laughter Yoga with Bob Banner**

Dr. Madan Kataria was a medical doctor in India who started researching the benefits of laughter for a newsletter he was publishing. In 1995 he got so excited about the research that he decided to start the very first Laughter Club. The clubs became so prolific in Mumbai that he eventually retired from his medical practice to take laughter yoga globally. It is now in over 65 countries where millions of people are laughing in parks, studios, churches, and offices throughout the world. Laughter yoga is basically working with two different sets of assumptions. It asserts that we can laugh for no reason, meaning that we can fake it and get the same health results

as real laughter. And Dr. Kataria discovered that laughter can become an exercise so that we can get our regular dose of laughter. The laughter yoga exercises include some yogic exercises as well as other types of playful exercises to promote laughter.

**SEED EXCHANGE**

**SATURDAY & SUNDAY**

**1-3 PM ..... MONDAY CLUB FOYER**



A long-standing tradition of the Bioneers conference in Marin, the seed exchange has grown in popularity due to increased interest in organic gardening and heirloom varieties; the desire of consumers who, due to increases in the cost of living or to cut down on expenditures, wish to grow their own food; as a way of preserving an area's cultural heritage; and the growing interest in promoting biodiversity.

**RHYTHMS & SONGS FOR EARTH WITH JUDY PIAZZA**

**FRIDAY, SATURDAY & SUNDAY**

**8:30 AM ..... MONDAY CLUB**

Judy Piazza has long been recognized in and out of the country for her extraordinary talents, generous spirit, and ability to join people together through rhythm and sound. With a background in music therapy, Judy has studied and explored indigenous rhythm and sound wisdom for over 20 years. She has performed, presented, and taught at festivals, conferences, schools and other venues such as Bali Spirit Festival, Japan Music Therapy conference, Maya Sacred Journeys, The Om Ball and Chants for Change (Washington DC), Naropa Institute (CO), National Women's Music Festival (WI), Music Educator Conferences (WI, TX, FL, CA), Bhakti Fest (CA), Ojai World Music Festival (CA), Cairo, Egypt (UCSB MidEast Ensemble), and more. Judy is noted for her work with frame drums from around the world, soundscapes with native flutes & didjeridu, sound healing, song writing, rhythm and community circles for celebrating & honoring life on Earth, and the creation of the unique dulstair™. Before moving to Ojai, CA she was involved for many years with the Detroit Bioneers and Neahtawanta Center Bioneers. She is delighted to be offering for the first time at Central Coast Bioneers in California!

**SEED SWAP**  
1-3pm @ THE MONDAY CLUB  
1815 Monterey St.  
San Luis Obispo  
**FREE!**  
**October 20-21**  
Organically organized by  
**CENTRAL COAST BIONEERS**  
[ecologistics.org/centralcoastbioneers](http://ecologistics.org/centralcoastbioneers)

**What's a seed swap?**

**Bring seeds. Share & Trade. Free!**  
**PLANT → GROW → HARVEST**

**Learn the importance of seed saving:**

- create a resilient local seed supply
- grow your own healthy food
- avoid cancer-causing chemicals
- enhance personal food security

**Bring your seeds in bags, envelopes or jars**  
Local, organic heirloom flowers & vegetables;  
no GMO seeds, of course. Label your seeds with  
as much info as possible.

*Part of the Central Coast Bioneers Conference*



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San Luis Obispo, CA

From jumping out of an airplane to soaking in a scented tub eating truffles, you will find a treat for yourself or a holiday gift for a friend or loved one at our first CCBioneers Silent Auction.

Items will be on display in the registration area in the foyer at the Monday Club. Bidding opens Friday morning at 8:30 a.m. and concludes Sunday afternoon at 4:00 p.m. Check back throughout the conference to protect your bid.

Your purchase will help us keep the Central Coast Bioneers Conference alive and well in San Luis Obispo and support more year-round programs.

Thank you to the generous companies and individuals who so generously donated their products and services. Even if you aren't the winning bid, we hope you will support these fine businesses:

