

Petaluma Going Green Expo

Saturday, October 13, 2007

Presenter Information

(Listed in alphabetical order)

Becky Schuerman Choi – Becky worked for Alta Planning + Design, a consulting firm in San Rafael that specializes in bicycle, pedestrian, & trail planning & design prior to becoming involved with Petaluma's bicycle & pedestrian issues. She is a member & past chairperson of the Pedestrian & Bicycle Advisory Committee. bschuerman@juno.com

Michael “Bug” Deakin – Michael “Bug” Deakin built his first house out of recycled materials in 1971. From Deluxe Brothers presentations of pleasure faires & concerts to the movie sets of Macabe & Mrs. Miller, Bug has kept his hand in recycled wood. A former custom homebuilder in the Occidental area, he established Heritage Salvage as a business that not only salvages wood & other materials, it salvages the heritage of buildings. michael@heritagesalvage.com

John Crowley – A native of Ireland, he earned his Computer Science degree in Dublin & lived in Germany before coming to Petaluma 14 years ago. He has built an online community of nearly 2000 people living in & around Petaluma who are actively trying to get to know each other better & believe that communities prosper when members know & trust each other. Other credits include his involvement in the revival of the local Petaluma Moose Lodge & restoring it to a family oriented lively club. John also designs & creates flight itinerary management computer systems. john@aqus.com

Lauren Dalberth – As an educator & permaculture landscape designer, Lauren completed her B.S. in Earth Sciences & Geography at Pennsylvania State University in 2000 & has spent the last three years in an advanced, intensive study of permaculture, regenerative design & nature awareness with Penny Livingston & Jon Young at the Regenerative Design Institute (RDI). She helps facilitate the Four Seasons Permaculture Design Course & the Regenerative Design & Nature Awareness (RDNA) program in Bolinas, CA. Fueled by her dedication to sustainable food systems, Lauren helped vision & create the framework for Petaluma Bounty, a local community food security initiative. Lauren currently teaches Gardening & Nature Awareness at the Marin Waldorf School in San Rafael. She also co-founded Weaving Earth Design & Consulting, a business dedicated to bringing permaculture design possibilities & nature awareness education to the local community. laurendalberth@gmail.com

Harry Frank – Harry has been an art teacher at Casa Grande High School for 18 years, teaching all levels of art from the basics class, up through the most advanced. Prior to becoming a teacher, he was a carpenter/builder with experience in all the trades, which is something he has continued to do during the summers each year. Harry has a BFA from the Boston Museum School & was a Studio Potter in Sonoma County during the 1980's. hfrank@sonic.net

Kevin Gage – Mr. Gage joined Borrego Solar in 2005 to focus on residential and commercial sales. In January 2007 he was promoted to Regional Sales Manger. Prior to joining the solar industry Mr. Gage enjoyed a successful tenure in leadership training and expedition skills for the National Outdoor Leadership School. kgage@borregosolar.com

Pete Gang – A graduate of the Massachusetts Institute of Technology, Pete Gang has experience as a licensed general building contractor doing hands-on design-build & has spent 16 years as a licensed architect, increasingly immersed in the world of Green & Natural Building. In 2001, Pete co-founded the Redwood Empire Chapter of the US Green Building Council (www.usgbc-rec.org). In 2003, having successfully co-presented a semester-long class at Sonoma State University called Green Building Design & Construction, Pete co-developed & continues as a core faculty member with Sonoma State's Green Building Professional Certificate Program. (www.sonoma.edu/greenbuilding) pete@commonsensedesign.com

Bruce Hagen – Petaluma resident since 1981. Co-founder of Friends of Lafferty Park, Petaluma Green Lane, Sustainable Petaluma Network. His column "Building Sustainable Community" has appeared bi-weekly in Petaluma Argus-Courier since 1998. His former & current memberships include Petaluma Recreation, Music & Parks Commission, & Pedestrian/Bicycle Advisory Committee. He also serves as Vice-President, Petaluma Phoenix Center. bhagen@sonic.net

Bill Hammerman – During his 32-year career at San Francisco State University as a Professor of Education, Bill initiated a program in ECO Education (Environmental, Conservation & Outdoor Education). He was also the founding president of two non-profit organizations: the Foundation for the Advancement of Environmental Education (1968) & The Institute for ECO Education (1975). whammer@petalumanaet.org

