

# PAUL HAWKEN

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## CURRICULUM VITAE

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### BIOGRAPHY

Paul Hawken is an environmentalist, entrepreneur, and author. His work includes starting ecological businesses, writing about the impact of commerce on living systems, and consulting with CEOs and governments on economic development, industrial ecology, and environmental policy. He has appeared on numerous media including the Today Show, Larry King, Talk of the Nation, Charlie Rose, and has been profiled or featured in hundreds of articles including the Wall Street Journal, Newsweek, Washington Post, Business Week, Esquire, and US News and World Report. His writings have appeared in the Harvard Business Review, Resurgence, New Statesman, Inc, Boston Globe, Christian Science Monitor, Mother Jones, Utne Reader, Orion, and other publications.

He authors articles, op-eds, and peer-reviewed papers, and has written seven books including four national bestsellers *The Next Economy* (Ballantine 1983), *Growing a Business* (Simon and Schuster 1987), and *The Ecology of Commerce* (HarperCollins 1993) and *Blessed Unrest* (Viking, 2007). *The Ecology of Commerce* was voted in 1998 as the #1 college text on business and the environment by professors in 67 business schools. *Natural Capitalism: Creating the Next Industrial Revolution* (Little Brown, September 1999) co-authored with Amory Lovins, has been read and referred to by several heads of state including President Bill Clinton who called it one of the five most important books in the world today. His books have been published in over 50 countries in 27 languages. *Growing a Business* became the basis of a 17-part PBS series, which Mr. Hawken hosted and produced. The program, which explored the challenges and pitfalls of starting and operating socially responsive companies, was shown on television in 115 countries and watched by over 100 million people.

Paul has founded several companies including some of the first natural food companies in the U.S. that relied solely on sustainable agricultural methods. He presently heads OneSun, LLC, an energy company focused on ultra low-cost solar based on green chemistry and biomimicry; and Highwater Global, a social impact fund that employs the highest standards of corporate social, ethical and environmental behavior.

In 1965, Hawken worked with Martin Luther King Jr.'s staff in Selma, Alabama prior to the historic March on Montgomery, Alabama. As press coordinator, Hawken registered press, issued credentials (he describes it as a battle zone, and people needed to be identified), gave dozens of updates and interviews on national radio, and acted as marshal for the final march. That same year, Hawken worked in New Orleans as a staff photographer for the Congress of Racial Equality, focusing on voter registration drives in Bogalusa, Louisiana and the panhandle of Florida, and photographing the Klan in Meridian, Mississippi, after three civil rights workers were tortured and killed. During this time, Hawken was accosted and seized by Ku Klux Klan members, but quickly escaped due to FBI surveillance and intervention. Hawken has spoken, conducted research, and traveled extensively throughout the world, undertaking journeys into insurgent-held territories of Burma to research tropical teak deforestation, as well as a 1999 humanitarian/photojournalistic trek to war-torn Kosovo and Macedonia.

Paul is founder of the Natural Capital Institute ([www.naturalcapital.org](http://www.naturalcapital.org)), a research organization located in Sausalito, California. The Natural Capital Institute created Wiser Earth ([www.WiserEarth.org](http://www.WiserEarth.org)), 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.

As a speaker, he has given keynote addresses to the Liberal Party of Canada, the King of Sweden at his inaugural Environmental Seminar, American Bookseller's Association, Urban Land Institute, SRI International, Harvard University, Stanford University, the Wharton School, Cornell University, Prime Minister of New Zealand's Conference on Natural Capitalism, US Department of Commerce, Australian Business Council, Yale University and Yale University Commencement, University of California (Berkeley) Commencement, Ministry of Agriculture France, American Association for the Advancement of Science (AAAS), Prince of Wales Conference on Business and the Environment—Cambridge University, Commonwealth Club, Herman Miller, National Wildlife Federation, State of Washington, American Society of Landscape Architects, American Institute of Architects, American Institute of Graphic Arts, American Solar Energy Association, Apple Computer, World Business Council for Sustainable Development, Cleveland City Club, Conference Board, U.S. Forest Service, Ontario Hydro, Environment Canada, EPA, and several hundred others.

He has served on the board of many environmental organizations including Point Foundation (publisher of the Whole Earth Catalogs), Center for Plant Conservation, Conservation International, Trust for Public Land, Friends of the Earth, and National Audubon Society. Among recognition and awards received are: Green Cross Millennium Award for Individual Environmental Leadership presented by Mikhail Gorbachev in 2003; World Council for Corporate Governance in 2002; Small Business Administration "Entrepreneur of the Year" in 1990; Utne "One Hundred Visionaries who could Change our Lives" in 1995, Western Publications Association "Maggie" award for "Natural Capitalism" as the best Signed Editorial/Essay" in 1997; Creative Visionary Award by the International Society of Industrial Design; Design in Business Award for environmental responsibility by the American Center for Design; Council on Economic Priorities' 1990 Corporate Conscience Award; Metropolitan Magazine Editorial Award for the 100 best people, products and ideas that shape our lives; the Cine Golden Eagle award in video for the PBS program "Marketing" from Growing a Business; California Institute of Integral Studies Award "For Ongoing Humanitarian Contributions to the Bay Area Communities"; Esquire Magazine award for the best 100 People of a Generation (1984); and six honorary doctorates.

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## PROFESSIONAL EXPERIENCE



**2009 – Present**  
**CEO**  
**OneSun Solar**

OneSun Solar is a green chemistry based, bio-inspired radically new solar technology that produces electricity less expensively than carbon based fuels while dispensing with the toxic materials of incumbent solar technologies. The technology is currently in research and development phase.



**2005 – Present**  
**Co-Founder**  
**Highwater Global Fund**

Michael Baldwin at Baldwin Brothers (BBI) and Paul Hawken were dissatisfied with the integrity and standards of the conventional Socially Responsible Investing (SRI) universe. In 2003 BBI sponsored a study of the SRI mutual fund industry with Paul Hawken of Natural Capital Institute (NCI). Out of this study grew the inspiration to start a company to promote a new methodology for reviewing and rating corporate social, ethical and environmental behavior. In 2004, Highwater Research LLC was established by Paul Hawken. Highwater believes their methodology raises the standards for the SRI industry as a whole, and will become the preferred method for SRI selection in the future. By establishing standards for social and environmental responsibility, bringing transparency to current business behavior, and driving investment to those companies who have adapted to these higher standards, Highwater reasserts the original intent of SRI – to influence the way business is done. BBI and HWR launched the Highwater Global Fund on September 1- 2005, to address global sustainability opportunities by building a team of experts combining environmental, social and financial research into an alpha driven public equity fund.



**2001 – 2009**  
**Executive Director**  
**Natural Capital Institute**

The Natural Capital Institute (NCI) was a small research group working with institutions and individuals that wish to better understand principles and practices leading to social justice and environmental restoration. We instigated and performed research projects on a variety of topics, submitted our findings to clients and the public, and made the results available in various media, enabling society to make wiser informed choices for the future. Our mission was to provide the highest quality research in the dynamics between society and the biosphere in order to move humanity to a just and environmentally benign existence. NCI has now become WiserEarth, a community-editable international directory and networking forum that maps and connects the largest movement in the world the hundreds of thousands of organizations and concerned individuals that address social justice, poverty, and the environment.



**1996 – 1998**  
**Co-Chairman,**  
**The Natural Step International**

The Natural Step was founded in 1989 by Swedish scientist and medical doctor, Karl-Henrik Robèrt in order to create shared frameworks for understanding sustainable development. Its purpose is to teach and support environmental systems thinking in corporations, cities, governments, unions and academic institutions through a dialogue process rooted in basic science. The Natural Step teachings are sequenced scientific principles that provide a comprehensive basis for understanding the requirements for life on earth, and in particular, how individuals, organizations and companies can act so that those requisites are maintained and enhanced. The curriculum of the Natural Step was attained by engaging a wide spectrum of scientists of varying disciplines to work together to create a consensus description of the living systems that drive our economy and culture.

Rather than focusing on details where there is disagreement, the Natural Step describes first principles that guide cause and effect relationships in nature. Today, The Natural Step has organizations in nine countries (England, Canada, New Zealand, Australia, Holland, Sweden, US, France, and Germany). Over 120 companies are trained in the Natural Step and apply it to their business practices. These include Electrolux (the world’s largest appliance company), IKEA (the world’s largest furniture company), Interface (world’s largest producer of flooring systems), Siemens, and Scandic Hotel. Among the Natural Step corporations are over 50 municipal authorities in Sweden. Mr. Hawken’s duties as Co-Chair were to act as an ambassador, helping establish new country organizations and working across international lines with companies seeking change.

m e t a c o d e  
 1994 – 2000  
 Co-founder, Director,  
 MetaCode

Metacode was a content management and knowledge synthesis company in the business of creating information productivity software. Metacode’s unique MetaData Modeling Language (MDML) linked databases to a proprietary resource integration systems model, giving users the ability to create real-time models of any natural or human system. Data ubiquity is the most salient—and the most troubling—feature of the information age. People are suffering from “information anxiety” as they try to cope with the onslaught of data. This has resulted in information overload, greater data perishability, and limited productivity. In order to effectively plan and develop, institutions must have access to as much relevant data as possible, as quickly as possible. Metacode’s language and associated products, including 3D Navigators, Filters, Circuit Viewers and Infoware, filled this gap. Metacode had 40 employees, with offices in San Francisco. In November 2000, Metacode was sold to Interwoven.



1994 – 1998  
 Founder, Chairman,  
 The Natural Step, (US)

The United States’ Natural Step organization began in June 1994 when Peter Senge invited Dr. Robert and Hawken to address the Organizational Learning Center at the Sloan School of Management at MIT. Mr. Hawken’s subsequent role was to create a steering committee, raise the necessary funding, incorporate as a 501(c)(3) educational foundation, secure offices and staff, develop curriculum, begin training and developing workshops, and enlist US corporations. TNS US organized a Scientific Consensus Meeting in April 1997, under the auspices of Wingspread and the sponsorship of the EPA. The Scientific Chair was Dr. Peter Raven, and participants included Peter Senge, Dr. Stuart Pimm, Dr. David Suzuki, Dr. Tom Graedel, Dr. Sherry Rowland, and 14 other scientists. Mr. Hawken organized the first annual TNS US three-day workshops in Santa Fe, Chicago, Boston, and Portland; the latter attended by 600 people. He worked with World Resource Institute and CERES to organize the first NGO Summit on Corporate Sustainability in Washington DC. Attending NGOs included WRI, Businesses for Social Responsibility, CERES, the Bullitt Foundation, Resources for the Future, and NRDC, while attending corporations included General Motors, DuPont, Hewlett-Packard, Merck, and thirty others. In 2000, Oregon Governor John Kitzhaber signed an executive order dedicating Oregon’s future to sustainability based on TNS principles.



