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PCSD [President's Council on Sustainable Development] Awards

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White & White

Facsimile Memorandum

Date	December 20, 1993
To	Mr. Kurt Zwally cc: Mr. Lynn Greenwalt, Mr. Terry Thorn
Topic	PCSD Proposed Awards Program
Pages to Follow	2
From	Bruce E. White Ph.D. Lisa McGimsey White

We were pleased to have had the opportunity to meet with you on Friday at our presentation to the PCSD Awards Committee. We appreciated your feedback and input. This will greatly help in refining the plan to meet the special needs of the President.

We are thrilled about the prospect of supporting the important work of the PCSD through the awards program. We are further excited by your idea of also using the candidates as a pool of sites for Presidential visits and speeches. We, of course, would be pleased to provide the careful risk analysis needed.

As promised, attached is a brief overview of our proposal. Please feel free to call if we can be of any further assistance.

Happy Holidays!

White & White, Inc.

Proposal Summary

President's Council on Sustainable Development Awards

December 20, 1993

We are proud to propose an awards program to help achieve the sustainable development goals of the President and the PCSD.

Proposal

We envision an extremely powerful, politically motivated program designed to communicate the value and feasibility of sustainable development. The program contains four major components:

1. Researched and documented sustainable development projects, the pool of prospective PCSD award candidates. These will be available as a resource for Presidential speeches and site visits.
2. Five Presidential press events during 1994 and 1995 where President Clinton announces steps being taken to implement the work of the PCSD. The President's remarks are punctuated by the presentation of awards and commendations that illustrate solid and achievable examples of sustainable development.
3. A nationally televised Presidential PCSD Gala with top entertainers. Video vignettes of the award recipients are shown between acts.
4. A print "viewers guide" for the gala appears as an insert in several popular newsstand magazines.

The Awards

The awards will focus on key issues, the driving forces of sustainable development. Candidates will be "recruited" by a qualified research staff to assure an adequate pool of high quality candidates. Researchers will focus on all sectors with an emphasis on geographic diversity, ethnic balance, as well as large and small scale successes. All applications will be thoroughly researched and documented with political risk fully assessed. Final selections for awards, commendations and site visits will be made by the President and his staff under the counsel of the PCSD.

< MORE >

The Gala/ Viewers Guide

We propose that a Kennedy Center Presidential Gala be produced for national broadcast in the Autumn of 1995. The celebrity event will feature top entertainers with video vignettes of PCSD award recipients run between acts. A magazine special section featuring the PCSD, the awards, and the PCSD Presidential Gala will run as a magazine insert in several major, popular newsstand magazines reaching the mass market. Reprints of the section will be available for distribution by the PCSD.

Funding

The awards program will cost an estimated \$601,000 to be raised from sponsors, corporations and foundations, worthy of recognition for their contributions to sustainable development. The cost of the magazine insert and the gala are not included in this amount as they would be funded by a media concern, through its own advertising sales effort.

Staffing

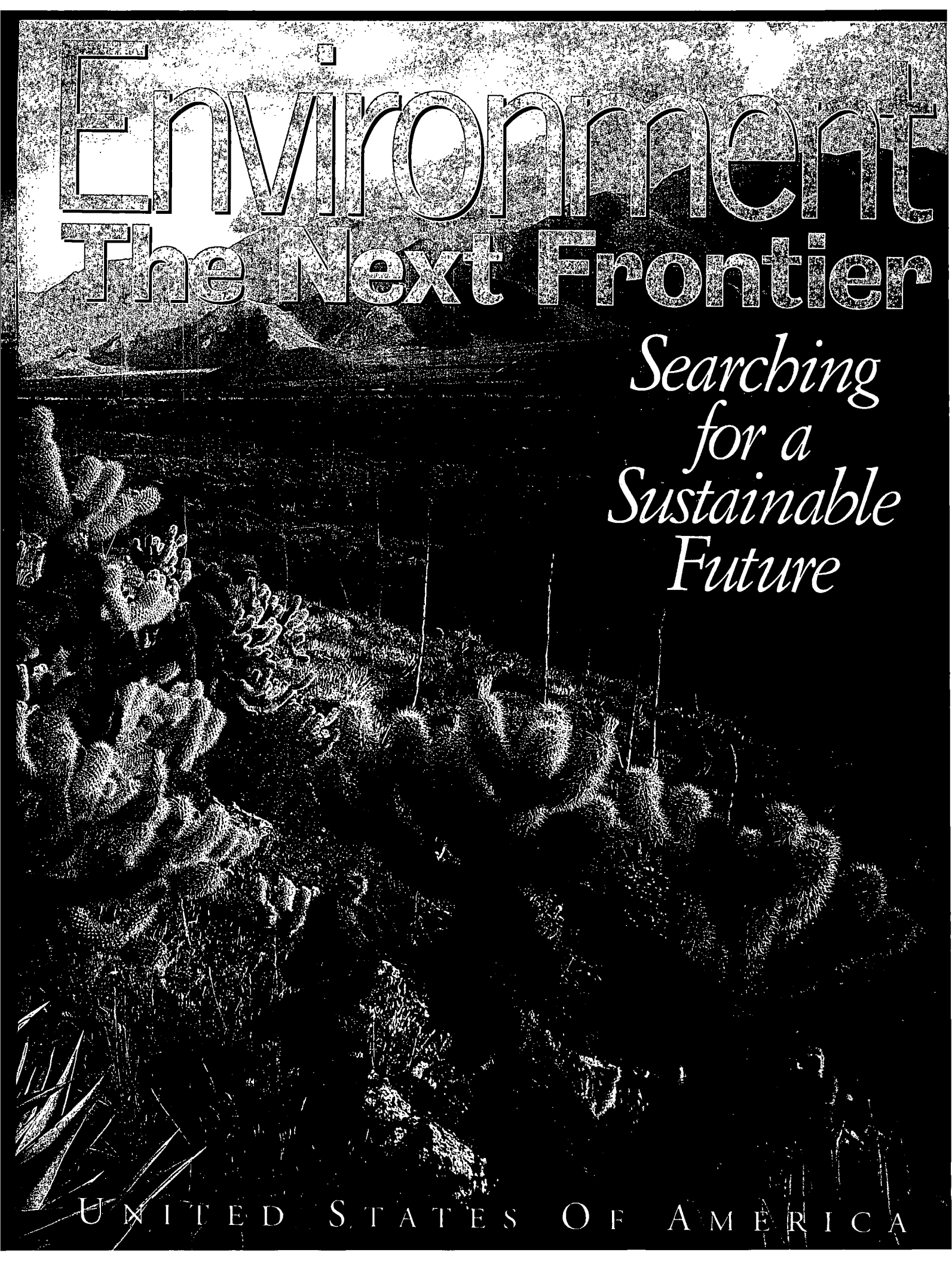
White & White brings a strong background, both scholarly and applied, in advancing sustainable development goals, building partnerships, and helping corporations and other organizations communicate environmental leadership positions. We have the proven ability to manage complex projects and to address sensitivities such as those associated with a Presidential award. Selected experiences are outlined in an attachment. Qualified staff will be retained as necessary to support the substantive as well as communication and logistic needs of the task force.