AtMODsphere, SLO .....	One month office rental in co-working office space
Avila Beach Golf Resort .....	Two rounds of golf with golf cart
Avila Village Inn, Avila Beach .....	One night's stay in hot tub deluxe room
Bambu Batu, SLO .....	Two HTnaturals bamboo/cotton T-shirts
Bliss Café, SLO .....	\$25 gift certificate
Boo Boo Records, SLO .....	\$15 gift certificate
Central Coast Outdoors, Los Osos .....	Guided two-hour kayaking trip on Morro Bay for two
Central Coast Stand Up Paddling, Morro Bay .....	2 one-hour paddleboard lesson
Club K Aquatic Center, SLO .....	Half hour of Watsu aquatic treatment
Coco-Zen, Pacifica .....	Truffles, chocolate salt scrub, chocolate soap, cocoa butter bath bomb, lips-to-go set, Celebrate Green book and Chico bag
Cookwell with Courtney, Los Osos .....	Private group cooking lesson in your home for 6 people
Carol Dawn's Reflexology, SLO .....	Half-hour massage
Dick's Sporting Goods, SLO .....	\$20 gift card
Eco Bambino, SLO .....	Bamboo baby swaddle
Elemental Herbs, Los Osos .....	Large healing kit and sunstick
Elements of Health Acupuncture .....	One initial acupuncture consultation
Essence Design .....	\$500 toward landscape design
Fine Arts Museums of San Francisco .....	4 VIP general admission guest passes
Flip Flop Shop .....	Ocean Minded Flip Flops by Croc
The Galley, Morro Bay .....	\$50 gift certificate
Golden China Restaurant, Atascadero or MB .....	Lunch buffet for two and dinner buffet for two
Good Clean Fun, Cayucos .....	Rental of two wet suits and surf boards
Good Tides Delivery, Los Osos .....	Dinner for two
Green Goods, SLO .....	Eco cabinet design package
Greywood Interiors, Cayucos .....	Interior design of living room using natural fibers
Haley Green Certified Massage Therapy, Morro Bay .....	Half-hour deep tissue or myofascial massage
Handcrafted Accents .....	Four placemats
Handmade with Hope .....	Wooden soap dish and two soaps
Heart's Desire Soap Co., SLO .....	Basket filled with soap, lip balm, anti-aging moisturizer
Hemp Shak, SLO .....	Earthly Body Bag
Hope Family Wines, Paso Robles .....	Tasting for 6 in the tasting cellar
HumanKind Fair Trade, SLO .....	Metal art and wallet
IT Mentor APPS .....	Business mobile app design
Lisa Jansen Yoga .....	30-minute Prima Yoga session
Kaleidoscopic Imagination, Los Osos .....	New America Board Game, a cooperative green game
Kennedy Fitness, SLO .....	One month membership
Luna Red, SLO.....	Dinner for two
Mark's Baywood Cyclery .....	Child's bike helmet
Paul Metchik, Attorney at Law, SLO.....	Two hours' legal consultation/services

Modesto Milling .....	50 lbs. organic chicken feed
The Natural Alternative Nutrition Center, Paso Robles .....	\$25 gift certificate
New Frontiers, SLO .....	Gift basket of goodies
Novo, SLO .....	Dinner for two
Sue O'Connor, Los Osos .....	Print
Petite Soleil Bed & Breakfast, SLO .....	One case of hand-selected wines
Phoenix Books, SLO .....	\$50 gift card
Red Anchor Charters, Morro Bay .....	One-hour bay cruise on the Minerva for six
Ruth's Herbal Remedies, Arroyo Grande .....	Italian marinara, Mexican tomatillo, room freshener, citronella and lavender balm bag
Sage Landscapes .....	Planter of mixed succulents
Salinas River Collective, Santa Margarita .....	California native plant consultation
San Luis Obispo Symphony .....	Two premium seats for any chamber music concert and CD
Santa Ynez Valley Marriott, Buellton .....	Two-night stay with breakfast for two
Schooner's Wharf, Cayucos .....	\$75 gift card for dinner
Shine Café, Morro Bay .....	\$30 gift card
SLO Grown Produce, SLO .....	6 bottles of Loan Oak Olive Oil
Splash Café, SLO .....	\$20 gift card and box of chocolates
Douglas Stinson, General Manager of Wild Birds Unlimited, SLO .....	Bird watching expedition for four
Sukah Wellness Center, Avila Beach .....	\$100 gift certificate for event space rental
Super Silver SLO .....	Silver ring
Mia Simmons Cert-1, ADV, Los Osos .....	One hour Emotional Freedom Techniques Session
Skydive Santa Barbara, Lompoc .....	One tandem jump from 10,500 feet
SLO Creek Farms, SLO .....	Jug of cider, bouquet of flowers, fresh herbs, two pumpkins and 10 lbs of apples
Squeaks, Chirps & Bubbles Pet Shop, Los Osos .....	2 dog washes at the LaundroPet Self Service Dog Wash
Talley Farms, Arroyo Grande .....	Two fresh harvest boxes from their CSA
The Oaks at Ojai .....	Fitness spa day for two women
Tolosa Winery, SLO .....	Private winery tour and tasting for 10 and 2 bottles of Cabernet Sauvignon
Virg's Landing, Morro Bay .....	Two whale watching trips
Wait, Sheri .....	Two hand-made quilts