1995 - present  
 Interface, Inc

Mr. Hawken was hired by Interface as part of a twelve-member group of outside consultants responsible to help make Interface the world’s leading company in industrial ecology within the next ten years. Team members include Amory Lovins (Rocky Mountain Institute), Janine Benyus (author of *Biomimicry*), Bill Browning (Rocky Mountain Institute),

Daniel Quinn (author of *Ishmael*), Jonathon Porritt (Forum for the Future—UK), John Picard (E2 Consulting), and Walter Stahel (Product Life Institute—Geneva). The team as a whole helped move the company to a closed-loop manufacturing process so that product and waste is returned and remanufactured into new product. He conceived, wrote and co-designed the Interface Sustainability Report, which has won numerous awards and praise throughout the world. Interface’s CEO, Ray Anderson, cites *The Ecology of Commerce* as the reason for his decision to make Interface the world’s leader in industrial ecology.

**GBN Global Business Network**

**1988 – 2008**  
**Network Member,**  
**Global Business Network**

The Global Business Network is a private consulting network of professionals linking corporations and governments with thinkers in order to understand major changes in the business environment, a consulting company addressing real world business problems, and a communication company using the full potential of the new information technology to integrate and distribute global business intelligence. Among the 100 network members are Lynn Margulis, Mary Catherine Bateson, Brian Eno, Daniel Yergin, Peter Gabriel, Esther Dyson, Joel Garreau, Peter Calthorpe, Peter Coyote, Laurie Anderson, Michael Maccoby, James Hillman, Kevin Kelly, William Calvin, and Amory Lovins. Mr. Hawken’s work within GBN is focused on corporate sustainability. In 2008 GBN was acquired by Monitor.



**1979 – 1991**  
**Founder, CEO,**  
**Smith & Hawken**

Mr. Hawken created Smith & Hawken, a \$100 million catalog and retail company, specializing in garden and horticultural products. It began as a non-profit offshoot of Ecology Action, specializing in hand tools used specifically in French-intensive/biodynamic gardening, and later branched off into several other horticultural areas. It is credited with changing the “landscape” of gardening in America by introducing European tools, techniques, varieties, and literature. After twelve years, there were four retail stores, a 100,000 ft. shipping facility, 600,000 yearly catalog customers, armfuls of awards for graphic design, and five distinct catalogs: furniture, tools, bulbs, work clothing, and general merchandise. Mr. Hawken designed many of the tools and products sold including the “Monet” bench, the most popular outdoor bench in America. Smith & Hawken was cited as one of the most environmentally innovative companies in the US, and was the first company to participate in a debt-for-nature swap in partnership with Conservation International. It won numerous awards for its environmental work including the Council on Economic Priority’s Environmental Excellence award in 1990, the first time a small company had been so honored.

**1966 – 1973**  
**Founder and President,**  
**Erewhon Trading Company**

Mr. Hawken created the United States’ first natural foods company in Boston, Massachusetts. Prior to Erewhon, “health food” stores offered limited food options alongside some vitamins and personal care products. Erewhon focused exclusively on organically produced fruits, vegetables, dairy, beans, eggs, juices, and condiments. It was also the first US company to produce organically grown rice, grains, and seeds for oils, pasta, nut butters, cereals, and dozens of other products. By 1973, Erewhon had two mills, two rail cars, warehouses on both coasts, and contracts with farmers in 37 states on 56,000 acres to supply its four stores and more than 3,000 wholesale accounts.

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## PUBLISHED BOOKS

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| Title  | Co-Author(s)                      | Date                                       | Notes  |
|--|-----------------------------------|--|--|
| <i>Blessed Unrest: How the Largest Movement in the World Came into Being, and Why No One Saw it Coming</i> |                                   | May 1, 2007<br>New York: Viking Press      | Also published in German, Italian, Korean, Thai, Japanese, Complex Chinese, Portuguese thus far.   |
| <i>Natural Capitalism: Creating the Next Industrial Revolution</i>   | Amory Lovins and L. Hunter Lovins | 1999<br>New York: Little Brown and Company | Also published in Brazil, China, Denmark, Estonia, Germany, Italy, Czech Republic, Japan, Korea, Mongolia, Turkey, and Russia.   |
| <i>Ecology of Commerce: A Declaration of Sustainability</i>  |                                   | 1993<br>New York: Harper Business          | National bestseller. Also published in Brazil, England, France, Germany, Italy, Japan, Netherlands, Poland, Portugal, Russia, Spain, and Sweden.   |
| <i>Growing a Business</i>  |                                   | 1987<br>New York: Simon and Schuster       | National bestseller, Book-of-the-Month Club alternate selection, Fortune Book Club main selection. Also published in Australia, Brazil, China, Czechoslovakia, Denmark, Estonia, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Kazakhstan, Korea, Latvia, Mexico, Netherlands, Poland, Portugal, Romania, Russia, Spain, Sweden, Taiwan, Ukraine, and United Kingdom. Also a 17-part PBS series produced by public television station KQED, San Francisco between 1987 and 1992, shown nationwide on 250 stations. The series was purchased by United States Information Agency and distributed to 115 nations to provide information and encouragement for emerging businesses in lesser-developed countries. |
| <i>The Next Economy</i>  |                                   | 1983<br>New York: Henry Holt and Company   | National bestseller, Book-of-the-Month Club alternate selection. Also published in Australia, France, Holland, Japan, Spain, and Sweden.   |
| <i>Seven Tomorrows: Toward a Voluntary History</i>   | Peter Schwartz and James Olgilvy  | 1980<br>New York: Bantam Books             |  |

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## BOOK CHAPTERS, ESSAYS, EXCERPTS

| Book Title and Author  | Contribution by Paul Hawken  | Date and Publisher                                |
|--|--|---|
| <i>Sustainable World Sourcebook</i>  | Introduction   | 2010<br>Sustainable World Coalition               |
| <i>The Energy Reader</i><br>Edited by Laura Nader  | <i>Natural Capitalism</i>  | 2010<br>UK: Wiley Blackwell                       |
| <i>Environmental Ethics: the big questions</i><br>Edited by David R. Keller  | A Declaration of Sustainability  | 2010<br>UK: Wiley Blackwell                       |
| <i>Moral Ground: Ethical Action for a Planet in Peril</i><br>Edited by: Kathleen Dean Moore, Michael Nelson  | The Most Amazing Challenge   | 2010<br>Trinity University Press                  |
| <i>Hope Beneath our Feet: Restoring our Place in the Natural World</i>   | <i>University of Portland 2009 Commencement Address</i>  | 2010<br>Berkeley: North Atlantic Books            |
| <i>Design is intelligence made visible</i>   | <i>You are brilliant, and the earth is hiring (University of Portland 2009 Commencement Address)</i> | 2010<br>New Jersey: Teknion                       |
| <i>The Last Iceberg</i><br>by Camille Seaman   | Foreword   | 2009<br>PhotoLucida                               |
| <i>Running the Numbers: an American self-portrait</i><br>by Chris Jordan   | Essay: The Idyllic and the Unforgivable  | 2009<br>Museum of Art/Washington State University |
| <i>The Green Quotient: Insights from Leading Experts on Sustainability</i><br>By Charles Lockwood  |  | 2009<br>Washington DC: Urban Land Institute       |
| <i>The 100 Best Business Books of All Time: What They Say, Why They Matter, and How They Can Help You</i><br>By Jack Covert and Todd Sattersten    | Growing A Business Commendation  | 2009<br>Knoxville: Portfolio Hardcover            |
| <i>Revolution in a Bottle: How Terracycle is Redefining Green Business</i><br>By Tom Szaky   | Foreword   | 2009<br>Portfolio Trade                           |
| <i>Minding Your Business: Profits That Restore the Planet</i><br>By Horst Rechelbacher   | Foreword   | 2008<br>San Rafael: Earth Aware Press             |
| <i>How Green Is Your City? The SustainLane U.S. City Rankings</i>  | Foreword   | 2007<br>BC Canada: New Society Publishers         |
| <i>Readings for English Composition 101</i><br>2- Edition, Edited by Carmen Hoover   | Skeleton Woman in Seattle  | 2005<br>Acton, MA: Copley Custom Publishing Group |
| <i>Greed to Green: The Transformation of an Industry and a Life</i><br>By David Gottfried  | Preface  | 2003<br>WorldBuild Publishers                     |
| <i>Best Practice: Ideas and Insights from the World's Foremost Business Thinkers</i>   | Social Entrepreneurship:<br>A Model for Sustainable Growth   | May 2003<br>Cambridge: Perseus Publishing         |
| <i>Reading Between the Lines 3- Edition</i>  | Natural Capitalism   | 2003<br>New York: McGraw Hill                     |
| <i>What's Next: Exploring the New Terrain for Business</i>   |  | Sept 2002<br>Cambridge: Perseus Publishing        |
| <i>No War: War is Not the Answer</i>   | Imagine  | 2002<br>Tokyo: Gentosha Publishing                |
| <i>Mindfulness in the Marketplace: Compassionate Responses to Consumerism</i>  | Down to Business,<br>Reshaping the Economy   | 2002<br>Berkeley: Parallax Press                  |
| <i>The Jo'Burg Memo: Memorandum for the World Summit on Sustainable Development, Fairness in a Fragile World</i><br>CoAuthored with Wolfgang Sachs |  | 2002<br>Berlin: Heinrich Böll Foundation          |
| <i>Business &amp; Sustainable Development</i><br>Edited by Richard Starkey and Richard Welford   | A Road Map for Natural Capitalism<br>coauthored with Amory and Hunter Lovins                         | 2001<br>London: Earthscan                         |
| <i>Take it Personally, How Globalization Affects You and How to Fight Back</i><br>By Anita Roddick   | Seattle  | 2001<br>Berkeley: Publishers Group West           |