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Environment The Next Frontier

*Searching
for a
Sustainable
Future*

UNITED STATES OF AMERICA

White & White, Inc.

President's Council on Sustainable Development

Awards Program Proposal

December 17, 1993

VISION

We envision an extremely powerful, politically motivated awards program designed to help achieve the sustainable development goals of the PCSD and the President. Communicating the value of sustainable development is central to our proposal.

We propose a series of four Presidential press events during 1994 and 1995 where the President will present key recommendations and findings of the PCSD. The President's remarks will be punctuated by the presentation of 3 or 4 awards that illustrate solid and achievable examples of sustainable development alternatives. We would further recommend that these events be held at significant sites nationwide.

To bring the work of the PCSD before the wider public, we propose a 1995 Presidential Gala that will be broadcast nationally from the Kennedy Center. Three minute video vignettes of the awardees will run between performances by top entertainers. We also propose a print "viewers guide" featuring the awards that will run in several major newsstand magazines.

LOGISTICS

Define Categories

Immediately, work defining the award categories needs to begin . We recommend limiting the number of categories to four, so careful front-end planning is essential. It will be important to define categories so that heralded successes demonstrate sustainable development's feasibility- so that the awards demonstrate that sustainable development is not just an important goal, but also an achievable goal.

The cooperation of all PCSD task forces will be needed. First, the four issue cluster task forces will need to help identify pivotal issues for their cluster. These issues will represent the key areas where the application of the sustainable development concept is technically practical, politically acceptable, and financially realistic.

We recommend that award categories be defined based upon these key issues and input from the other task forces. These categories will illustrate the driving forces of sustainable development and will produce powerful examples of sustainable development, examples that will advance the President and the PCSD 's agenda at award events.

Because of the political importance of the award categories, it is advised that the PCSD co-chairs, and White House representatives be involved in the process of defining the award categories, to make certain that definitions serve as the umbrella for later recommendations by the PCSD and the President.

Specialists from government agencies, business and other sectors will also be involved in the process of developing award selection criteria for each category. Definitions will be based upon state-of-the-art efforts in each category area.

LOGISTICS

The Search and Selection Processes

The nomination process will rely on the careful definition of award categories and focused selection criteria. To assure an adequate pool of high quality and powerful success stories, we advise a research method which "recruits" award candidates.

This "recruitment" process is similar to a method we have used previously to efficiently develop a large pool of high quality candidates for recognition and grant programs. It is a particularly effective alternative when time is of the essence.

In this method, researchers complete an exhaustive survey of individuals, businesses and organizations working on the cutting edge. We will work closely with federal agencies, trade associations, non-profits, foundations, and other networks across the country. This typically yields the usual array of candidates already enjoying the lime light as well as the previously undiscovered and under praised.

We recommend that all federal agencies charged with mandates linked to sustainable development name a staff person to work with the PCSD awards committee to define the award categories. They will also be responsible for seeking outstanding examples of sustainable development from agency personnel at all levels.

The search will sustain the rigor of the PCSD's analysis of sustainable development issues and will yield well documented, verified, high caliber award candidates.

< MORE >

LOGISTICS

The Search and Selection Processes (Continued)

The awards task force will be presented with sufficient detail and analysis to facilitate the selection process. Because the award categories will have been narrowly defined, there will be a rich selection of candidates to choose from.

In counsel with the PCSD co-chairs and the White House, the best success stories will be detailed for the President's remarks at the awards press conference. Necessary legal and other agency review will take place in advance of the awards events.

LOGISTICS

Award Events

We advise that the PCSD work with the White House to plan award events that are billed as major Presidential press events. These might be planned to take place at significant sites with a back drop which strengthens the President's sustainable development message.

Ideally, the President can use these events to announce steps being taken to implement sustainable development recommendations of the PCSD. Awards will be presented during the President's remarks and will show that sustainable development is achievable.

This, of course, will only be possible if the PCSD plans to make periodic recommendations. Obviously this is a detail that will need to be worked out. However, from a media point of view, there is an advantage in making a series of significant recommendations. This will also help keep the PCSD out and in front of the American people.

We suggest that only one award be given at each event to increase the prestige of the award. Three or four additional presidential citations might also be given.

STAFFING

We propose that White & White staff the awards program. We would of course work in close coordination with the awards task force, public agency representatives, and the PCSD staff. Lisa and I would jointly serve as staff directors of the program and we would hire additional staff, interns etc., as needed.