Mary Heckman – Mary Heckman works for Whole Foods Market & has been a Petaluma resident for almost three years. She has been making her own natural cleaning products for six years. Mary also makes natural skin care products, formerly selling her own skincare line, Skin Treats. Her interest in natural cleaning & skincare products was a natural progression from learning of the importance of natural & organic foods. Mary is excited to share her knowledge of creating a natural, healthy home from the floor up. mconnaughton@yahoo.com

Trathen Heckman – Trathen Heckman is founding, executive director of Daily Acts Organization, executive director of Green Sangha, & publisher of Ripples Journal. Seeking to inspire the engagement of hearts, minds & senses, Trathen writes & teaches about harnessing the power of daily actions to restore the health of our lives, communities & world. He lives in the Petaluma River Watershed where he grows food, medicine & wonder while working to compost apathy & lack. trathen@daily-acts.org

Derek Huntington – Derek Huntington studied at San Diego State University, graduating in 2005 with a B.S. in Finance & Minor in International Politics. Working as Socially Responsible Financial Advisor he began to realize that for investing to be truly

Socially Responsible, it must also be Locally Responsible. Since then, he has been working with the Livability Project to develop community friendly financing structures that can catalyze the development of sustainable enterprises by utilizing local capital. derek@livabilityproject.org

David Iribarne – David Iribarne lives in Petaluma & is the City of Petaluma's Water Conservation Coordinator. He is Chairman of the Board of the California Landscape Contractors Association (CLCA) & has a background in horticulture & landscape irrigation. He is a Certified Landscape Irrigation Auditor & a Certified Landscape Technician in Irrigation & Maintenance. He studied Ornamental Horticulture at Cal Poly, San Luis Obispo & Water Quality at Sonoma State University. He has spent most of his career in the landscape industry from wholesale nurseries to landscape maintenance & construction & has also worked for the Marin Municipal Water District as a Landscape Water Conservation Specialist. diribarne@ci.petaluma.ca.us

Grayson James – Executive Director of Petaluma Bounty (www.petalumabounty.org), a local nonprofit designed to create a healthier Petaluma food system with healthy fresh food for everyone), Grayson is also founding member & facilitator of the City of Petaluma's Green Team, & an Aikido instructor at Two Rock Dojo. Past credits include CEO of a private multi-campus secondary school system, first executive director of COTS; & professional mediator & management consultant working with executives & management teams throughout the U.S., Latin America & Europe. Grayson lives in Petaluma with his family. grayson@petalumabounty.org

Rick Kaye – Founder of the Compost Club. This club assists schools & businesses set-up & maintain compost systems to reduce waste & encourage stewardship. The program utilizes a small enterprise approach whereby students recycle food & organic materials, harvest, then sell the compost. Rick believes in “Composting- make it second nature.” rickk@sonic.net

Joseph F. Kennedy – Joseph is an architect, artist, author, teacher & non-profit director. He is author of *The Art of Natural Building*, & *Building Without Borders*. He currently directs two non-profit projects Village Renaissance & The Sonoma County Placemaking Project. He is also an ecological designer whose residential & community design practice focuses on building with natural materials such as earth, straw, lime & stone. He has also served as head architect for the Youth With a Vision Children's Village in Dennilton, South Africa, an organization that supports children impacted by HIV/AIDS. livingearth62@hotmail.com

Pat Landrum – Pat Landrum has been active in community building for about 30 years. Following development of a therapeutic community for autistic children, she began creating therapeutic communities for people who had sustained traumatic brain injury. With degrees in communications & speech pathology, she has studied neuropsychology, behavior analysis, marketing & systems theory. She also developed several national specialized healthcare businesses, & has consulted with hospital management teams. pat@healthycommunity.info

Lisa Ludwigsen – Lisa Ludwigsen is the owner of the School Garden Co, manufacturer of organic herbal body products. The company donates all after-tax profits to school garden programs in Sonoma County. She is a former garden coordinator & environmental educator & now offers workshops & classes for children & adults throughout the Bay Area. She is a regular guest on Henry's Garden, a weekly television program on KRON-TV, San Francisco. lisa@schoolgardenco.com

Susan & Paul Mackey – Paul & Suzanne Mackey are members of Sustainable Petaluma & Daily Acts. Suzanne has a permaculture design certificate from the Regenerative Design Institute. Their urban homestead blog is www.petalumaurbanhomestead.blogspot.com. spotfire@earthlink.net