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|---|--|--|
| <i>Community Matters: A Reader for Writers</i><br>Marjorie Ford, Elizabeth Schave Sills   | Skeleton Woman in Seattle  | 2001<br>New York: Longman                                      |
| <i>Sustainable Architecture White Papers</i><br>Multiple Authors  | Preface  | 2001<br>White River Junction: Chelsea Green                    |
| <i>The Earthscan Reader in Business &amp; Sustainable Development.</i>  | A Road Map for Natural Capitalism                                    | 2001<br>London: Earthscan Publications, Ltd.                   |
| <i>The Environment and Society Reader</i>   | A Declaration of Sustainability                                      | 2001<br>Boston: Allyn and Bacon                                |
| <i>Only Connect: Soil, Soul, Society.</i><br><i>The Best of Resurgence Magazine, 1990-1999</i>  | Ecology is a Serious Business  | 2000<br>Devon: Green Books Limited                             |
| <i>Harvard Business Review on Business and the Environment</i>  | A Road Map for Natural Capitalism                                    | 2000<br>Boston: Harvard Business School Press                  |
| <i>Perspectives on Contemporary Issues: Readings Across the Disciplines</i>   | A Declaration of Sustainability                                      | 2000<br>Fort Worth: Harcourt College Publishers                |
| <i>Imagine: What America Could Be in the 1st Century</i><br>Edited by Marianne Williamson   | Possibilities:<br>The Resurgence of the Citizens' Movement           | 2000<br>Pennsylvania: Rodale Press                             |
| <i>Globalize This!</i><br><i>The Battle Against the World Trade Organization and Corporate Rule.</i><br>A Global Exchange Publication               | Skeleton Woman Visits Seattle  | 2000<br>Maine: Common Courage Press                            |
| <i>Small Is Beautiful: Economics As If People Mattered, 25 Years Later</i><br>by E. F. Schumacher   | Introduction   | 1999<br>Seattle: Hartley & Marks                               |
| <i>National Research Council 1997 Forum on Biodiversity: Nature and Human Society</i>   | Natural Capitalism   | 1999<br>Washington DC: National Academy Press                  |
| <i>The Natural Step for Business: Wealth, Ecology, and the Evolutionary Corporation</i><br>Brian Natrass, Mary Altomare                             | Afterword  | 1999<br>Stony Creek: New Society Publishers Limited            |
| <i>Voices from the Heart: A Compassionate Call for Responsibility</i><br>Edited by Eddie and Debbie Shapiro   | Redesigning the World  | 1998<br>New York: Tarcher/Putnam                               |
| <i>Literature and the Environment</i>   | A Declaration of Sustainability                                      | 1997<br>New York: HarperCollins College Publishers             |
| <i>The Earthscan Reader in Business and Environment.</i>  | A Teasing Irony  | 1996<br>London: Earthscan Publications Ltd.                    |
| <i>Deep Design: Pathways to a Livable Future</i><br>by David Wann, Center for Resource Management   | Introduction   | 1996<br>Washington DC: Island Press                            |
| <i>The Environment: Opposing Viewpoints</i>   | Redesigning Industry for Sustainability will Protect the Environment | 1996<br>San Diego: Green Island Press                          |
| <i>In the Garden</i><br>Multiple Authors  | Chapter  | 1991<br>Milwaukee: Narada Productions                          |
| <i>The New Organic Grower: A Master's Manual of Tools and Techniques for Home and Market Gardener</i><br>Eliot Coleman, Sheri Amseli, Molly C Field | Introduction   | 1989/1995<br>White River Junction:<br>Chelsea Green Publishing |



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## PUBLISHED ARTICLES, ESSAYS, OP-EDS

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| Title   | Publication  | Date           | Co-Author(s) |
|---|--|----------------|--------------|
| Blessed Unrest  | <i>Resurgence</i>  | Jan/Feb 2008   |              |
| Reimagining the World   | <i>Earth Island Journal</i>                                  | April 2007     |              |
| What Do These People Want?  | <i>The Ecologist</i>   | July/Aug 2007  |              |
| To Remake the World   | <i>Orion</i>   | May/June 2007  |              |
| The Instinct to Save the Planet   | <i>Ode Magazine</i>  | May 2007       |              |
| How the Largest Movement in the World Came into Being and Why No One Saw it Coming                                  | <i>Urbanite: for Baltimore's Curious</i>                     | April 2007     |              |
| Sustaining Power  | <i>Worthwhile</i>  | Apr/May 2006   |              |
| Is Your Money Where your Heart Is? The Truth About SRI Funds  | <i>Common Ground</i>   | Oct 2004       |              |
| Dreams of a Livable Future: Democracy, ecology, and cultural vitality depend on a new economic vision for the world | <i>Utne Magazine</i>   | May /June 2003 |              |
| Commerce and Wilderness   | <i>Wild Earth</i>  | Fall 2002      |              |
| Sustainability and Survival   | <i>Common Ground</i>   | Sum 2002       |              |
| McDonald's and Corporate Social Responsibility?   | <i>Food First</i>  | June 2002      |              |
| <i>Published online by many organizations, including:</i>   | <i>Tom Paine.com</i>   | June 2002      |              |
|   | <i>Ethical Corporation Magazine</i>                          | June 2002      |              |
|   | <i>Common Dreams News Center</i>                             | June 2002      |              |
|   | <i>Orion, People &amp; Nature</i>                            | June 2002      |              |
|   | <i>Sustainable Business.com</i>                              | June 2002      |              |
|   | <i>La Razón, Bolivia</i>                                     | Aug 2002       |              |
|   | <i>La República, Uruguay</i>                                 | Aug 2002       |              |
|   | <i>El Universal, Mexico</i>                                  | Aug 2002       |              |
|   | <i>La Hora, Ecuador</i>                                      | Aug 2002       |              |
|   | <i>Diario e Los Andes, Venezuela</i>                         | Aug 2002       |              |
|   | <i>Sol de Margarita, Venezuela</i>                           | Aug 2002       |              |
|   | <i>Folha de Paraná, Brazil</i>                               | Aug 2002       |              |
|   | <i>Jornal da Cidadade (Bauru), Brazil</i>                    | Aug 2002       |              |
|   | <i>Diario do Grande ABC, Brazil</i>                          | Aug 2002       |              |
|   | <i>Correio Popular, Brazil</i>                               | Sept 2002      |              |
| <i>Jornal de Jundiá, Brazil</i>   | Sept 2002  |                |              |
| <i>Folha de Londrina, Brazil</i>  | Oct 2002   |                |              |
| A Ronald McDonald Fantasy   | <i>San Francisco Chronicle</i>                               | June 2, 2002   |              |
| "Listening" What the World Needs Now, Twelve Honest Answers   | <i>Orion, People &amp; Nature</i>                            | Spring 2002    |              |
| Globalization: The Story Behind the 6 O'Clock News  | <i>Eco-Futures: The Word on Sustainable Development</i>      | Feb-April 2002 |              |
| Cautionary Advice about California  | <i>Christian Science Monitor</i><br>Op-ed, September 5, 2001 | Sept 2001      |              |
| Beyond the 2% Solution  | <i>Boston Globe</i><br>Op-ed                                 | 2001           |              |
| The Resurgence of Citizens' Movement  | <i>The EDGE: Exploring the Evolution of Consciousness</i>    | Jan 2001       |              |

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|--|--|-------------------|---|
| N30  | <i>What If? The Journal of Radical Possibilities</i> | March 2001        |   |
| N30: On the Streets of Seattle   | <i>Amicus Journal</i>                                | Spr 2000          |   |
| N30: Quick Time meets Slow Time (excerpt)                              | <i>Earthlight</i>                                    | Win 2000          |   |
| N30  | <i>Orion</i>   | Spr 2000          |   |
| Auber Kontrolle: Tagebuch der nicht Eingeladenen<br>zum WTO Gipfel '99 | <i>Der Grune Zweig</i>                               | Spring 2000       |   |
| N30: Inside, Outside,<br>All Around the World                          | <i>Sentient Times</i>                                | Feb/Mar 2000      |   |
| N30: Skeleton Woman in Seattle   | <i>The Sun</i>                                       | April 2000        |   |
| N30  | <i>Talking Leaves</i>                                | Spr/Sum 2000      |   |
| N30: Journal of the Uninvited  | <i>Whole Earth</i>                                   | Spr 2000          |   |
| N30: WTO Showdown  | <i>Yes! A Journal of Positive Futures</i>            | Spr 2000          |   |
| <i>Published online by over 100<br/>organizations, including:</i>      | <i>Co-Intelligence Institute</i>                     | Feb 2000          |   |
|  | <i>Earth Island Journal</i>                          | Feb 2000          |   |
|  | <i>Global Vision</i>                                 | Feb 2000          |   |
|  | <i>Loving Earth</i>                                  | Feb 2000          |   |
|  | <i>Ode (The Netherlands)</i>                         | Feb 2000          |   |
|  | <i>Southern Cross Review</i>                         | Feb 2000          |   |
|  | <i>Tidepool</i>                                      | Feb 2000          |   |
|  | <i>Annals of Earth</i>                               | Spring 2000       |   |
| Managing Our Environmental Portfolio                                   | <i>BioScience</i>                                    | Feb 2000          |   |
| Getting it Right   | <i>Sierra</i>  | Jan/Feb 2000      | Bill McKibben, Anne Ehrlich, and Paul Ehrlich |
| Sustainable Steps  | <i>Sentient Times</i>                                | Dec/Jan 1999-2000 |   |
| A Road Map for Natural Capitalism                                      | <i>Harvard Business Review</i>                       | May/Jun 1999      | Amory Lovins, and L. Hunter Lovins            |
| Ecological Tax Reform  | <i>BioScience</i>                                    | Mar 1998          |   |
| Natural Capital<br><i>Guest Essay, University Textbook</i>             |  | 1998              |   |
| Natural Capitalism   | <i>Mother Jones</i>                                  | Mar/April 1997    |   |
| Undoing the Damage:<br>Business and the Environment                    | <i>Vegetarian Times</i>                              | Sept 1996         |   |
| Mind Your Eco Business   | <i>New Statesman and Society</i>                     | June 1994         |   |
| Ecology is a Serious Business  | <i>Resurgence</i>                                    | Mar/April 1994    |   |
| Que Mastiquen Selva Tropical   | <i>El Europeo (Spain)</i>                            | Spring 1994       |   |
| Seven Steps to<br>Doing Good Business                                  | <i>Inc</i>   | Nov 1993          | William McDonough                             |
| Let Them Eat Rainforest Crunch   | <i>Utne Reader</i>                                   | Sept/Oct 1993     |   |
| Ecology of Commerce  | <i>Resurgence</i>                                    | Mar/April 1993    |   |
| Ecology of Commerce  | <i>Executive Excellence</i>                          | Oct 1992          |   |
| The Ecology of Commerce  | <i>Inc</i>   | April 1992        |   |
| The Junk (Mail) Stops Here   | <i>Utne Reader</i>                                   | Nov/Dec 1990      |   |
| You Are The Customer,<br>You Are The Company                           | <i>Nation's Business</i>                             | May 1989          |   |
| Coming of Age  | <i>Inc</i>   | April 1989        |   |
| Entrepreneurs:<br>The Real Cultural Revolutionaries                    | <i>Utne Reader</i>                                   | Jan/Feb 1989      |   |
| Growing A Business   | <i>Success</i>                                       | Oct 1988          |   |
| Eight Ways to Improve<br>Your Customer Service                         | <i>Working Woman</i>                                 | May 1988          |   |
| Tips From a<br>Maverick Entrepreneur                                   | <i>Reader's Digest</i>                               | April 1988        |   |
| Tips From a<br>Maverick Entrepreneur                                   | <i>Reader's Digest</i>                               | April 1988        |   |
| The Employee as Customer   | <i>Inc.</i>  | Nov 1987          |   |
| Mastering the Numbers  | <i>Inc</i>   | Oct 1987          |   |