Ecologistics is proud to release for auction the stunning 8 x 5 foot performance mural painted on canvas by Josh Wigger at the 2011 Central Coast Bioneers Conference. Wigger is a self-taught artist from Fresno, whose murals now grace several SLO County buildings, including Kreuzberg Café, Sal's, and Nipomo High School. He has an arsenal of creative abilities which include illustration, graphic design, tattoo design, live (rhythmic) painting and mural painting. Joshua has now painted murals throughout Europe, California and Oregon. He was recognized by the City of Fresno for his mural on The Econo Inn, and has painted various schools and lectured throughout California. Wigger was recently published in "Under Republic Magazine," "Pop Surrealism Magazine," and "Mural Art 4" which features muralists from around the world.

Thank you to our marvelous silent auction committee, who rose with great vigor to the occasion: Marsha Forrest, Gail Comer, Simon Lowrie and Andrea Caulfield. Also thanks to Treebones Resort, who donated a night's stay in a hilltop yurt in Big Sur as the winning prize for our "Love is the Seventh Wave" contest

**Below is a list of companies/organizations who will have tables at the Central Coast Bioneers Green Marketplace**

**Abalone Coast Analytical** - [www.abalonecoastanalytical.com](http://www.abalonecoastanalytical.com)

We specialize in microbiology and general chemistry on all types of water. Our staff has extensive experience in environmental analysis, customer service and cooperation with other environmental and public health professionals to deliver excellent service at a reasonable price. This year we are the proud sponsor of the Central Coast Bioneers Organic Farm Tour.

**Aeroseal California** - [www.aerosealcalifornia.com](http://www.aerosealcalifornia.com)

Aeroseal California uses innovative technology developed at Berkeley with funding from the Dept. of Energy to fix leaky air ductwork, which can reduce any building's energy consumption up to 30%.

**Central Coast Ag Network** - [www.centralcoastgrown.org](http://www.centralcoastgrown.org)

Central Coast Ag Network champions a sustainable local and regional food system to ensure a nourishing, diverse and abundant supply of food that is resilient, safe and secure.

**Central Coast GHG Planning** - [www.centralcoastghg.com](http://www.centralcoastghg.com)

Central Coast GHG Planning includes the cities of Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Pismo Beach and Paso Robles. We're developing climate action plans to reduce greenhouse gas emissions.

**Chimpsaver** - [www.chimpsaver.org](http://www.chimpsaver.org)

Help "Chimpanzee Sanctuary and Wildlife Conservation Trust" (CWSCT) and ChimpSaver.org save Earth's endangered chimpanzees. Become a ChimpSaver.org advocate and visit CSWCT's Ugandan chimpanzee sanctuary, open to visitors and volunteers.

**ConsciousBuild, Inc.** - [www.consciousbuild.com](http://www.consciousbuild.com)

ConsciousBuild is a collaborative-based design-build-develop company dedicated to bringing environmentally, economically and socially sustainable design and construction services to private and public clients around the world.

**ECOSLO** - [www.ecoslo.org](http://www.ecoslo.org)

ECOSLO is an environmental membership organization focused on outreach and advocacy pertaining to a wide spectrum of environmental issues in the County of San Luis Obispo.

**First Solar** - [www.firstsolar.com](http://www.firstsolar.com)

First Solar is a leading global provider of photovoltaic solar systems using its advanced thin-film modules. First Solar is constructing the Topaz Solar Farm, a 550 megawatt project employing 800 people in eastern San Luis Obispo County.

**Green Goods** - [www.slogreengoods.com](http://www.slogreengoods.com)

Green Goods sells and installs eco-friendly building materials, including flooring, countertops, tile and custom cabinetry from our San Luis Obispo showroom and cabinet shop.

**Juice Plus/Tower Garden** - [www.jennyb.towergarden.com](http://www.jennyb.towergarden.com)

The aeroponic Tower Garden by Juice Plus. Grow nutrient-dense, clean, safe produce on your patio and save space, soil, water, fuel, time and money. No watering, no weeding.

**m.Body** - [www.mbodyso.com](http://www.mbodyso.com)

m.BODY Yoga and Massage offers yoga classes, teacher training, and special events; massage, Young Living Essential Oils and Manduka products.

