

# The Ideal Attendee

Influential and Professional Persons:  
officials and business owners.

Industry focus: energy, manufacture,  
and transportation

Education: college graduate

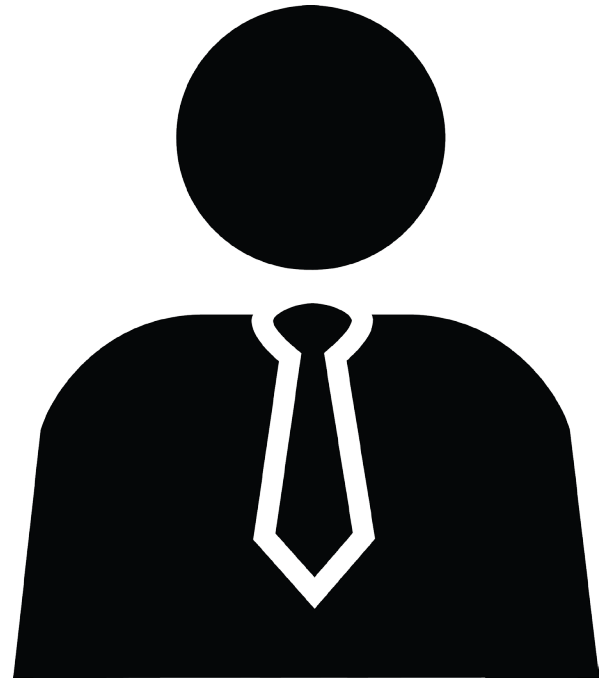
Born anywhere, least 35 year or older

Currently living in California, for the conference  
will be held there

Interests and Worldview:

Interested and progress and doing things that will benefit as many people as possible with the greatest effect. They are willing to engage in discussion of ideas and receptive to new ideas. They are a motivated person and believe the state of the world can be improve. They are an experienced conference attendee, going for new ideas, people, and their personal interests. They are a wealthy individual who regularly donates to charities. Philanthropy is an important value to them. They take an active part in contributing to their community.

The ideal attendee is known for their prosperity in area of expertise, such as business, , energy, manufacturing, technology, collaboration, innovation, etc. They have given speeches on various topics related to their area of work. They have received a number of awards for their work and achievements.



# Sally Jewell

President and CEO of Recreational Equipment Inc.

Current nominee for United States Secretary of the Interior

1978 B.A. Mechanical Engineering University of Washington

Born 1955 in England  
Currently lives in Seattle Washington

Before becoming a part of Recreational Equipment Inc. Jewell worked for 19 years in the commercial banking industry. As president and CEO of Recreational Equipment Inc. she has revitalized the company to be more corporate and professional. Despite making these changes she has been able to keep the company's reputation as an outdoor brand.

Jewell is passionate about the outdoors and has been all of her life. She is a public supporter of America's wild areas. She often hikes Mailbox Peak in Washington. She spent a month there climbing mountains in Antarctica.

## Awards:

2006 Distinguished Leadership Award from University of Washington Foster School of Business.

2007 Diamond Award, University of Washington College of Engineering

2009 Rachel Carson Award for Environmental Conservation from the Audubon Society

2008 Non-Profit Director of the Year award from the National Association of Corporate Directors, and The Green Globe

Environmental Catalyst Award from King County, Washington



"You know, there's no mission without margin. If you can't run a healthy business, you're not sustainable. If you can't do the things that, you know, we aspire to do in a profitable way, you will be out of business."

## Sources:

Memmott, Mark. "REI Executive Tapped For Interior; Geithner Joins Council On Foreign Relations." The Two-Way. NPR, 6 Feb 2013. Web. 8 Feb. 2013. <<http://www.npr.org/blogs/thetwo-way/2013/02/06/171284443/rei-executive-tapped-for-interior-geithner-joins-council-on-foreign-relations>>.

"Obama Picks REI CEO Jewell To Head Interior." Morning Edition. NPR: WFYI, Indianapolis, 7 Feb 2013. Radio. <<http://www.npr.org/2013/02/07/171347226/obama-picks-rei-ceo-jewell-to-head-interior>>.

"Sally Jewell." University of Washington. University of Washington. Web. 7 Feb 2013. <<http://www.washington.edu/regents/officers/sally-jewell>>.