|   |                              |            |
|---|------------------------------|------------|
| Problems, Problems:<br>Problem Solving in Business  | <i>Inc</i>                   | Sept 1987  |
| Truth or Consequences:<br>Truth in Advertising  | <i>Inc</i>                   | Aug 1987   |
| We're in a 1920s Economy  | <i>Whole Earth Review</i>    | Fall 1985  |
| You are the Customer,<br>You are the Company  | <i>Whole Earth Review</i>    | Fall 1985  |
| Surviving in Small Business:<br>Random Notes from a<br>Small Business Junkie;<br>The Seven Tomorrows Crib Sheet | <i>CoEvolution Quarterly</i> | Spr 1984   |
| How to Think About Money in<br>Changing Times   | <i>Esquire</i>               | April 1983 |
| Disintermediation   | <i>CoEvolution Quarterly</i> | Spr 1981   |
| What's Economical?  | <i>CoEvolution Quarterly</i> | Sum 1980   |

## PUBLISHED ROUNDTABLES, INTERVIEWS, ADDRESSES

| Title  | Publication   | Date                | Interviewer  |
|--|---|---------------------|--|
| Questions for: Paul Hawken   | <i>The Responsibility Project</i>   | May 12, 2010        | Amanda Little  |
| Paul Hawken Responds: Questions from Sustainable Industries Forums   | <i>Sustainable Industries</i>   | Nov 2009            | Various  |
| WorldChanging Interview: Paul Hawken   | Worldchanging.com   | Sept 25, 2009       | Kamel Patel  |
| Myth and Hawken  | <i>Sustainable Industries</i>   | Aug 2009            | Becky Brun   |
| University of Portland Commencement Speech 2009<br><i>Published online by many organizations and hundreds of bloggers, including: Additional publications in book chapters section, below.</i> | Charityfocus.org<br>Globalmindshift.wordpress.com<br>onthecommons.org<br>commondreams.org<br>graduationwisdom.com<br>dowser.com<br>yesmagazine.org<br><i>and more than 100 other websites</i> | 2009                |  |
| The Ecological Captain: An Interview with Paul Hawken  | <i>Wheel: Yale Undergraduate Sustainable Development Journal</i>  | Spring 2009         | David Schlüssel and Samuel Breidbart   |
| Interview: Paul Hawken   | <i>Public Art Review</i>  | Spr/Sum 2009        | Karen Olson  |
| The Movement with No Name  | <i>tricycle: The Buddhist Review</i>  | Fall 2008           | Clark Strand   |
| <u>The TH Interview: Paul Hawken—Blessed Unrest (Part One)</u>   | <i>Treehugger</i>   | July 18, 2008       | Jacob Gordon   |
| <u>The TH Interview: Paul Hawken—Blessed Unrest (Part Two)</u>   | <i>Treehugger</i>   | July 25, 2008       | Jacob Gordon   |
| Ele:conversation: Grassroots   | <i>Elephant Journal</i>   | Autumn 2007         | Waylon H. Lewis  |
| Paul Hawken: Growing WISER   | <i>Sustainable Industries</i>   | Sep 2007            | Amy Westervelt   |
| Worldchanging Interview: Paul Hawken, Bill McKibben  | <i>Worldchanging.com</i>  | Sept 2007           | Jon Lebkowsky  |
| Wired News Q&A: Green Guru Paul Hawken   | <i>Wired</i>  | August 2007         | Jason Silverman  |
| Power of the People  | <i>Marin Extraordinary Living</i>   | June 2007           | Samantha Berry   |
| Progressive Movements  | <i>Pacific Sun</i>  | June 2007           | Jordan Rosenfeld   |
| An Interview with Paul Hawken: Blessed Unrest  | <i>Counterpunch.org</i>   | June 21, 2007       | JOHN STAUBER   |
| Paul Hawken on the Optimism of our Hearts  | <i>Ode Magazine</i>   | May 2007            | Jurriaan Kamp  |
| The Value Conversation: The Global Economy's Immune System   | <i>Value News Network</i>   | May 3, 2007         | Discussion with John Elkington   |
| Product Design Interview: Blessed Unrest   | <i>Metropolis</i>   | April 2007          | Elizabeth a. Evitts  |
| <u>TreeHugger Radio: An Interview with Paul Hawken</u>   | <i>Treehugger</i>   | Jan 28, 2007        | Treehugger Team  |
| Economic Watersheds  | <i>Race, Poverty &amp; the Environment</i>  | Summer 2006         | Speech to the Ella Baker Center for Human Rights' Solution Salon, May 19, 2006 |
| A 10,000-Year Perspective: Who Are You Going to Be: A Conversation with Joseph Goldstein and Paul Hawken   | <i>Inquiring Mind: A Semiannual Journal of the Vipassana Community</i>  | Fall 2005           | Diana Winston  |
| Interview: Paul Hawken   | <i>Institute for the Future: 2004 Ten Year Forecast: Perspectives</i>   | 2004                | Kathi Vian   |
| Pauling Around: A wide-ranging interview with environmental visionary Paul Hawken  | <i>Grist</i>  | Feb 18, 2004        | Amanda Little  |
| Spear in the Chest   | <i>Heartstone Journal</i> North Carolina: Warren Wilson College   | Spring 2003         |  |
| Down To Business: Paul Hawken on Reshaping the Economy   | <i>GreenMoneyJournal.com</i>  | April/May 2002      | Renee Lertzman   |
| Down To Business: Paul Hawken on Reshaping the Economy   | <i>The Sun</i>  | April 2002          | Renee Lertzman   |
| Paul Hawken's Vision   | <i>Fortune</i>  | May 1, 2002         | David Whitford   |
| Nature Calls   | <i>Pacific Sun</i>  | May 30-June 5, 2001 |  |
| Corporate Futures:   | <i>Saying Yes! Conversations on a World that Works for All</i> Washington: Positive   | 2000                | Sarah van Gelder   |

|  |  |                |                    |
|--|--|----------------|--------------------|
| Interview with Paul Hawken and David Korten  | Futures Network  |                |                    |
| Gold in the Shadow   | <i>Resurgence</i>  | July/Aug 2000  | Satish Kumar       |
| Conversation with Paul Hawken  | <i>Reflections (Society for Organizational Learning)</i>   | Sum 2000       | Nick Robins        |
| Globalization After Seattle:<br>A Roundtable<br>(with Peter Bleyer, John Cavanagh,<br>Randy Hayes, Hazel Henderson, Marjorie Kelly, David<br>Korten, Fran Korten, Thea Lee, and<br>Lori Wallach) | <i>Tikkun</i>  | Mar/April 2000 |                    |
| Keynote Address:<br>TreePeople Annual "Grove" Conference,<br>May 1997  | <i>Second Nature: Adapting LA's Landscape<br/>for Sustainable Living.</i> Beverly Hills:<br>TreePeople | 1999           |                    |
| Corporate Futures:<br>Interview with Paul Hawken and David Korten  | <i>YES! A Journal of Positive Futures</i>  | Sum 1999       | Sarah van Gelder   |
| Out of Order:<br>Discussion of Ideas of F. J. Sulloway   | <i>Utne Reader</i>   | Jan/Feb 1997   |                    |
| EConnection 2: from Designers to Optimizers  | <i>Communication Arts Magazine</i>   | Mar/April 1996 | Dan Imhoff         |
| Hawken to Hollywood: Revolution Has Begun  | <i>Green Light: Environmental Media<br/>Association</i>  | Nov/Dec 1995   |                    |
| In Search of the Green Machine:<br>Ecological Design   | <i>I.D. Magazine</i>   | Mar/April 1995 | Karrie Jacobs      |
| Democracy and Sustainability   | <i>The Humanist</i>  | Jan/Feb 1995   | John Buell         |
| The Next Reformation:<br>Interview with Paul Hawken  | <i>In Context</i>  | Sum 1995       | Sarah van Gelder   |
| Paul Hawken,<br>An Interview on Natural Capitalism   | <i>Yoga Journal</i>  | Sept/Oct 1994  | Allan Hunt Badiner |
| Sustaining our Planet  | <i>The Mother Earth News</i>   | Feb/Mar 1994   |                    |
| Best of Business Interview: Paul Hawken's Tools for<br>Managing  | <i>Best of Business Quarterly: A Collection<br/>of Outstanding Business Articles</i>                   | Winter 1988    | Donald R. Katz     |
| A 'New Age' Look at Business:<br>Interview with Paul Hawken  | <i>US News and World Report</i>  | Nov 1987       | Peter Dworkin      |
| Credit, Debt and Cultural Miniaturization:<br>Interview with Paul Hawken   | <i>Whole Earth Review</i>  | Sum 1986       | Art Kleiner        |
| A Garden Tool Maker Who's Cultivating<br>Slow Growth   | <i>Business Week</i>   | Feb 1986       | Marc Frons         |
| The Plowboy Interview with Paul Hawken:<br>Finding Your Way in a Turbulent Economy   | <i>The Mother Earth News</i>   | Mar/April 1985 | Pat Stone          |
| Guru of the New Economy:<br>Paul Hawken  | <i>Esquire</i>   | Dec 1984       | Donald Katz        |