White & White works with all of its clients in confidence. We offer the flexibility required to meet the special needs of the PCSD and the White House. We are prepared to enter into any necessary confidentiality agreements or security clearances.

FUNDING

We estimate a total cost of the awards program to be approximately \$600,000, to be raised from corporations and foundations. The cost of the magazine insert and the gala are not included in this amount as they would be funded by a media concern, through their own advertising sales effort.

In preparing for this presentation we did our own informal survey of several prospective corporate and foundation sponsors to evaluate interest. As a result of this survey we are certain that under the right conditions, the awards could be supported by sponsorship funds from companies and foundations which deserve recognition for their own sustainable development achievements.

We suggest that the ten environmental leaders ranked by *Fortune* magazine might serve as the "A" list of potential funders below:

AT&T
Apple Computer
Church & Dwight
Clorox
Digital Equipment
Dow Chemical
H.B.Fuller
IBM
Herman Miller
Xerox

We have prepared a preliminary budget which is attached.

GALA AND MAGAZINE SECTION

We also propose that a Kennedy Center Presidential Gala be produced for national broadcast in the Autumn of 1995. We envision a celebrity event that features video vignettes of PCSD award recipients and top entertainers.

A magazine special section featuring the PCSD, the awards, and the PCSD Presidential Gala would also be produced and run as a magazine insert in several major, popular newsstand magazines reaching the mass market. Reprints of the section would be available for distribution by the PCSD.

We have spoken to executives at the Hearst Corporation about their producing the gala and the special magazine section. Hearst is the worlds largest publisher of newsstand magazines such as *Good Housekeeping*, *Town & Country*, *Smart Money*, *Esquire*, and others which are attractive titles for carrying the PCSD message to the masses. They also own the award-winning television production facility, Studio 5.

White & White has worked extensively with Hearst in the past on sustainable development projects including a partnership we forged between the U.S. Government and Hearst. A special full color magazine was produced in five languages and distributed at the Earth Summit. Also, in November of this year, *Good Housekeeping* ran a several page article honoring the recipients of its "Green Housekeeping" awards. This program, which again Lisa and I ran, recognized several individuals whose contributions advance the goals of sustainable development. Their example aims to inspire *Good Housekeeping* 's 27 million readers to do their part. The awards were presented at the 1993 "From Rio to the Capitols - State Strategies for Sustainable Development" in Louisville last summer which Hearst assisted with financial support.

FUTURE CONSIDERATIONS

White & White proposes an evaluation process that also includes recommendations on the future of the awards. Topics to be addressed might include the following:

The proposed nomination process will yield a data base of powerful examples of sustainable development which might be published and distributed in print, CD ROM, and on-line.

The PCSD's awards could potentially serve as a demonstration for a permanent awards program administered by a federal agency or an independent organization set up for the purpose. The Baldrige Award provides one possible model for administration.

Opportunities might be identified for the incorporation of sustainable development elements into the Take Pride in America Award, the Baldrige Award, and other federally administered awards.

President's Council on Sustainable Development - Time Line

Project label	1994												1995																			
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4				
Finalize Planning	▼ Presentation to PCSD ▼ Contract executed																															
Gala/Magazine	▼ Meeting re: gala and magazine section ▼ Finalize agreement ▼ Approve target advertisers ▼ GALA																															
Fundraising	▼ Fundraising ▼ Funders event at the White House																															
Nomination	▼ Task forces define key issues ▼ Award Categories Defined ▼ Award Selection Criteria Prepared ▼ Nominations ▼ Validation																															
Press Event 1	▼ Plan with White House ▼ Agree on plan and program ▼ Selection of Recipients ▼ Prepare President's Remarks ▼ Verify and Checks ▼ First Awards Event																															
Press Event 2	▼ Plan with White House ▼ Agree on plan and program ▼ Selection of Recipients ▼ Prepare President's Remarks ▼ Verify and Checks ▼ Second Awards Event																															
Press Event 3	▼ Plan with White House ▼ Agree on plan and program ▼ Selection of Recipients ▼ Prepare President's Remarks ▼ Verify and Checks ▼ Third Awards Event																															
Press Event4	▼ Plan with White House ▼ Agree on plan and program ▼ Selection of Recipients ▼ Verify and Checks ▼ Prepare President's Remarks ▼ Fourth Awards Event																															
Evaluation	▼ Evaluation ▼ Recommendations																															

PRESIDENT'S COUNCIL ON SUSTAINABLE DEVELOPMENT
DRAFT BUDGET 12/16/93
WHITE & WHITE, INC.

	Rate	Unit	Multipl	Year One	Multipl	Year Two	Total
PERSONNEL							
Staff Director	\$8,350	month	12	\$100,200	12	\$100,200	\$200,400
Manager	\$3,000	month	12	\$36,000	12	\$36,000	\$72,000
Intern One	\$1,000	month	12	\$12,000	12	\$12,000	\$24,000
Intern Two	\$1,000	month	5	\$5,000	0	\$0	\$5,000
Intern Three	\$1,000	month	5	\$5,000	0	\$0	\$5,000
Intern Four	\$1,000	month	5	\$5,000	0	\$0	\$5,000
Intern Five	\$1,000	month	5	\$5,000	0	\$0	\$5,000
Intern Six	\$1,000	month	0	\$0	5	\$5,000	\$5,000
Subtotal				\$168,200		\$153,200	\$321,400

WORKSHOPS

Phone	\$1,000	event	4	\$4,000	0	\$0	\$4,000
Postage	\$500	event	4	\$2,000	0	\$0	\$2,000
Refreshments	\$1,000	event	4	\$4,000	0	\$0	\$4,000
Subtotal				\$10,000		\$0	\$10,000