**One Cool Earth** - [www.onecoolearth.org](http://www.onecoolearth.org)

One Cool Earth sells native/drought-tolerant plants and will be giving away seeds. The non-profit is devoted to environmental education and preservation and has projects countywide.

**Outside Now Nature Academy** - [www.outsidenow.org](http://www.outsidenow.org)

Each morning of the conference, you can stop by the Outside Now Cafe between 8:00 and 11:00 a.m. Enjoy a steaming hot cup of Coastal Peaks Roasters local, organic fair trade coffee or wild harvested tea while savoring a freshly baked muffin or bread made with as many local organic ingredients as possible. Join us early from 8:30-9:00 a.m. for a rocket stove coffee roasting demonstration. Proceeds from the cafe benefit the Outside Now Nature Academy apprenticeship fund. We invite you to lighten your footprint by bringing your own cup.

**Population Connection** - [www.popconnect.org](http://www.popconnect.org)

Population Connection is the national grassroots organization that educates and advocates progressive action to stabilize world population at a level that can be sustained by the earth's resources.

**Quail Springs Permaculture** - [www.quailsprings.org](http://www.quailsprings.org)

Quail Springs Permaculture is an education and land stewardship organization demonstrating and teaching holistic ways of creating sustainable human settlements. Our activities include courses, workshops, programs, internships and research projects.

**Sammz Oats** - [www.sammzoats.com](http://www.sammzoats.com)

Delicious handmade organic oatmeal/bran plus also gluten free oatmeal/bran. Produced in Morro Bay and cooks in 2-4 minutes, no salt, no sugar. Sample oatmeal will be served hot with toppings. Other products include granola supreme, no sugar added apple cinnamon raisin butter, organic oats/bran and gourmet oatmeal cookies.

**SLO Solar Cookers** - [www.solarcooking.wikia.com/wiki/SLO\\_Solar\\_Cookers](http://www.solarcooking.wikia.com/wiki/SLO_Solar_Cookers)

The Solar Cooking teaches free classes locally in San Luis Obispo using the sun as the energy source for cooking, canning and drying most foods. Our goal is introducing individuals and communities to the basics of solar cooking and some other alternative fuel-efficient methods of cooking food.

**Upper Salinas-Las Tablas Resource Conservation District** - [www.us-ltrcd.org](http://www.us-ltrcd.org)

Our mission is to provide services and education to landowners and the community supporting their management and stewardship of soil, water and natural resources.

**Weston A. Price Foundation** - [www.westonaprice.org](http://www.westonaprice.org)

The Weston A. Price Foundation is dedicated to restoring nutrient-dense foods to the American diet through education, research and activism. The Foundation offers brochures, journals, booklets, magnets and bumper stickers.

The Central Coast Bioneers Conference would not be possible without the collective wisdom, energy, guidance, connections, talents and hard work of the following people. We thank them with all of our hearts.

Brynn Albanese  
Timo Beckwith  
Rosa Vega, California-West, Inc.  
Victoria Carranza  
Alison Cebulla  
Stacy Church  
Dave Congalton  
Susan Coward, Big Ears Marketing  
Steve Crimmel, Painted Sky Studio  
Denise Dudley  
Duggan, Smith & Heath LLP  
David Fortson, LoaTree  
Valerie Gemanis  
Joel Koper and Sandy Wyrick of Holiday Inn Express  
Duane English  
Erin English  
Dylan Johnson  
Elizabeth Johnson  
Jill Knight

Sandra Marshall, Information Press  
Lindsey Miller, SLO Chamber of Commerce  
Lloyd Nelson  
Louie Ortega  
Carol Paulsen  
Holly Peterson  
Soda Pop Peterson  
Todd Peterson  
Doug Piirto, NRES, Cal Poly  
Owen Plant  
Stephen Plowman  
Judah and Christina Sanders  
Susan Schneider  
Glenn Sedowsky, KRXA  
Sarah Skenazy, Bioneers  
Peter Steynberg  
Marisa Waddell, KCBX  
Eric Williams

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Tolosa Winery  
Hope Family Wines  
Clif Bar

*And all our generous  
silent auction donors*

### *From Bioneers founders Kenny Ausubel and Nina Simons*

*As we enter this epoch of radical environmental and social disruption, we can move from breakdown to breakthrough. We stand at the threshold of a singular opportunity in the human experiment: to re-imagine a civilization in the Age of Nature that honors the web of life, each other and future generations.*

*The world is experiencing the dawn of a revolutionary transformation to become an ecologically literate and socially just civilization. That new world is emergent, and will be in full flower at Bioneers 2012.*