## PUBLIC SERVICE

| Years of Service | Organization   | Location              | Role               |
|------------------|--|-----------------------|--------------------|
| 2009 - present   | Garrison Institute   | Garrison, NY          | Advisory Board     |
| 2003 - present   | Water Stewards Network   | Burlington, VT        | Water Steward      |
| 2002 - 2005      | Instituto Terra (Sebastião Salgado)                            | Aimores, Brazil       | Advisory Council   |
| 2001 - present   | Contemplative Mind Society                                     | Northampton, MA       | Council            |
| 2001 - present   | Organic Waste Recycling Project of N. Calif.                   | San Bruno, CA         | Advisory Board     |
| 2000 - 2009      | Institute for Ecological Economics                             | University of Vermont | Advisory Board     |
| 2000 - present   | Sustainable Settings   | Woody Creek, CO       | Advisory Board     |
| 2000 - 2003      | TransFair  | Oakland, CA           | Board of Directors |
| 1999 - present   | Bulletin of Science, Technology and Society                    | Toronto, Canada       | Editorial Board    |
| 1999 - 2004      | LEAD: Leadership for Environment and Development International | London, UK            | Advisory Committee |
| 1999 - present   | Responsible Wealth, United for a Fair Economy                  | Boston, MA            | Advisory Council   |
| 1999 - 2007      | Sterling College   | Craftsbury Common, VT | Advisory Council   |
| 1998 - 2007      | Center for New American Dream                                  | Burlington, VT        | Advisory Board     |
| 1998 - 2003      | Urban Ecology  | Berkeley, CA          | Advisory Board     |
| 1997 - 2004      | Draw Bridge, Arts for Homeless Children                        | San Rafael, CA        | Advisory Board     |
| 1997 - 2004      | Small Press Distribution                                       | Berkeley, CA          | Advisory Council   |
| 1996 - 2007      | SustainAbility   | London, UK            | Network Faculty    |
| 1996 - 1999      | The Natural Step International                                 | Stockholm, Sweden     | Chairman           |
| 1955 - 2004      | EcoCity Builders   | Berkeley, CA          | Advisory Board     |
| 1995 - 1999      | Environmental Media Awards                                     | Los Angeles, CA       | Advisory Board     |
| 1995 - 2002      | The Natural Step US  | San Francisco, CA     | Board of Directors |
| 1995 - 1997      | Friends of the Earth   | Washington DC         | Board of Directors |
| 1994 - 1996      | Second Nature  | Boston, MA            | Board of Directors |
| 1990 - 2000      | Californians Against Waste                                     | Sacramento, CA        | Advisory Board     |
| 1987 - 1992      | Center for Plant Conservation                                  | St. Louis, MO         | Board of Directors |
| 1987 - 1992      | Point Reyes Bird Observatory                                   | Point Reyes, CA       | Advisory Board     |
| 1987 - 1991      | Mountain Play Association                                      | Mill Valley, CA       | Advisory Board     |
| 1987 - 1991      | World College West   | Petaluma, CA          | Advisory Board     |
| 1987 - 1990      | Leadership in Education and Arts                               | San Francisco, CA     | Advisory Board     |
| 1987 - 1988      | National Audubon Society                                       | New York City, NY     | Board of Directors |
| 1986 - 1991      | Planned Parenthood of Marin, Sonoma                            | San Rafael, CA        | Advisory Board     |
| 1986 - 1989      | Center For US-USSR Initiatives                                 | San Francisco, CA     | Advisory Board     |
| 1995 - 2000      | Food First, Institute for Food and Development Policy          | Oakland, CA           | Advisory Board     |
| 1985 - 1987      | Urban School   | San Francisco, CA     | Board of Directors |
| 1984 - 1985      | California Leadership  | Los Angeles, CA       | Board of Directors |
| 1983 - 1990      | The Trust for Public Land                                      | San Francisco, CA     | Board of Directors |
| 1981 - 1983      | Point Foundation   | Sausalito, CA         | Board of Directors |
| 1979 - 1992      | Shelburne Farms  | Shelburne, VT         | Board of Directors |
| 1978 - 1980      | Ecology Action   | Palo Alto, CA         | Board of Directors |
| 1976 - 1979      | Farallon Institute   | Berkeley, CA          | Board of Directors |
| 1974 - 1976      | Appropriate Technology International                           | Washington DC         | Board of Directors |

## AWARDS AND COMMENDATIONS

| Year | Organization  | Award  | Notes   |
|------|---|--|---|
| 2010 | Fivebooks.com   | <i>Natural Capitalism</i> listed as one of five books for "Saving the World" | Recommendations by Forum for the Future's Jonathan Porritt  |
| 2009 | University of Portland  | Honorary Doctorate in Humane Letters   |   |
| 2009 | Portland State University   | Honorary Doctorate in Humane Letters   |   |
| 2009 | University of Cambridge Programme for Sustainability Leadership             | Cambridge Top 50 List of Sustainability Books                                | For both <i>Ecology of Commerce</i> and <i>Natural Capitalism</i> (co-authored with Amory and Hunter Lovins)  |
| 2009 | <i>TIME Magazine</i>  | Nominated for the TIME 100 list of the world's most influential people.      |   |
| 2008 | Santa Monica Public Library   | Green Prize for Sustainable Literature Awards                                | For <i>Blessed Unrest</i> , Adult Nonfiction  |
| 2006 | <i>Vanity Fair</i>  | The Future is Green: Tribute to 50 Green Crusaders                           | Featured as one of fifty environmentalists.   |
| 2003 | Global Green USA  | Green Cross Millennium Award for Individual Environmental Leadership         | Presented by the office of Mikhail Gorbachev  |
| 2002 | Royal Melbourne Institute of Technology                                     | Doctor of Applied Science <i>honoris causa</i>                               |   |
| 2002 | World Council for Corporate Governance and the World Environment Foundation | Golden Peacock Award for Global Ecological Sustainability                    | To have been presented by H.H. the Dalai Lama in Himachal Pradesh, but canceled due to hostilities between India and Pakistan.  |
| 2002 | <i>Who's Really Who 1000</i>  | One of the 1000 most creative people (TEDHEADS)                              | Compiled by Richard Saul Wurman   |
| 2002 | Weber State University  | Honorary Doctorate   |   |
| 2001 | Utah State University   | Shingo Prize for Manufacturing Excellence in Research                        |   |
| 1999 | Oregon State University   | Honorary Doctorate of Humane Letters   |   |
| 1998 | <i>Utne Reader</i>  | "Loose Canon" Award for <i>Ecology of Commerce</i>                           | One of 150 books, films, and musical works, chosen for broadening, deepening, and defining the experience of being alive. (From Blake and Bach to Gandhi, Proust, Bob Dylan, Truffaut, James Agee, Rilke, Thomas Kuhn, Toni Morrison and Fritjof Capra) |
| 1998 | Western Publications Association  | Maggie Award for Best Signed Editorial/Essay for "Natural Capitalism"        |   |
| 1997 | Northland College   | Honorary Doctorate   |   |
| 1995 | <i>Utne Reader</i>  | <i>Utne Reader</i> 100   | Named 1 of "100 Visionaries Who Could Change Our Lives"   |
| 1992 | International Society of Industrial Design                                  | Creative Visionary Award   |   |
| 1991 | American Center for Design  | Design in Business Award for environmental responsibility                    |   |
| 1990 | Small Business Administration   | Entrepreneur of the Year Award   | Western United States category  |
| 1991 | Council on Economic Priorities  | 1990 Corporate Conscience Award, Environment                                 | Small Companies category  |
| 1990 | American Horticultural Society  | Commercial (Individual Award) for 1990                                       | "For commitment to excellence in commercial horticulture that contributes to better gardening practices"  |
| 1990 | <i>Metropolitan Home</i>  | Design 100 Editorial Award   | "For the 100 best people, products and ideas that shape our lives"  |
| 1989 | Cine  | Golden Eagle   | "For excellence in U. S. film, video and related programming: marketing"  |
| 1989 | <i>Inc. Magazine</i>  | "Dream Team"   | Twelve Best Entrepreneurs of the 1980's (including Steven Jobs, H. Ross Perot)  |
| 1988 | California Institute of Integral Studies                                    |  | "For Ongoing Humanitarian Contributions to the Bay Area Communities"  |
| 1988 | City of Mill Valley, California   | Citizen of the Year  |   |
| 1984 | <i>Esquire Magazine</i>   | "Best of a Generation" award   |   |

## REFERENCES

| Name                         | Affiliation   | Name                   | Affiliation  |
|------------------------------|---|------------------------|--|
| Rebecca Adamson              | President, First Nations Development  | Pramila Jayapal        | Writer; Executive Director, One America  |
| Ray C. Anderson              | Chairman and Founder, Interface   | Van Jones              | Senior Fellow, Center for American Progress; Visiting Fellow, Princeton University |
| Michael Baldwin              | Baldwin Brothers, Inc.  | John Knox              | Executive Director, Earth Island Institute   |
| Janine Benyus                | Author, Biomimicry; Founder, Biomimicry Institute                                     | Rick Kot               | Executive Editor, Viking Penguin   |
| Bjork                        | Singer  | Barry Lopez            | Author   |
| Stewart Brand                | Author, Founder, Global Business Network and Long Now                                 | Amory Lovins           | Rocky Mountain Institute   |
| Bob Brown                    | Senator, Tasmania   | Bill McKibben          | Author   |
| Julia Butterfly Hill         | Activist  | William Merwin         | Poet   |
| Fritjof Capra                | Author, Center of Ecological Literacy   | Anuradha Mittal        | Executive Director, Oakland Institute  |
| President William J. Clinton | Former President, USA   | Dr. Norman Myers       | Author, Oxford University  |
| Dr. Theo Colborn             | Author, World Wildlife Fund   | Martin O'Malley        | Governor, State of Maryland  |
| Dr. Robert Costanza          | University Professor of Sustainability; Director, Institute for Sustainable Solutions | Sally Osberg,          | President, CEO, Skoll Foundation   |
| David de Rothschild          | Explorer and Adventurer   | Dr. Peter Raven        | Executive Director, Missouri Botanic Garden  |
| David James Duncan           | Author  | David Rockefeller, Jr. | Chairman, Rockefeller Foundation   |
| John Elkington               | Title, New organization   | Jonathan Rose          | Chairman, Garrison Institute   |
| Rick Fedrizzi                | Founder and CEO, USBGC  | Ed Skloot              | Former Executive Director, Surdna Foundation                                       |
| David Gensler                | CEO, Gensler Architects   | James Gustav Speth,    | Author, Former Dean, Yale School of Forestry                                       |
| Jane Goodall                 | Author, Primatologist   | Peter Teague           | Nathan Cummings Foundation   |
| Randy Hayes                  | Founder, Rainforest Action Network  | Alec Webb              | President, Shelburne Farms   |