NOMINATIONS

Postage	\$40	candidate	500	\$20,000	0	\$0	\$20,000
Phone	\$40	candidate	500	\$20,000	0	\$0	\$20,000
Nominations Form	\$1	piece	5000	\$5,000	0	\$0	\$5,000
Subtotal				\$45,000		\$0	\$45,000

EVENTS

Postage	\$1,000	event	1	\$1,000	3	\$3,000	\$4,000
Phone	\$1,000	event	1	\$1,000	3	\$3,000	\$4,000
Awards	\$3,000	event	1	\$3,000	3	\$9,000	\$12,000
Invitations	\$1	piece	1000	\$1,000	3000	\$3,000	\$4,000
Programs	\$2	piece	1000	\$2,000	3000	\$6,000	\$8,000
Travel	\$10,000	event	1	\$10,000	3	\$30,000	\$40,000
Public Relations	\$10,000	event	1	\$10,000	3	\$30,000	\$40,000
Subtotal				\$28,000		\$84,000	\$112,000

OVERHEAD

Phone	\$1,000	month	12	\$12,000	12	\$12,000	\$24,000
Travel	\$1,500	month	12	\$18,000	12	\$18,000	\$36,000
Rent	\$1,200	month	12	\$14,400	12	\$14,400	\$28,800
Supplies	\$500	month	12	\$6,000	12	\$6,000	\$12,000
Equipment rental	\$500	month	12	\$6,000	12	\$6,000	\$12,000
Subtotal				\$56,400		\$56,400	\$112,800

GRAND TOTAL

\$307,600 \$0 \$293,600 \$601,200



THE BARBARA GAUNTLETT FOUNDATION

*Environmental Stewardship in
Global Development*

December 15, 1993

International Square
1825 Eye Street, N.W.,
Suite 400
Washington, DC 20006
Phone (202) 429-2033
Fax (202) 466-3973

Dr. Bruce E. White
White & White, Inc.
1500 Park Avenue
Baltimore, MD 21217

Dear Bruce,

President

SUWANNA B. GAUNTLETT

Executive Director

CHARLES C. ANGELL

Board of Directors

Suwanna B. Gauntlett
President

Christopher C. Angell
Secretary

Charles C. Goodfellow
Treasurer

Jerome A. Manaling

Neal P. Myerberg

I understand that you and your associates may be involved in the PCSD process, in a national awards program that will highlight successes in sustainable development. I would like to express my interest in this and offer any assistance that we can give in working up support for such a program among foundations and other organizations.

I believe that such an awards program would strongly demonstrate White House leadership in environmental issues, and help generate partnerships between the executive agencies, local jurisdictions and the business sector.

I am familiar with your work and know that you have the ability to marshal the television and press exposure that can "seize" the American public and make this program of real and immediate interest to them.

Also, I believe that your background in both environment and development projects, here and overseas, will bring a unique comparative rigour to the task of selecting the most deserving - and the most illustrative - environmental success stories.

Most of our foundation's work is in the area of eco-efficiency, in leveraging replicable examples of industrial and manufacturing reform in environmental practices. To the extent that the White House publicly gives credit to corporate leadership and responsibility in this area, a multiplier effect will be started, and the false perception of "jobs versus the environment" will finally fade away.

Bruce, I wish you great luck in your endeavor, and don't hesitate to call on us for any assistance in the foundation world.

With warm regards,

A handwritten signature in black ink, appearing to read "Charles F. Sills". The signature is stylized with a large, looped "C" and a prominent "S".

Charles F. Sills
Executive Director

CFS/jmk

TOWN&COUNTRY MARKETING

Mr. Terence Thorn
Co-Chair, PCSD Awards Program
Enron Corporation
1400 Smith Street
Houston, TX 77002

Mr. Lynn Greenwalt
Co-Chair, PCSD Awards Program
National Wildlife Federation
1400 16th Street, NW
Washington, DC 20016

Dear Mr. Thorn and Mr. Greenwalt:

I understand from Bruce and Lisa that you have asked White & White, Inc. to help you implement an awards program on behalf of the President's Council on Sustainable Development.

For the past five years I have chaired a program for The Fashion Group on fashion and the environment. We stage our presentation each year at the United Nations in cooperation with The United Nations Environment Programme. Last year we initiated a formal award from UNEP to fashion-related companies that have demonstrated leadership in sustainable development. The awards were established by UNEP to support the work selected companies have accomplished and to encourage others to take initiatives in terms of environmental responsibility.

Last year, White & White played a vital role in the event. They did extensive research on companies that qualified for the award, and created a presentation on how the fashion industry can become more involved in environmental programs. Bruce White delivered the presentation to the 550 guests and highlighted specific steps the industry can take to further sustainable development.

White & White were of great help to me in developing the program and in presenting the information. They clearly understand the issues and know how to get things done -- particularly when deadlines are of the essence. I highly recommend them to help you with your own program.

I am, naturally, very interested in how your work progresses. Please let me know if I can help you in any way. Good luck!

Sincerely,



Deborah Patton - Marketing Director

12/15/93



959 Eighth Avenue
New York NY 10019

A Division of The Hearst Corporation

December 16, 1993

Dr. Bruce White
White & White
1500 Park Avenue
Baltimore, MD 21217

Dear Bruce,

Hearst Magazines is excited by the prospect of putting our communications expertise to work on behalf of the President's Council on Sustainable Development and its award program.

The message of the PCSD and the President can be powerfully carried to the citizenry at large through two commercial ventures Hearst recently proposed: a special multi-magazine advertorial devoted to the PCSD's award program and a nationally televised Presidential PCSD Gala. Both the advertorial and the gala would be funded via advertising revenues. Projecting the President's sustainable development agenda and message through these communication vehicles builds on Hearst's special magazine published for the Rio Earth Summit, *Environment the Next Frontier-Searching for a Sustainable Future* and *Good Housekeeping's* coverage of sustainable development in November 1993.