Matt Maguire – A long-time solar power proponent, Matt installed a solar electric system on his home in early 2001. While serving eight years on the Petaluma City Council he helped forge city policies that resulted in a number of new home developments including solar photovoltaic systems on 10% of the units. Matt joined SPG Solar in 2004 & is now a Senior Account Executive selling to the commercial & public agency market. He has worked with customers as diverse as individual homeowners, private non-profits, public agencies & commercial businesses primarily in Sonoma & Napa Counties. Recent projects include PV systems for the Committee on the Shelterless (COTS) homeless shelter, the Petaluma Health Care District offices, two Exchange Bank branches, the law offices of Brayton Purcell, Santa Rosa Junior College (two campuses) & a 1 megawatt tracking system for the Northern California Power Authority. matt.maguire@spgsolar.com

David Meucci – David has been helping individuals & businesses connect their values & beliefs back to their investment & savings. He is affiliated with Progressive Asset Management (www.progressive-asset.com), the first independent full-service investment brokerage in the US to specialize in socially responsible investing (SRI). dmeucci@fwg.com

Stuart Moody – Stuart Moody, M.A., is on the Executive Committee of Green Sangha, a spiritually-based environmental organization. He received a B.S. in Conservation of Natural Resources at UC Berkeley & an M.A. at the University of San Francisco. He is a founding member of the Green Yoga Association, & serves on the advisory board of the Campaign Against the Plastics Plague. Stuart is also a member of: the Davidson Middle School Garden project (San Rafael); the Education team of San Rafael Clean, a litter abatement program of the City Manager's office; & the Zero Waste Action Group of Sustainable San Rafael. stuartfieldmoody@hotmail.com

Wayne Morgenthaler – Wayne Morgenthaler is founding director of Petaluma Independent Business Alliance (PIBA), a local chapter of the national American Independent Business Alliance (AMIBA) which works to create health local economies. Wayne developed & owns Jungle Vibes Gift & Toy Emporium, now 13 years in Petaluma. Since coming to Petaluma from Long Beach, CA, he has been deeply involved in the community, first with anti-war efforts, then as founding president of Petaluma Community Access television (PCA). He believes that having a business in the

community is a perfect way to be right in the middle of the action in town.
jungle@junglevibes.com

Armando Navarro – Armando has over 25 years of professional experience in the fields of energy efficiency, renewable energy & green building. He is currently the Assistant Director of the Environmental Technology Center at Sonoma State University, a regional model for green building design & construction. He has extensive experience in energy education, project management, technical analysis, research & is a core faculty member of the SSU Green Building Professional Certificate Program. Armando is past Vice-Chair of the Redwood Empire Chapter of the U.S. Green Building Council, the Executive Committee of the City of Santa Rosa Green Building Program, & served on the Green Committee of the Sonoma County chapter of Habitat for Humanity. His past professional experience includes positions with Pacific Gas & Electric Co., Honeywell Corporation & Community Energy Services Corporation.
armando.navarro@sonoma.edu

Ned Orrett – Ned is a professional civil engineer with a master's degree in Ecology from the University of California (Davis). Influenced in early years by his grandfather's stories of California, & then by its mountains, Ned works to determine how to practice engineering in alignment with an ecological worldview. He contributed to many of the earliest steps toward sustainability in our region: launching the first organic dairy; first review of sustainability metrics, first inventory of greenhouse gas emissions, & the first financial analysis of GHG reduction strategies. He has also worked internationally with world experts. His current focus lies with simplifying access to resource efficiency measures via innovations that allow the marketplace to exert its full, unimpeded effect: an innovation with enormous potential benefits as we look ahead.
ned@resourceperform.com

Christopher Peck – Christopher Peck is a sustainability entrepreneur living in Sonoma County, California. He's a co-owner of Natural Investing LLC (www.naturalinvesting.com), a socially responsible investment advisory firm. He's been a natural investor since 1987, & worked as a permaculture designer & teacher for ten years in Santa Fe, New Mexico. He also teaches financial planning & sustainable business development at New College in Santa Rosa, CA. ctopherp@holistic-solutions.net