## PROFESSIONAL SPEAKING

| 2010  | Client and Event   | Location         | Type of Address | Topic                            |
|-------|--|------------------|-----------------|----------------------------------|
| 06/21 | 14 <sup>th</sup> Annual Green Chemistry and Engineering Conference | Washington, DC   | Keynote Address | Solar energy and green chemistry |
| 04/15 | Skoll World Forum  | Oxford, UK       | Keynote Address | Civil Society                    |
| 03/25 | Sustainable Industries Economic Forum                              | Denver, CO       | Keynote Address | Energy and Sustainability        |
| 03/11 | Garrison Institute Climate, Mind and Behavior Conference           | Garrison, NY     | Keynote Address | Energy and Consciousness         |
| 02/19 | Minnesota Renewable Energy Society Annual Dinner                   | St. Paul, MN     | Keynote Address | Renewable Energy                 |
| 02/18 | Gustavus Adolphus College  | St. Peter, MN    | Speech          | Future of Energy                 |
| 01/28 | Build Well 2010  | Sausalito, CA    | Keynote Address | Energy and Sustainability        |
| 01/14 | Sustainable Industries Economic Forum                              | Santa Monica, CA | Keynote Address | Energy and Sustainability        |

| 2009  | Client and Event  | Location          | Type of Address      | Topic                     |
|-------|---|-------------------|----------------------|---------------------------|
| 11/19 | Sustainable Industries Economic Forum                                   | San Francisco, CA | Keynote Address      | Energy and Sustainability |
| 10/27 | Brescia University College  | London, Ontario   | Lecture Series       | The New Economy           |
| 10/24 | Bioneers By the Bay: Connecting for Change Conference                   | New Bedford, MA   | Plenary              | Civil Society             |
| 10/20 | Gaining Ground: Resilient Cities, Urban Strategies for Transition Times | Vancouver, BC     | Keynote Address      | Energy and Sustainability |
| 09/17 | Sustainable Industries Economic Forum                                   | Seattle, WA       | Keynote Address      | Energy and Sustainability |
| 09/16 | Sustainable Industries Economic Forum                                   | Portland, OR      | Keynote Address      | Energy and Sustainability |
| 08/26 | Patagonia Rising Fundraiser   | Richmond, CA      | Speech               | Indigeneity               |
| 06/13 | Portland State University Commencement                                  | Portland, OR      | Commencement Address | The Earth Is Hiring       |
| 05/17 | UC Berkeley Commencement  | Berkeley, CA      | Commencement Address | The Earth Is Hiring       |
| 05/03 | University of Portland Commencement                                     | Portland, OR      | Commencement Address | The Earth Is Hiring       |
| 04/21 | Fortune Brainstorm Green  | Laguna Niquel, CA | Featured Interview   |                           |

| 2008  | Client and Event   | Location          | Type of Address     | Topic                             |
|-------|--|-------------------|---------------------|-----------------------------------|
| 09/17 | Google Zeitgeist Conference                              | Mountain View, CA | Speech              | Future Surprises                  |
| 04/14 | Gerding Theater  | Portland, OR      | Talk & Book signing | w/ Barry Lopez and Rebecca Solnit |
| 03/14 | Martin W. Witte Distinguished Speaker Series             | Newport Beach, CA | Talk                | Blessed Unrest                    |
| 02/06 | Art Center College of Design Sustainable Mobility Summit | Pasadena, CA      | Keynote Address     | Design and Biomimicry             |
| 01/17 | Urban Land Institute                                     | Columbia, SC      | Talk                | Emerging Trends                   |

| 2007  | Client and Event                | Location          | Type of Address     | Topic          |
|-------|---------------------------------|-------------------|---------------------|----------------|
| 11/10 | Green Festival                  | San Francisco, CA | Plenary             | Blessed Unrest |
| 11/08 | Greenbuild International Expo   | Chicago, IL       | Keynote Address     | Blessed Unrest |
| 11/07 | Lawrence University Convocation | Appleton, WI      | Convocation Address | Blessed Unrest |
| 09/29 | Natural Products Expo East      | Baltimore, MD     | Keynote Address     | Blessed Unrest |

|       |   |                       |                 |                       |
|-------|---|-----------------------|-----------------|-----------------------|
| 09/25 | Chico State University Lecture Series   | Chico, CA             | Lecture         | Blessed Unrest        |
| 06/23 | Point Reyes Books Author Events Series  | Point Reyes, CA       | Book Tour       | <i>Blessed Unrest</i> |
| 06/20 | Kepler's Book                           | Menlo Park, CA        | Speech          | <i>Blessed Unrest</i> |
| 06/08 | The Long Now Foundation Lecture Series  | San Francisco, CA     | Lecture         | Blessed Unrest        |
| 06/07 | Dominican University                    | San Rafael, CA        | Speech          | <i>Blessed Unrest</i> |
| 06/04 | Gaining Ground Summit                   | Victoria, BC          | Keynote Address | Blessed Unrest        |
| 06/03 | Harmony Foundation                      | Victoria, BC          | Speech          | Blessed Unrest        |
| 06/01 | BALLE conference                        | Berkeley, CA          | Plenary         | Blessed Unrest        |
| 05/29 | First Congregational Church of Berkeley | Berkeley, CA          | Speech          | <i>Blessed Unrest</i> |
| 05/25 | Mountain Film Festival                  | Telluride, CO         | Speech          | <i>Blessed Unrest</i> |
| 05/24 | Unity of Boulder Church                 | Boulder, CO           | Speech          | <i>Blessed Unrest</i> |
| 05/23 | Jimmy Carter Presidential Library       | Atlanta, GA           | Speech          | <i>Blessed Unrest</i> |
| 05/21 | Old South Meeting House                 | Boston, MA            | Speech          | <i>Blessed Unrest</i> |
| 05/17 | Bagdad Theater                          | Portland, OR          | Speech          | <i>Blessed Unrest</i> |
| 05/16 | Town Hall                               | Seattle, WA           | Speech          | <i>Blessed Unrest</i> |
| 05/15 | All Saints Church                       | Pasadena, CA          | Speech          | <i>Blessed Unrest</i> |
| 05/14 | UC Santa Barbara                        | Santa Barbara, CA     | Speech          | <i>Blessed Unrest</i> |
| 05/13 | Temescal Park Oak Grove                 | Pacific Palisades, CA | Speech          | <i>Blessed Unrest</i> |
| 05/10 | Praxis Institute for Peace              | Sonoma, CA            | Speech          | <i>Blessed Unrest</i> |
| 05/07 | Dreaming New Mexico                     | Taos, NM              | Speech          | <i>Blessed Unrest</i> |

| <b>2006</b> | <b>Client and Event</b> | <b>Location</b> | <b>Type of Address</b> | <b>Topic</b>                |
|-------------|-------------------------|-----------------|------------------------|-----------------------------|
| 10/22       | Bioneers Conference     | San Rafael, CA  | Plenary Talk           | Blessed Unrest              |
| 04/19       | Clean Med Conference    | Seattle, WA     | Keynote Address        | Sustainability and Medicine |

| <b>2005</b> | <b>Client and Event</b>                 | <b>Location</b>    | <b>Type of Address</b> | <b>Topic</b>   |
|-------------|---|--------------------|------------------------|--|
| 11/09       | USGBC Greenbuild Conference             | Atlanta, GA        | Keynote Address        | Transformation   |
| 11/03       | Urban Land Institute Fall Meeting       | Los Angeles, CA    | Plenary                | The Origin of Environmentalism in the US               |
| 09/25       | EDAW Principals                         | Tucson, AZ         | Keynote Address        | Roots of Environmental Movement                        |
| 09/24       | Gensler Principals                      | Napa, CA           | Keynote Address        | Green Building   |
| 09/09       | Georgia Conservancy Conference          | Atlanta, GA        | Keynote Address        | Justice and Environment                                |
| 06/15-17    | Urban Land Institute World Cities Forum | London, England    | Thought Provocateur    | Conversation with Lord Foster, Fareed Zakariah, et al. |
| 02/10       | BIFMA Sustainability Conference         | Bonita Springs, FL | Keynote Address        | Waste and Prosperity                                   |

| <b>2004</b> | <b>Client and Event</b>                        | <b>Location</b>   | <b>Type of Address</b> | <b>Topic</b>                      |
|-------------|--|-------------------|------------------------|-----------------------------------|
| 10/16       | Bioneers Conference                            | San Rafael, CA    | Plenary Talk           | What is Economic?                 |
| 10/15       | Long Now Foundation Long Term Thinking Seminar | San Francisco, CA | Talk                   | History of Environmental Movement |
| 05/23       | UC Berkeley College of Natural Resources       | Berkeley, CA      | Commencement Address   | Justice and the Environment       |

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| 05/19 | Forum for Corporate Conscience                           | Charlotte, NC   | Keynote Address | Natural Capitalism |
| 02/03 | Franklin & Marshall University, Seachrist Lecture Series | Lancaster, PA   | Lecture         | Natural Capitalism |
| 01/22 | Young Presidents Organization                            | Los Angeles, CA | Keynote Address | Natural Capitalism |

| <b>2003</b> | <b>Client and Event</b>  | <b>Location</b>              | <b>Type of Address</b>  | <b>Topic</b>  |
|-------------|--|------------------------------|---|---|
| 10/08-09    | Utah State University  | Logan, UT                    | University Convocation Lecture; Seminar                           | Education and the Environment                                 |
| 10/03       | Sustainable Resources 2003   | Boulder, CO                  | Keynote Address   |   |
| 10/02       | Woods Hole Research Center   | Woods Hole, MA               | Public Address  | Ecology and Economics   |
| 10/01       | Chesapeake Bay EPA: Businesses for the Bay Annual Meeting / 3rd Annual Zero Release Conference | Laurel, MD                   | Keynote Address   | Water and Economics   |
| 09/23       | His Holiness the Dalai Lama, Town Hall   | New York City, NY            | Dialogue with His Holiness  | Ethical Revolution and the World Crisis: Ethics and Economics |
| 09/10-11    | Sustainable Communities ZERI/New Mexico and Los Alamos National Laboratories                   | Santa Fe, NM                 | Keynote Address   | Beyond Sustainability   |
| 08/14-15    | Canada's National Round Table on the Environment and the Economy                               | Prince Edward Island, Canada | Public Keynote Address; Meeting with Premier; Government Workshop | Canada's Natural Capital                                      |
| 07/30-31    | Northwest Energy Environment Institute Energy Management Certification Course                  | Eugene, OR                   | Keynote, Class Workshop   | Extreme Weather, Corrupt Politics: Finding a Future           |
| 07/29       | Columbia Riverkeeper   | Portland, OR                 | Keynote   | Water, Life and Freedom                                       |
| 03/16       | Forum for Corporate Conscience   | Charlotte, NC                | Keynote   | Sustainability  |
| 01/29       | Northern California Grantmakers  | San Francisco, CA            | Keynote   | Visions for the Common Good                                   |
| 01/24       | Headwaters Forest Conference   | Ashland, OR                  | Keynote   | The Last Forest Standing                                      |