We look forward to meeting soon to learn more about the PCSD's plans and how Hearst Magazines can help the PCSD achieve its mission.

Sincerely,

George Berger
Director of Creative Services
Corporate Marketing & Sales

Cosmopolitan • Good Housekeeping • Redbook • Esquire • Harper's Bazaar • Town & Country • Connoisseur • Victoria
House Beautiful • Colonial Homes • Country Living • Popular Mechanics • Sports Afield • Motor Boating & Sailing
International Circulation Distributors • Eastern News Distributors • Communications Data Services
In Great Britain, The National Magazine Company Limited; Good Housekeeping • Esquire
Harpers & Queen • She • Cosmopolitan • Containerisation International Company
Antique Collector • House Beautiful • Country Living

herman miller

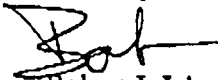
December 16, 1993

Bruce White
141 W. Lafayette Avenue
Baltimore, MD 21217

Dear Bruce

I'm intrigued by some of the ideas that you are proposing regarding corporate support of an awards program conducted by the President's Council on Sustainable Development. We value opportunities to work with other companies and organizations that share our commitment to responsible environmental management. Please keep me informed of developments in the program.

Kind regards



Robert J. Johnston

Chair, Environmental Quality Action Team

White & White, Inc.

Qualifications

December 17, 1993

White & White is committed to advancing enterprises that are good for business and good for the environment. With more than two decades of experience, White & White provides a full range of environmental policy analysis, corporate communications, partnership formation, marketing, and project management services.

The following selected experiences illustrate our proven ability to provide the services proposed to the Awards Task Force of the President's Council on Sustainable Development.

RENEW AMERICA • *Searching for Success* - Hired to "save" a failing awards program of the environmental community. In the eleventh hour, the entire staff was fired and White & White was installed as director to hire a capable staff and administer the program. Turned the failure around and inaugural awards were presented as planned in April 1990 in celebration of the 20th anniversary of Earth Day.

GOOD HOUSEKEEPING • *Green Housekeeping Awards* - Planned, staffed, and implemented the program which concluded with award presentations at the National Governor's Association conference "From Rio to the State Capitols- State Strategies for Sustainable Development" this past summer. Awardees were selected to bring sustainable development into the homes of *Good Housekeeping's* 27 million readers. *Good Housekeeping* features the winners in a several page section in November 1993.

UNITED NATIONS ENVIRONMENT PROGRAMME • *Fashion Awards* - Administered and staffed an environment award program designed to stimulate environmental achievement in the multi-billion dollar fashion industry. Presented the key note address at the awards event at the United Nations.

SUSTAINABLE DEVELOPMENT PLANNING • Presidential Advisor - As advisor to the President of the Philippines, directed a year-long process that culminated with preparation of a strategy for sustainable development. Facilitated acceptance of the strategy as a major component of the national five-year development plan which drives domestic and foreign funding of economic investment projects.

< MORE >

HEARST CORPORATION • *Environment: The Next Frontier - Searching for a Sustainable Future* - Negotiated a partnership with the U.S. Information Agency to co-publish a full-color magazine for the Earth Summit featuring U.S. environmental achievements. Raised corporate sponsorship funding and served as contributing editors. Produced in English, Spanish, Portuguese, and French for distribution in Rio. A Russian issue has been produced since with future language editions planned.

HEARST MAGAZINES • *Environment Advisor* - Advised corporate executives and individuals magazines. Provide a range of services including design and implementation of corporate communications initiatives, editorial support, liaison with resource management agencies and environmental organizations, and joint ventures between environmental organizations and corporate advertisers.

SATURN - RAILS-TO-TRAIL CONSERVANCY • *Partnership* - Forged a marketing partnership. In the showrooms, the car manufacturer supports the trail advocacy group's rail-trail conversions. Saturn is providing funds for the production of a trail guide.

White & White, Inc.

White & White, Inc. was formed in 1989 to advance enterprises that are good for business and good for the environment. Our success is built on our long and notable careers in the environmental protection and resource management fields and our successful work building lasting solutions to complex problems.

BRUCE E. WHITE, PH.D.

Bruce E. White, Ph.D. is co-founder and president of White & White.

For more than two decades, sustainable development has been at the heart of Dr. White's scholarly and applied work. Sustainable development models were the focus of his graduate research and the centerpiece of his Ph.D. dissertation. Dr. White's applied work extends around the globe where he involved national and multi-national corporations in local resources management. Projects included sustainable forestry, marine resources management, tribal minorities rights, protected area management, and national policy formulation.

Dr. White has received numerous awards for his work including a Charles Lindbergh Achievement Award for his leading accomplishments in the Philippines.

LISA MCGIMSEY WHITE

Lisa McGimsey White is co-founder and vice president of White & White.

Prior to the formation of White & White, Ms. White devoted more than 16 years to forging innovative, model public-private partnerships to conserve important natural resources. As vice president of the Trust for Public Land, she managed a multi-state division, negotiated acquisition of open space lands, raised private funds, secured appropriations for public purchase, settled litigious disputes via negotiation, and coordinated lobbying and public relations. During her eleven year tenure, she directed the protection of more than 50,000 acres valued at more than \$100 million.

Ms. White's ability to bring business and environmental interests together and forging sustainable solutions is featured in Paul Hawken's *How to Grow a Business* and the PBS special by the same name. Ms. White is the recipient of numerous awards including from the American Planning Association and The U.S. National Park Service. She also received the prestigious U.S. Forest Service's 75th Anniversary Gifford Pinchot Award.