# John R. Balmes, M.D.

Member of California Air  
Resources Board

Professor of Medicine at UCSF

Professor of Environmental Health  
Sciences at U Berkeley

Chief of the Division of Occupational  
and Environmental Medicine at SFGH

Director of the Human Exposure  
Laboratory of the Lung Biology Center

1972 B.A. University of Illinois

1976 M.D. Mount Sinai School of Medicine

Lives in California

Dr. Balmes has a laboratory called the Human Exposure Laboratory. There he has been studying respiratory and cardiovascular health for over 25 years. His laboratory was the first to show:

- histological evidence of ozone-induced airway injury and inflammation in human subjects
- asthmatic subjects have more inflammatory responses to ozone than normal subjects
- asthmatic subjects recruit macrophages to the airways with consecutive day exposures
- exposure to secondhand tobacco smoke causes endothelial dysfunction

Dr. Balmes has written over 200 papers and chapters on occupational and environmental respiratory disease related problems. Consequences of air pollution on health is the focus of his work. He is board-certified for Internal Medicine and Pulmonary Medicine. He does pulmonary and critical care medicine at San Francisco General Hospital.



## Awards:

1999 Clean Air Award, American Lung Association of California

2002 Jean Spencer Felton Award for Excellence in Scientific Writing, Western Occupational and Environmental Medicine Association

2006 Robert A. Kehoe Award of Merit, American College of Occupational and Environmental Medicine

2006 Carl Moyer Award for Scientific Leadership and Technical Excellence, Coalition for Clean Air

2010 Western Occupational and Environmental Medical Association

2012 Robert M. Zweig Memorial Clean Air Hero Award, South Coast Air Quality Management District

## Sources:

"ARB Board Member Biographies John R. Balmes, M.D." California Environmental Protection Agency Air Resources Board. California Environmental Protection Agency Air Resources Board, 6 Jan 2010. Web. 6 Feb 2013. <<http://www.arb.ca.gov/board/bio/balmes.htm>>.

"John R. Balmes, MD." University of California Center for Occupational and Environmental Health. University of California Center for Occupational and Environmental Health, 31 Jan 2013. Web. 6 Feb 2013. <<http://coeh.berkeley.edu/people/faculty/balmes.htm>>.

# Jerry Brown

## Governor of California

1961 B.A. in Classics UC of Berkeley

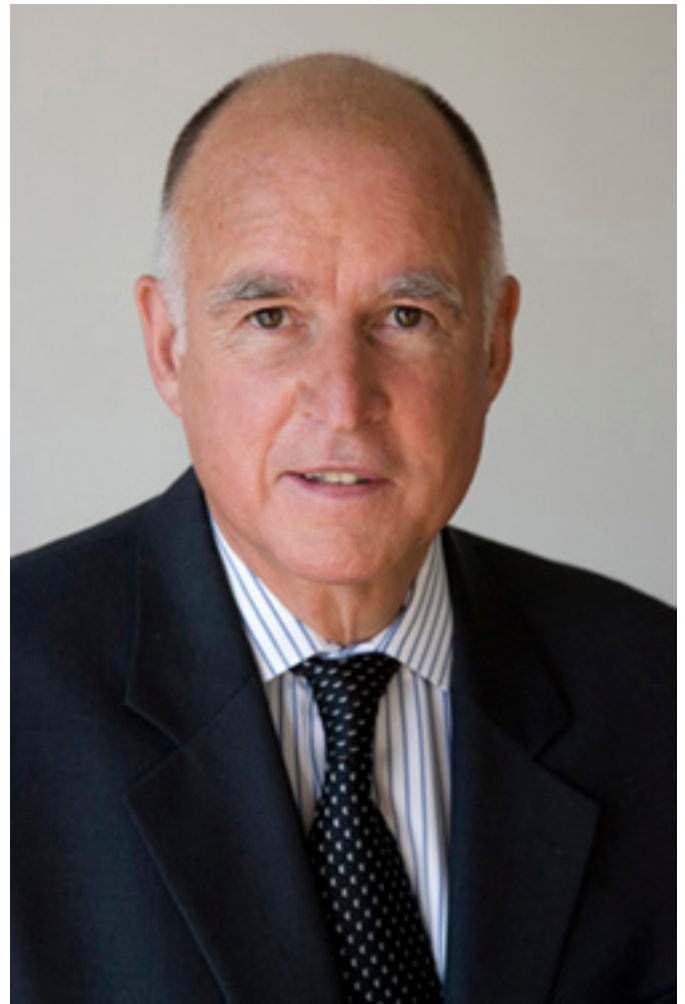
1964 law degree Yale Law School

Born April 7, 1938 in San Francisco

Currently lives in Sacramento, California

Brown was elected governor of California in 1974, 1978, and 2010. During his earlier terms he put in place innovative environmental protections, the rest of the U.S later adopted these same protections. He signed the first legislation to require high school students to show basic proficiency before graduating, and enacted the "Use A Gun Go To Prison" Law, which made prison term mandatory for any crime which a gun was used.