| <b>2002</b> | <b>Client and Event</b>  | <b>Location</b>      | <b>Type of Address</b>     | <b>Topic</b>                           |
|-------------|--|----------------------|----------------------------|--|
| 12/18       | RMIT University [Royal Melbourne Institute of Technology]          | Melbourne, Australia | Commencement Address       | How to Change the World (and yourself) |
| 10/23       | Save our State Sustainable Business Conference                     | Raleigh, NC          | Keynote                    | Natural Capitalism and North Carolina  |
| 10/18-20    | Bioneers Conference  | San Rafael, CA       | Plenary Address            | The End of Sustainability              |
| 10/17       | Stanford University, John Steinbeck Lecture                        | Palo Alto, CA        | Lecture                    | with Sebastião Salgado                 |
| 10/17       | Come to the Edge Conference  | Ontario, CA          | Keynote                    | Reimagining the World                  |
| 09/29       | TreePeople   | Los Angeles, CA      | Evening lecture            | Designing Sustainability               |
| 09/28       | Earth Charter Summit   | Philadelphia, PA     | Keynote                    | Dreams of Livable Future               |
| 09/28       | Wharton School of Business   | Philadelphia, PA     | Seminar                    | Natural Capitalism                     |
| 09/24-25    | Community Success: Partnerships for the Environment Conference     | Raleigh, NC          | Keynote, Breakout Sessions | Natural Capitalism                     |
| 09/10       | Cornell University, Johnson School Park Leadership Speakers Series | Cornell, NY          | Keynote                    | Leadership in Sustainable Business     |
| 09/05       | Omega Institute  | Rhinebeck, NY        | Opening Keynote            | Reimagination and Sustainability       |
| 08/24       | Solfest: Real Goods Living Center                                  | Hopland, CA          | Plenary                    | Sustainability and Human Rights        |
| 08/08       | Melaver, Inc.  | Savannah, GA         | Company Speech             | Green Development                      |
| 06/13       | Urban Ecology  | San Francisco, CA    | Benefit Speech             | Redefining Environmentalism            |

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| 05/26 | University of California, Berkeley<br>College of Environmental Design<br>Commencement Address                                 | Berkeley, CA               | Commencement     | Dreams, Imagination<br>and Design                              |
| 05/21 | Petrobras –<br>Sustainability and the Future of Business  | Salvador, Bahia,<br>Brazil | Keynote Address  | Natural Capitalism and the<br>Next Industrial Revolution       |
| 05/09 | Weber State University, Commencement Address  | Ogden, UT                  | Commencement     | The Reimagination<br>of the World                              |
| 04/18 | The Nordic Partnership Forum,<br>How Can Business Contribute to<br>Sustainable Development?                                   | Copenhagen,<br>Denmark     | Keynote Address  | The New Capitalism   |
| 04/28 | Wayne State University,<br>Transportation Riders United   | Detroit, MI                | Keynote Address  | Sustainability and the<br>Urban Environment                    |
| 04/26 | Clarkson University   | Potsdam, NY                | Keynote Address  | Natural Capitalism and<br>Restoration                          |
| 04/12 | Seminar on Sustainable Investing,<br>Dow Jones Sustainability Index,<br>Sustainable Asset Management,<br>Victorian Government | Melbourne, Australia       | Lecture          | Natural Capitalism and<br>investing                            |
| 04/10 | Royal Melbourne Institute of Technology   | Melbourne, Australia       | Lecture          | Natural Capitalism   |
| 04/09 | Industry Leader's Forum, Melbourne  | Melbourne, Australia       | Keynote Address  | Business Case for<br>Sustainable Development                   |
| 04/08 | Public Lecture, ENVIRO 2002   | Melbourne, Australia       | Public Address   | Natural Capitalism   |
| 04/08 | ENVIRO 2002, Business of the Environment  | Melbourne, Australia       | Keynote Address  | Sustainability for the<br>21 <sup>st</sup> Century and Beyond  |
| 04/03 | University of Richmond, Environmental Sustainability<br>Project   | Richmond, VA               | Keynote Address  | Natural Capitalism   |
| 03/28 | California College of Arts and Crafts,  | San Francisco, CA          | Lecture          | Design and Ecology   |
| 03/21 | University of California, Berkeley,<br>Haas School of Business,<br>Corporate Social Responsibility                            | Berkeley, CA               | Lecture          | Globalization and the<br>Prospects for Sustainable<br>Business |
| 02/23 | California Academy of Science,<br>Human Genome, Human Being   | San Francisco, CA          | Various Panels   | Genomics and Ethics  |
| 02/02 | World Social Forum, International Forum on Globalization  | Porto Alegre, Brazil       | Panel Discussion | Globalization and the<br>Effects on the Environment            |

| <b>2001</b> | <b>Client and Event</b>  | <b>Location</b>       | <b>Type of Address</b>     | <b>Topic</b>  |
|-------------|--|-----------------------|----------------------------|---|
| 12/01       | Railvolution, Building Livable Communities with Transit  | San Francisco, CA     | Keynote Address            | Natural Capitalism  |
| 10/12       | University of Buffalo, Environment and Society Institute, Erie County  | Buffalo, NY           | Keynote Address            | Sustainability: the Future of Life                          |
| 10/11       | Weber State University, Goddard School of Business, Ralph Nye Executive Lecture Series                                     | Ogden, UT             | Lecture                    | Natural Capitalism  |
| 10/04       | International Productivity Conference  | Singapore             | Plenary Address            | Natural Capitalism  |
| 10/02       | Nikkei BP Forum  | Tokyo, Japan          | Seminar                    | Briefing to Industry Leaders                                |
| 10/01       | United Nations University, Building a Green Economy  | Tokyo, Japan          | Keynote Address            | Natural Capitalism  |
| 09/30       | Society Environmental Economics and Policy Studies, Kyoto University   | Kyoto, Japan          | Keynote Address            | Natural Capitalism: Creating the Next Industrial Revolution |
| 09/26       | Willamette University, Inaugural Presentation: Dempsey Foundation Lecture on the Environment                               | Salem, OR             | Lecture/<br>Public Address | Quest for a Sustainable Future                              |
| 09/07       | Oregon Sustainability Forum  | Seattle, WA           | Keynote Address            | Imagining a Sustainable Future                              |
| 06/15       | Worldwatch Institute, State of the World Briefing  | San Francisco, CA     | Address                    | Creating the Next Industrial Revolution                     |
| 06/07       | City of Seattle, Mayor Paul Schell   | Seattle, WA           | Address                    | Sustainable Seattle   |
| 06/07       | Leadership Summit for Sustainable Washington, State of Washington  | Seattle, WA           | Keynote Address            | The State of Sustainability                                 |
| 05/22       | Yale University, Commencement Speech, School of Forestry and Environmental Science   | New Haven, CT         | Commencement               | Life is a Miracle   |
| 05/18       | Dominican University of California, Competitive Advantage through Sustainable Business                                     | San Rafael, CA        | Keynote Address            | Natural Capitalism  |
| 04/18       | Fort Bragg Environmental Sustainability  | Fort Bragg, NC        | Keynote Address            | Army and Sustainability                                     |
| 02/02       | International Forum on Globalization, Hunter College   | New York NY           | Plenary                    | Corporatization of the Commons                              |
| 01/29       | The Woodlands Conference, Making Sustainability Work in the 21 <sup>st</sup> Century                                       | Houston, TX           | Keynote Address            | Natural Capitalism  |
| <b>2000</b> | <b>Client and Event</b>  | <b>Location</b>       | <b>Type of Address</b>     | <b>Topic</b>  |
| 11/13       | <i>Corporate Design Foundation: Community, The Social Side of the New Economy</i>  | Washington, DC        | Keynote                    | <i>Natural Capitalism</i>                                   |
| 11/03       | <i>Ministerial Dinner, Rod Welford, Minister for the Environment and Heritage and Natural Resources, Queensland</i>        | Gladstone, Australia  | <i>Dinner Speech</i>       | <i>Natural Capitalism</i>                                   |
| 11/03       | <i>Gladstone Working Group on Sustainability</i>   | Gladstone, Australia  | <i>Public Seminar</i>      | <i>Profiting from Natural Capitalism</i>                    |
| 11/02       | <i>Ministerial Dinner, Rod Welford, Minister for the Environment and Heritage and Natural Resources, Queensland</i>        | Townsville, Australia | <i>Dinner Speech</i>       | <i>Natural Capitalism</i>                                   |
| 11/02       | <i>Townsville Working Group on Sustainability</i>  | Townsville, Australia | <i>Public Seminar</i>      | <i>Profiting from Natural Capitalism</i>                    |
| 11/01       | <i>Cairns Ministerial Dinner, Rod Welford, Minister for the Environment and Heritage and Natural Resources, Queensland</i> | Cairns, Australia     | <i>Dinner Speech</i>       | <i>Natural Capitalism</i>                                   |
| 11/01       | <i>Cairns Working Group on Sustainability</i>  | Cairns, Australia     | <i>Public Seminar</i>      | <i>Profiting from Natural Capitalism</i>                    |
| 10/31       | <i>Dinner with the Prime Minister, Queensland</i>  | Brisbane              | <i>Dinner Address</i>      | <i>Queensland</i>   |
| 10/30       | <i>City of Melbourne, Lord Mayor and staff</i>   | Melbourne, Australia  | <i>Luncheon Address</i>    | <i>Sustainable Cities</i>                                   |
| 10/30       | <i>British Petroleum</i>   | Melbourne, Australia  | <i>Seminar</i>             | <i>Energy and Sustainability</i>                            |