SAVING THE EARTH STARTS HERE

Everybody talks about the environment. The Green Housekeeping Seal of Environmental Leadership Awards salute people who realize it's up to each of us to do something about it. Their inspiring stories may give you some good ideas
By Linda J. Brown



GH Editor-in-Chief John Mack Carter presents award to Isabel Wade as other winners look on.

Good Housekeeping has long been in the forefront of the environmental movement; among other things, our monthly *Green Watch* pages were the first regular feature on the subject in any women's magazine. We have also taken part in many United Nations environmental activities, including the world's first Earth Summit in Rio de Janeiro in 1992. The aim of that landmark event was to spur global concern and governmental action on the environment. But just as essential to the health of the planet is the action of individuals who "think globally, act locally." At a conference this past May, called "From Rio to the Capitols: State Strategies for Sustainable Development," in Louisville, Ky., Editor-in-Chief John Mack Carter and Kentucky Governor Brereton C. Jones presented Green Housekeeping Awards to six individuals and a mother-daughter team who are outstanding examples of local environmental heroes—people whose achievements broadcast the powerful message that there are things each and every one of us can do to contribute to the welfare of the planet. ❀

CINDY LOWRIE "I've learned that you don't say, 'It can't happen to me.'"

In 1990, Cindy and Edmund Lowrie had their house paint—and their one-year-old daughter, Libby—tested after reading a newsmagazine article about lead poisoning. They learned that their 70-year-old house did indeed have lead-based paint on and in it—and Libby's blood lead level was unusually elevated. Cindy plunged into educating herself about lead poisoning, in the library, and on the phone with state public-health officials. At that point, she says, "It hit me that this was happening to everybody." So she founded LEAP, Lead Education and Awareness Project, to get the facts out. She's put together an informational brochure, set up a hot line, created a lead-poisoning prevention video, and held a conference; she's also talked to city officials, physicians, lawmakers, health officials, and contractors. Cindy herself traveled to Detroit to take a course to become a certified lead inspector, and armed with that knowledge, the Lowries spent

\$30,000 over the next year to rid their house of lead. They sided the exterior of the house, replaced some ceilings as well as all the windows, bathroom sinks, and cabinets, stripped the paint from the radiators (off site), and installed a water-filtration system. Libby's lead level remained high. So last year they sold their house and

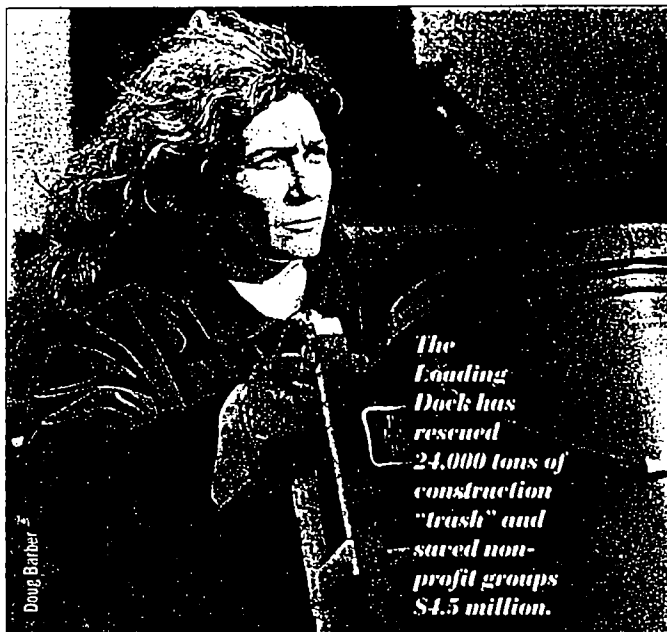
continued



When her baby girl was affected by lead poisoning, Cindy set out to fix the problem—and spread the word.

THE GREEN HOUSEKEEPING SEAL OF ENVIRONMENTAL LEADERSHIP *continued*

moved to a new subdivision, where her lead levels finally dropped. While Cindy is honored to receive the Green Housekeeping Award, she says, "it's even more wonderful that the issue gets publicity. Maybe one more person will realize that lead may be affecting their family."



The Loading Dock has rescued 24,000 tons of construction "trash" and saved non-profit groups \$4.5 million.

HOPE CUCINA "We've made a pretty loud statement that recycling is cost-effective in creating low-income housing."

Hope Cucina couldn't resist when she was asked to join a fledgling nonprofit organization that had a groundbreaking idea to help the environment and other small nonprofit groups in Baltimore. "It was a win-win situation," she says. Almost a decade later, as the Loading Dock's shy but savvy executive director, Hope and many others have worked to see that idea succeed. The Loading Dock collects building materials destined for the landfill and sells them at low cost (about a third of retail) to any of the 2,400 nonprofit groups in Maryland in need of them. Since it began in 1984, it has gathered more than 24,000 tons of building materials and saved nonprofits more than \$4.5 million. It gets most of the material—either slightly damaged new material or custom-made materials that were rejected by clients—from manufacturers, distributors, construction sites, and trade associations. Hope's previous experience with recycling efforts helps her get

"some top-shelf stuff," she adds. "This area has some of the best-looking low-income housing." The donating companies benefit too. They get a slight tax break, save on dumping fees, and feel good about what they're doing for people and the earth. About a year ago, the Loading Dock also started sending trucks or large containers to county landfills around Baltimore to allow anyone to contribute building materials. People who buy from the Loading Dock go to its 21,000-square-foot warehouse in Baltimore, which is stocked with building materials, including paint, windows, lumber, and doors. The Loading Dock crossed a major threshold four years ago when it became self-supporting. Since then it has received phone calls from more than 200 cities wanting to start similar ventures. (Hope knows of about 16 that have opened their doors so far.) In accepting the Green Housekeeping Award, Hope says it really belongs to all 15 people now on staff at the Loading Dock, who work for low pay but together form a "strong support system." The real reward for Hope comes when she walks through the warehouse and sees the excitement of people picking out materials. "It's incredible," she says. "It's like a shot in the arm when you see that new energy in people's faces. They think we're cooler than sliced bread." ☼

SALLY FOX "The way to get people to change is to offer them environmentally good products that work."