After his second term he lectured actively, led delegations to China and the Soviet Union, and studied Spanish in Mexico. He stayed in Japan for six months where he studied the culture and Buddhist practice. Brown worked with Mother Teresa in India at the Home for the Dying, and went to Bangladesh as a CARE ambassador of good will during the floods of 1987. In 1989 he became the chairman of the state Democratic Party for two years, and in 1998 became mayor of Oakland for eight years. In 2006 he was elected California's Attorney General.



In 2010 Brown began his third term as governor of California. During his current term he decreased the state budget deficit, improved California's credit ratings, and rid of waste and inefficiencies throughout the government. He also began historic public safety realignment and increased the state's clean energy goal to 33%. Brown is now pursuing public support for new revenues to protect education and public safety funds.

Source:

"Jerry Brown Biography." CA.gov State of California. CA.gov State of California. Web. 6 Feb 2013. <[http://gov.ca.gov/m\\_about.php](http://gov.ca.gov/m_about.php)>.

# David Pettit

Director of Natural Resources  
Defense Council's Southern California Air Program Santa Monica

Trial and appellate lawyer

B.A. in philosophy and law degree UCLA

Lives in California

Pettit began working for Natural Resources Defense Council in 2007. His work focuses on making litigations against polluting industries. He also promotes clean alternative energy and more 'green' development for urban places.

He actively writes on Switchboard, the Natural Resources Defense Council's staff blog, and Twitter. There he informs and comments on various topics concerning the environment and current issues and provides links for more information. He shares firsthand experiences from his work. His interests include litigation, air pollution, oil spills, California Environmental Quality Act, federal natural resource damage assessment process, sustainability, clean alternative energy, green development, environmental health, environmental justice and reform, and environmental policy.



#### Sources:

"ABOUT NRDC." Natural Resources Defense Council. Natural Resources Defense Council. Web. 6 Feb 2013. <<http://www.nrdc.org/about/staff/david-pettit>>.

"David Pettit." LAANE a new economy for all. LAANE. Web. 6 Feb 2013. <<http://www.laane.org/person/david-pettit/>>.

# Mary D. Nichols

California Air Resources  
Board Chairman

Professor in Residence UCLA

1966 B.A. Cornell University

1971 J.D. Yale Law School

Born April 10, 1945

Originally from Minneapolis, Minnesota  
Currently lives in California

For over 40 years Nichols has held several positions for various organizations concerning protection of the environment and public health. Some include: Assistant Administrator for the U.S. Environmental Protection Agency's Air and Radiation program and Secretary for California's Resources Agency. She has given several speeches about pollution, solutions, and the effects on the environment and the economy. She made the first lawsuit under the Clean Air Act.

Public health and environment are important issues to Nichols. Her career has been dedicated to creating change in these areas of concern. Innovation, partnerships, and common sense are important tools for her in working to curb pollution. In 2008 she gave a speech at the University of Rhode Island, saying:



"We know that the economic crisis we will face from unmitigated climate change could dwarf anything we have ever seen. That alone is a compelling enough reason to take swift action. But there's another reason also, which is that developing a new clean energy economy that drives and rewards investment and innovation, creates jobs and serves as the engine for sustainable economic growth is exactly what we need at a time like this."

Awards:

February 2009 awarded Attorney of the Year, California Lawyer Magazine  
2012 Environmental Finance Personality of the Year, Environmental Finance

#### Sources:

"Mary, D. Nichols." UCLA School of Law. UCLA School of Law, n.d. Web. 5 Feb 2013. <<http://www.law.ucla.edu/faculty/all-faculty-profiles/professors/Pages/mary-nichols.aspx>>.

"Mary D. Nichols Chairman, California Air Resources Board." California Environmental Protection Agency Air Resources Board. California Environmental Protection Agency Air Resources Board, 10 Oct 2012. Web. 5 Feb 2013. <<http://www.arb.ca.gov/board/bio/marynichols.htm>>.

"The Quiet Ones: 12 Leaders Who Get Things Done." Rolling Stone. Rolling Stone. Web. 8 Feb 2013. <<http://www.rollingstone.com/politics/pictures/the-quiet-ones-12-leaders-who-get-things-done-20120105/0407459>>.

"Times Topics." The New York Times. The New York Times. Web. 5 Feb 2013. <[http://topics.nytimes.com/topics/reference/timestopics/people/n/mary\\_d\\_nichols/index.html](http://topics.nytimes.com/topics/reference/timestopics/people/n/mary_d_nichols/index.html)>.