Sam Pierce – Sam Pierce is a professional engineer with a master's degree in Architecture from the University of Oregon. His experience includes architectural work for the College of Miconesia in the Republic of Palau & middle school design & construction in Las Vegas. However, his principal involvement has been in the energy field where his work spans major power plant design engineering in North Carolina to statewide energy efficiency program evaluation & efficiency implementation in California. His current focus is the development of Greenhouse Gas Emissions Reduction Plans for municipalities as the Director of MSI Integrated Solutions. In addition to serving as Mayor, Sam holds a seat on the Sonoma County Transit Authority & the ad hoc subcommittee developing the SCTA Comprehensive Transit Plan. He also serves as

Sebastopol's representative on the League of Ca Cities Legislation Committee & the Sebastopol Energy & Sustainability subcommittee. s2pierce@comcast.net

Kelley Rajala – Kelley is the founder & CEO of the Livability Project (www.livabilityproject.org). Her background is in comprehensive land use planning, sales, marketing & entrepreneurship. Her current projects include the Sonoma County chapter of BALLE (Business Alliance for Local Living Economies), Livability Mapping & creating the first Livability Center here in Sonoma County. Kelley received a degree in Environmental Studies from UC Santa Barbara & has incubated several businesses over the last 10 years. krajala@earthlink.net

Diane Ramirez & Anne Windsor work for the City of Petaluma & are interested in protecting our climate. They have volunteered to help the community reduce its carbon emissions by leading a 30-day carbon reduction program. Diane is now the City's liaison for the Municipal Climate Action Plan. Anne was inspired by a Petaluma Green Team presentation & signed on to help further the climate protection message. dramirez@ci.petaluma.ca.us, awindsor@ci.petaluma.ca.us

Terry Reilly – Graduate of San Francisco State University. Current resident of Petaluma. Electronics design engineer for 20 years. Since 2004 has been president of Hightekbikes, an electric bike manufacturer & distributor. Promotes ebikes as a replacement for the car for in-town use. terry@hightekbikes.com

Marty Roberts – Co-founder and Coordinator of Solar Sebastopol, a community-based first-of-its-kind program to encourage more solar energy on residential, business, and public properties in Sebastopol and beyond. Marty is also a web site developer and board member of the Sebastopol Chamber of Commerce. She lives in a solar-powered cohousing community and drives a Prius with the license plate: SOLRNOW. MartyR@sonic.net

Paul Rosen – Paul Rosen has been a Licensed General Contractor since 1979. He began by remodeling residential & commercial properties & built his first residence in 1982. He is a member of the California Building Performance Contractors Association, is a Certified Green Building Professional & Green Point Rater & CHEERS certified Rater. He consults with architects, builders & homeowners on green building practices. Paul has completed Home Performance Audits on dozens of existing homes for efficiency, comfort & health. He & his family live in the first occupied LEED (Leadership in Energy & Environmental Design) home in northern California. It incorporates solar electric & hot water systems & is a ZEH (zero energy home). Paul is a graduate of the University of Michigan with a degree in Industrial Engineering & Systems Design. paul@northbayenergy.com

John Siragusa – A San Francisco native John moved to Petaluma in 1984 with his wife Lynn. Prior to joining the City of Petaluma in 2006, he worked in the private sector as a Transit operations specialist with responsibility of 14 transit operation covering a wide geographic area. Now the Transportation Manager for the City of Petaluma, John has direct oversight of the City's bus, airport & rail activities. He has created a new "transit

attitude” in Petaluma by insuring reliability along with extensive outreach to school children & seniors. A valued member of the Petaluma Green team since November 2006 his extensive transit background will allow the City of Petaluma transportation department to move forward on the next era in providing alternative transportation to Petaluma residents. jsiragusa@ci.petaluma.ca.us

John Stayton – After fifteen years in high technology industrial marketing, John desired to leverage his business background in developing a profession that would serve the environment & society. In 2000, he co-founded a groundbreaking graduate program in sustainable business that, in 2002, became the Green MBA. The Green MBA at Dominican University of California is a rigorous two-year program that transforms students’ abilities to advance environmental & social initiatives through enterprise creation or transformation. In 1997, John & his wife Ana purchased an organic fruit farm in Sonoma County. Their 2.5 acre farm & home now model "suburban sustainability", with natural buildings, a solar system, a vegetable oil powered vehicle, extensive & diverse food production, & a community living situation. john@greenmba.com