In 1982, entomologist Sally Fox, working on natural pest control, opened a drawer in the lab where she was employed and pulled out a *continued*



Sally with the cotton she grows in natural colors—brown, sage, green, and, maybe soon, orange and yellow.

Beth Brookhart

THE GREEN HOUSEKEEPING SEAL OF ENVIRONMENTAL LEADERSHIP *continued*

bag that would change her life. The bag held brown cotton seeds, not the white cotton we all know. When, out of curiosity, Sally grew the cotton, she thought the color was beautiful, but when she hand-spun it (a longtime hobby of hers) she found the short fibers far inferior to white cotton's long, strong fibers. She asked her boss, "Why isn't anyone improving these fibers?" He replied, "I don't know. Why don't you do it?" She took up the challenge, working on her own time to breed the brown cotton.

What surprised her and seemed "very magical" was the variability of colors the bolls produced—beige, pale pink, mint green, and mahogany. After a few years of breeding, this native Californian could see the fantastic promise these cottons held: color without the polluting and energy-using step of fabric dyeing. So she quit her job to continue her research full-time. "I took a big chance, but I felt that this was going to be extremely important." She crossed a major barrier in 1988 when she proved her cotton was machine-spinnable. The next year she formed Natural Cotton Colours, Inc., and trademarked her cotton "Fox Fibre." So far, Sally sells Fox Fibre in coyote brown, sage, coffee brown, and leaf green; orange, yellow, and other colors are under development in her Arizona breeding nursery. Sally's cotton has two other unique features: Its color actually intensifies with washing; and it is bred to be disease resistant, an important trait for the organic farming she believes in. This past summer farmers raised her cotton on more than 6,000 acres; 80 percent was grown organically. "I've created enough interest in this that others will become involved and there will be more cotton that is naturally colored besides mine," she says. (For now, you can find clothes made with Fox Fibre in Seventh Generation catalogs and in a line of bed linens and towels by Fieldcrest-Cannon; next spring, check with L.L. Bean and Esprit.) Sally hopes her receiving the Green Housekeeping Award will encourage readers to think in new ways. "Everyone has something they can do." ☸

JEFF SHUMWAY "At home, I was an environmentalist; at work, I pitched it all. I had to do something."

The seeds of environmentalism were planted in 34-year-old Jeff Shumway's mind in the early 1980s, when he moved from Falls Church, Va., to Los Angeles. "I didn't know it would be cloudy midday. Of course, it wasn't fog—it was smog." Jeff got into the Cali-

fornia health scene, and in the process he learned about pesticides and other environmental issues. When he moved back to Virginia a few years later, he brought this new awareness with him. He found work as a mechanic in an auto shop—where, he soon realized, anti-freeze was flushed from cars into the street, the shop didn't recycle ozone-depleting CFCs when repairing cars, and the dumpster was full of throw-away oil containers.



As "The Planet Mechanic," Jeff has drawn attention to waste from cars and auto shops.

So in June of 1989 Jeff bought his own garage, named it Ecotech Auto Works, and made it a showcase: He recycled CFCs, oil, and antifreeze, opted for energy-efficient lighting, put a jungle of plants around the bays to absorb pollutants, used office-floor tiling made from recycled tires, installed a drink machine with organic soda, and even built a small recycling center behind the shop. Word of the unique facility spread, business boomed, and Jeff was in demand as a speaker. For those events he fashioned "this outrageous looking, Indy race-car-driver type of suit" and dubbed himself the Planet Mechanic. He started STAR, the Sustainable Transportation and Repair Society, to share what he knew with other shop owners. He also wrote a book—*The Planet Mechanic's Guide to Environmental Car Care*. He hopes that his Green Housekeeping Award will help his ideas reach even more people, but he's cautious about his own image. "I don't want to come across as some kind of environmental superstar, because I'm just a regular guy. I'm just doing my thing. Everyone has a little step or a big step they can take—whatever's comfortable, but some step." ☸

MORE

THE GREEN HOUSEKEEPING SEAL OF ENVIRONMENTAL LEADERSHIP *continued*



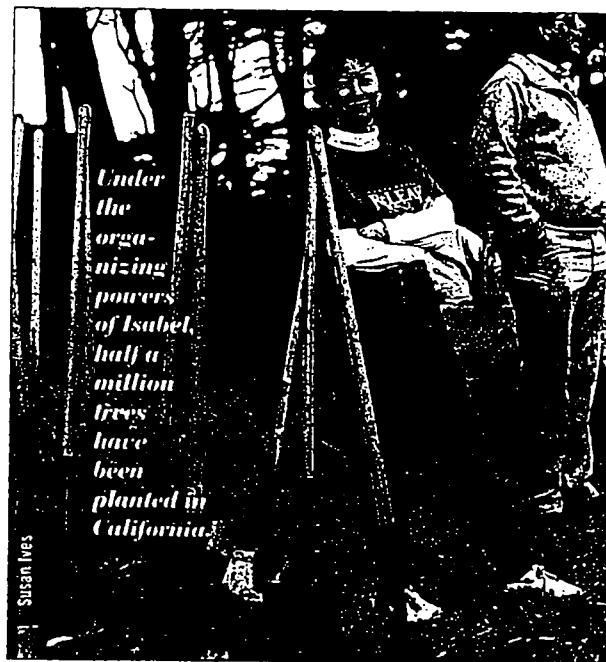
SUSAN MORRISON
"When we educate our children,
we educate ourselves."