*Emergence signifies the mushrooming and incredibly hopeful on-the-ground expressions of this transformation. It also reflects the breakthrough innovations spawned by complex systems and times of disruption. The coming years are the "once-in-a-civilization" window that demands a great leap of human evolution. How, together, can we give it full wing?*

*The grail is resilience, enhancing our ability to adapt to dramatic change and restructure our ways of living in concert with the natural world and each other. Resilience thinking is systems thinking: It's all connected-from the web of life to human societies. Taking care of nature means taking care of people-and taking care of people means taking care of nature.*

*As Bioneers has shown for 23 years, the good news is that the solutions are largely present or we know what directions to head in. The models percolate up from the deep wisdom of the natural world. Extraordinary human creativity focused on problem solving is eclipsing the mythology of despair. The Bioneers equally embrace creative social strategies that restore community, justice, diversity and democracy. Over and over, it's the story of how great a difference once person can make, and how community makes the difference.*

*We invite you to join with the Bioneers community of leadership to make the impossible inevitable. In these times, we're all called upon to be leaders.*



## CONFERENCE SPECIAL EVENTS

### **EXTREME GREEN** Car Show

Saturday & Sunday, October 20th & 21st from 10:00 a.m. to 5:00 p.m. at the Holiday Inn Express at Monterey St. & Grand Ave.

On August 28, 2012, the Federal Government set long term fuel efficiency rules for auto makers at 54.5 MPG or equivalent by 2025. Come see the elite group of cars that ALREADY meet or exceed this standard. As we face the threat of imminent arctic drilling and even Channel Island drilling and the ravages of climate change, the ability of these cars' technology to put at least a dent in our demand for ever more oil and to reduce greenhouse gas emissions, while saving the American family money from volatile gas prices, all in vehicles that are more fun to drive is a bright ray of hope.



Come see the latest vehicle technology for environmentally and performance saavy drivers: These Are NOT Your Parents' Golf Carts!

**THE ENERGY EVENT** - October is Energy Awareness Month and CCBioneers is proud to collaborate with the County of San Luis Obispo on its Energy Expo on Saturday, October 20 at the SLO Vet's Hall, across the street from events at the Central Coast Bioneers Conference.

Gain practical, locally focused information and resources to save energy, save money, and contribute to a healthier community. Morning speaker sessions will offer insights from local experts on: residential energy efficiency, net zero construction, energy efficiency in agriculture, and alternative transportation/alternative fueled vehicles. After lunch, participants can join a mobile workshop to see energy solutions first hand. Mobile workshop destinations will include: sustainable vineyards, cutting edge construction at Cal Poly, and an energy efficient home. Morning speaker sessions will offer insights from local experts on: residential energy efficiency, net zero construction, energy efficiency in agriculture, and alternative transportation/alternative fueled vehicles. After lunch, participants can join a mobile workshop to see energy solutions first hand. Mobile workshop destinations will include: sustainable vineyards, cutting edge construction at Cal Poly, and an energy efficient home.



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*ECOSLO*

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of San Luis Obispo County**

ecoslo.org 544-1777

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# Abalone Coast Analytical

## WE CARE ABOUT QUALITY DRINKING WATER

As part of this local community, we understand the importance of personal water quality and safety for everyone. We conduct analyses for local wastewater treatment plants and drinking water facilities, but we also work for YOU, the regular person who gets their water from a well and has questions about what might be in it.

If you are concerned about the health and safety of your drinking water, we can help you decide what to test for and create a package that works with your budget and priorities. Our staff is well educated, friendly and fun. We will take your issues seriously, just not ourselves!!



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*Snoop Accepting Samples*



*John & Kristie in the Lab*



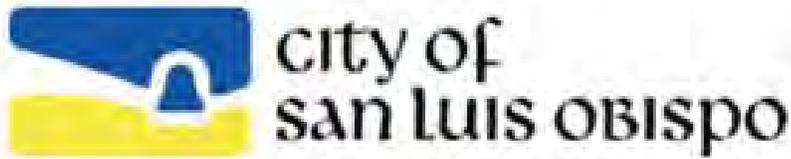
*Abalone Coast Staff*

## FIND MORE INFORMATION

Abalone Coast Analytical  
141 Suburban RD  
Suite C-1  
San Luis Obispo, CA 93401  
Phone: 805.595.1080  
Email: [info@abalonecoastanalytical.com](mailto:info@abalonecoastanalytical.com)

[Abalonecoastanalytical.com](http://Abalonecoastanalytical.com)

# Athena Zaentz



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**SAVE THE DATE**  
**Central Coast Bioneers**  
**October 18-20, 2013**