*We're off our path
through time.
We must find
our way back.
Follow the animals.
They know the way.
The answers are in their tracks.*

So begins the journey of Animal Tracks, an environmental-education program for schoolchildren from kindergarden to 12th grade that wildlife artist Susan Morrison and her husband, Randy Woodward, have created. Susan's art and poetry combine with facts Randy has researched on topics from recycling to household chemicals to air quality. The goal of Animal Tracks, says Susan, is to "help children recognize environmental problems, understand what causes them, and explore ways to solve them." Children earn color posters of wildlife, drawn by Susan, after they finish chapters in the Animal Tracks book along with the recommended related projects. Children who complete the whole book and do a special community project become "Master Trackers." Since the book came out last year, more than 100,000 copies have been printed. Animal Tracks began in early 1991 when Bill Fields, chairman of Wal-Mart Stores, asked Susan to design wildlife posters with environmental facts on the back; the posters were then given out free in Wal-Mart stores. The book, which is based on these posters, came about when many customers, especially teachers, wanted and couldn't get the full collection. Now there's also a curriculum guide and an activities book. Susan and Randy have collaborated on three previous books, all of which celebrate the natural beauty of their cur-

*Susan meets
some of the
children who
have used her
Animal Tracks
book and
projects to learn
about nature.*

rent home state, Arkansas. But Susan's environmental roots sprouted in New Orleans in 1965, when she headed a grassroots campaign to get the city to plant trees in her subdivision. Her spunk and creativity prompted the city to ask her to join their Parks and Parkways Commission, of which she became chairperson. In that job, she wrote a parks program that led to the creation of the John Lafitte National Park, as well as city and community parks in the area. She also participated in the first water-quality study of the Mississippi River at New Orleans. Susan's artwork has won many honors, but she says she will especially treasure her Green Housekeeping Award because it recognizes that a program like Animal Tracks has "had the power to move so many people." ❀



ISABEL WADE "Trees are not only the lungs of the city but the heart and soul of the ecosystem."

Isabel Wade cares about wilderness, but she is laser-focused on greening our cities by planting trees. "In a way, a city tree is a symbol. If you can't keep a tree alive in a city, we're not

continued

THE GREEN HOUSEKEEPING SEAL OF ENVIRONMENTAL LEADERSHIP *continued*

going to save the planet." The Tree Lady, as she's known, was first moved to action after a 1970 trip to a very polluted Tokyo. "I thought, *We're all going to end up like this unless somebody does something.* And that's when I realized that I had to be part of the 'somebody.'" Urban forestry became her vehicle a few years later when she was working on a community gardening group in Oakland, Calif.—the type of project, she realized, in which just about everyone could participate. She also knew that trees remove carbon dioxide (a main greenhouse gas) and release oxygen as well as shade and shelter buildings from cold winds. She began her activism at the state level, though, working in the late 1970s for the California Resources Agency, where she founded the state's urban forestry program. Then in 1980 in her home city, Isabel started San Francisco Friends of the Urban Forest, which has since planted close to 15,000 trees. Isabel also earned a Ph.D. in urban environmental planning from the University of California at Berkeley in 1986. "I wanted to have every credential so I could fight the good fight." In 1989, she formed California Releaf to organize tree-planting groups throughout the state and encourage other citizens to join in the effort. "We hoped to be a catalyst—to inspire other tree groups to form," Isabel says. They've certainly succeeded. In just a few years, California Releaf has grown from seven groups to 35 and has planted more than half a million trees. Isabel has since turned her attention to the international scene. She started Urban Resource Systems, an international consulting firm, in 1981, and she is currently living in Paris, where she is serving for a year as a consultant to United Nations agencies. Isabel believes that we all play a crucial role in solving our environmental problems. "Tree planting often gives people a first step in some kind of environmental awareness," she says. "But I'm always hoping that people take the next step and then the next step." ❁

JUDITH & REBECCA PRATHER "Part of being a leader is being willing not to run with the pack."

Dr. Judith Prather learned about activism by example: Her father, a scientist, was concerned about the environment long before any "green movement." In turn, Judith, a psychotherapist, has passed all she's learned to her seven children, especially 16-year-

old daughter Rebecca. The environmental issue that united them arose in 1989, when the last large remaining open space in their hometown of Whittier, Calif., was threatened with development. Just three blocks from their house, the area, called La Puente Hills, contains more than 10,000 acres of hills and canyons. Along with other concerned citizens, they decided the best way to fight was to elect a pro-preservation city council. Judith and Rebecca spoke to civic groups about the issues, walked precincts, circulated petitions, researched the history of the land, and held pizza parties, bake sales, and ice cream parties to raise funds. Rebecca involved her classmates. The candidates they campaigned for got elected, no development was done, and Whittier now plans to buy some of the land and turn it into a wilderness park. The mother-daughter team then decided to attend the 1992 Earth Summit in Rio de Janeiro. There, Judith was elected Chairman of Nongovernmental Organizations of North America, and Rebecca recruited Vice President Al Gore to speak with the youth. When they returned home, they both began speaking regularly about the environment in schools, at fairs, and to other groups. Judith proposed that Whittier have a Commissioner of the Environment—and then was elected to the position! She's gathered together a commission to "take the principles of Rio and convert them into local policy." After spending the past summer as an intern in Congressman Esteban Torres's office, Rebecca is now in her senior year of high school, with college ahead. Her plans for the future "change every week," she says, "but I know I want to do something for other people—I want to change people's minds." Rebecca views the Green Housekeeping Award as a "great sign of progress" in her push to get youth involved and recognized. Judith hopes people will read about what they've done and say, "Well, I can do that." ❁



Since attending the 1992 Earth Summit, this mother-daughter team is committed to political activism.