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| 10/27    | <i>Business Leaders Forum on Sustainable Development</i>   | <i>Canberra, Australia</i>       | <i>Keynote Address</i> | <i>The Next Industrial Revolution</i>  |
| 10/17    | <i>Building an Ecological Economy, State of Vermont</i>  | <i>Stowe, VT</i>                 | <i>Keynote Address</i> | <i>Sustainable Vermont</i>   |
| 10/14    | <i>Young President's Organization YPO</i>  | <i>Toronto, Canada</i>           | <i>Keynote Address</i> | <i>Natural Capitalism</i>  |
| 10/13    | <i>Natural Resources Canada</i>  | <i>Toronto, Canada</i>           | <i>Keynote Address</i> | <i>Natural Capitalism</i>  |
| 09/22    | <i>Women's Voices for the Earth</i>  | <i>Missoula, MT</i>              | <i>Keynote Address</i> | <i>Spirit, Commerce, and Sustainability</i>  |
| 07/06    | <i>American Wine Industry, Wine Vision Conference</i>  | <i>Napa, CA</i>                  | <i>Keynote Address</i> | <i>Sustainability and the Wine Industry</i>  |
| 06/29    | <i>Australian Business Council</i>   | <i>Melbourne, Australia</i>      | <i>Keynote Address</i> | <i>Natural Capitalism</i>  |
| 06/26    | <i>Redesigning Resources</i>   | <i>Christchurch, New Zealand</i> | <i>Keynote Address</i> | <i>Achieving the Paradigm Shift: Curitiba, Brazil and SINBAD (Small Island Nations Business and Development)</i> |
| 06/23    | <i>World Resources Institute, Hong Kong Polytechnic University</i>   | <i>Hong Kong</i>                 | <i>Keynote Address</i> | <i>Natural Capitalism, Sustainable Paths to Wealth Creation</i>  |
| 06/22    | <i>Centre for Environmental Management Education and Research, US-Asian Environmental Partnership, American Chamber of Commerce, Hong Kong Business Coalition on the Environment</i> | <i>Hong Kong</i>                 | <i>Keynote Address</i> | <i>Natural Capitalism</i>  |
| 06/09    | <i>Recycled Paper Coalition Annual Meeting</i>   | <i>Berkeley, CA</i>              | <i>Keynote Address</i> |  |
| 05/19    | <i>Greenworld Expo</i>   | <i>Seattle, WA</i>               | <i>Keynote Address</i> |  |
| 04/15    | <i>Specialty Coffee Association of America</i>   | <i>San Francisco, CA</i>         | <i>Keynote Address</i> | <i>Sustainable Coffee</i>  |
| 04/10-11 | <i>US Marine Corps, Sustainability Workshop</i>  | <i>Camp LeJeune, NC</i>          | <i>Workshop Leader</i> |  |
| 03/27    | <i>Environmental Resources Management (ERM) Business Integration Forum</i>   | <i>Phoenix, AZ</i>               | <i>Keynote Address</i> | <i>Natural Capitalism</i>  |
| 03/03    | <i>Public Interest Environmental Law Conference</i>  | <i>Eugene, OR</i>                | <i>Keynote Address</i> | <i>Natural Capitalism</i>  |
| 01/25-26 | <i>US Marine Corps, Sustainability Workshop</i>  | <i>Camp LeJeune, NC</i>          | <i>Workshop Leader</i> |  |
| 01/10    | <i>Nike, Sustainability Workshops</i>  | <i>Beaverton, OR</i>             | <i>Presentation</i>    | <i>Business Case for Sustainability</i>  |

| <b>1999</b> | <b>Client and Event</b>  | <b>Location</b>                   | <b>Type of Address</b>         | <b>Topic</b>                                       |
|-------------|--|-----------------------------------|--------------------------------|--|
| 12/05       | <i>Council of Scientific Society Presidents Annual Meeting</i>   | <i>Washington DC</i>              | <i>Keynote Address</i>         | <i>Natural Capitalism</i>                          |
| 12/01       | <i>University of Washington Sponsored by The Progress Project, with Vandana Shiva (for David Korten)</i> | <i>Seattle, WA</i>                | <i>Presentation</i>            | <i>The impact of trade on developing countries</i> |
| 11/07       | <i>Zen Hospice</i>   |                                   | <i>Fundraiser Presentation</i> |  |
| 11/05       | <i>Sustainable Business Symposium, University of Oregon</i>  | <i>Eugene, OR</i>                 | <i>Keynote Address</i>         | <i>Natural Capitalism</i>                          |
| 10/16       | <i>Social Venture Network, Fall Conference</i>   | <i>San Jose, CA</i>               | <i>Keynote Address</i>         | <i>Natural Capitalism</i>                          |
| 10/30       | <i>Bioneers Conference</i>   | <i>San Rafael, CA</i>             | <i>Plenary Address</i>         | <i>Natural Capitalism</i>                          |
| 10/05       | <i>Bridging the Gap</i>  | <i>Kansas City, MO</i>            | <i>Presentation</i>            |  |
| 10/04       | <i>ACHMM National Conference</i>   | <i>Kansas City, MO</i>            | <i>Keynote Address</i>         |  |
| 06/04       | <i>Nike, Sustainability Workshops</i>  | <i>Beaverton, OR</i>              |                                | <i>Footwear Visioning Session</i>                  |
| 05/26       | <i>European Industry Leaders, Banco Fimestic (Spain)</i>   | <i>San Francisco, CA</i>          | <i>Keynote Address</i>         | <i>Natural Capitalism</i>                          |
| 05/04       | <i>VIA Metropolitan Transit 2025 Symposium</i>   | <i>San Antonio, TX</i>            | <i>Keynote Address</i>         | <i>Achieving a Sustainable San Antonio</i>         |
| 04/26-27    | <i>Rhode Island School of Design</i>   | <i>Providence, RI</i>             | <i>Keynote Address</i>         | <i>Natural Capitalism</i>                          |
| 04/22       | <i>Environmental Protection Agency Research Triangle Park, Earth Day</i>                                 | <i>Research Triangle Park, NC</i> | <i>Keynote Address</i>         |  |
| 04/14-18    | <i>The Natural Step</i>  | <i>Portland, OR</i>               | <i>Annual Workshop Leader</i>  | <i>The Natural Step</i>                            |
| 04/01-02    | <i>Leadership Values and Ethics: Educating Global Citizens for a New Millennium: General Mills</i>       | <i>Minneapolis, MN</i>            |                                |  |
| 03/22       | <i>Sam Nunn NationsBank Policy Forum, Emory University</i>   | <i>Atlanta, GA</i>                | <i>Keynote Address</i>         |  |
| 03/22       | <i>Environmental Management Institute,</i>   | <i>Ann Arbor, MI</i>              | <i>Lecture Series</i>          | <i>Sustainable Development,</i>                    |

|               |  |                                  |   |  |
|---------------|--|----------------------------------|---|--|
|               | University of Michigan   |                                  |   | Community and Business   |
| 03/04         | Redefining Progress  | San Francisco, CA                | Presentation  | Natural Capitalism   |
| 02/25-26      | The Natural Step   | Monterey, CA                     | Workshop Leader   | The Natural Step   |
| 02/22-23      | Greenprints Conference,<br>Southface Energy Institute  | Atlanta, GA                      | Keynote Address   |  |
| 02/10-12      | North Carolina<br>Environmental Education Conference   | Raleigh, NC                      | Keynote Address   |  |
| 02/04         | IEM Business and the Environment Lecture Series, Yale<br>University                              | New Haven, CT                    |   | Corporate Redesign:<br>Approaches to Sustainability              |
| 02/01         | Conserv99, American Water Works Association  | Monterey, CA                     | Keynote Address   |  |
| <b>1998</b>   | <b>Client and Event</b>  | <b>Location</b>                  | <b>Type of Address</b>  | <b>Topic</b>   |
| 11/13         | Central Carolina Regional Environmental Summit   | Charlotte, NC                    | Keynote Address   |  |
| 11/10         | Industrial Environmental Association Annual Conference   | San Diego, CA                    |   |  |
| 11/09         | Nike   | Beaverton, OR                    |   | Product Design and<br>Sustainability                             |
| 02/12         | Stanford University<br>von Gugelberg Memorial Lecture Series                                     | Palo Alto, CA                    | Lecture   | Natural Capitalism   |
| 11/03-06      | Tindall Foundation   | North Shore City,<br>New Zealand | Presentations   | Ecology of Commerce and<br>Community: Reconceiving<br>our Future |
| 09/23         | Ball State University, Inaugural Bracken Environmental Series                                    | Muncie, IN                       | Lecture   | Natural Capitalism   |
| 09/19         | Piedmont Environmental Council Annual Meeting  | Warrenton, VA                    | Keynote Address   | Natural Capitalism   |
| 05/31 - 06/05 | Ethics and the Culture of Development Conference: Building Havana, Cuba<br>a Sustainable Economy |                                  | Plenary Speaker   | Natural Capitalism   |
| 05/06-10      | The Natural Step   | Chicago, IL                      | Advanced Workshop<br>Leader                                     | The Natural Step   |
| 04/30 - 05/02 | EnvironDesign2 Conference  | Monterey, CA                     |   |  |
| 04/30         | Kripalu Center for Yoga and Health:<br>Expressing Your Soul in the Workplace                     | Lenox, MA                        | Keynote Address   | From Activism to Actuality                                       |
| 04/28         | National Environmental Stakeholders Conference, US Postal<br>Service                             | Washington DC                    | Keynote Address   |  |
| 04/28         | Environmental Protection Agency, NHEERL Symposium  | Cary, NC                         | Presentation  | The Ecology of Commerce:<br>Design, Health, and<br>Industry      |
| <b>1997</b>   | <b>Client and Event</b>  | <b>Location</b>                  | <b>Type of Address</b>  | <b>Topic</b>   |
| 11/21         | Evangelische Akademie,<br>Towards Europe's Sustainable Future                                    | Loccum, Germany                  | Presentation  | International Propagation of<br>the Natural Step                 |
| 11/18         | Florida's Growth: Critical Challenges  | Miami, FL                        | Keynote Address   |  |
| 11/10-12      | Sustainable Business Symposium,<br>University of Oregon  | Eugene, OR                       | Faculty Colloquium,<br>Public Lecturer,<br>Workshop Facilitator |  |
| 11/06         | The American Institute of Architects, DOE, US Green<br>Building Council                          | Miami, FL                        | Keynote Address   | Visioning  |
| 11/01         | Bioneers Conference  | San Francisco, CA                | Plenary Address   |  |
| 10/28-30      | AAAS, Smithsonian Institution, Library of Congress, Second<br>National on Forum on Biodiversity  | Washington, DC                   | Plenary Address   | Quest for a<br>Sustainable Future                                |
| 10/27         | Sustainable Building Conference  | Seattle, WA                      | Keynote Address   | Natural Capitalism   |
| 10/25         | Texas Society of Architects  | Fort Worth, TX                   | Keynote Address   | New Frontiers  |
| 10/17         | Holy Names College, Symposium for Business   | Oakland, CA                      | Keynote Address   | Natural Capitalism   |
| 10/16         | Business Products Industry Association   | Dallas, TX                       | Keynote Address   |  |
| 10/08         | Interface Canada, Sustainability and the Bottom Line   | Belleville, Canada               | Keynote Address   | A Restorative Economy  |
| 10/01         | CERES Conference   | Philadelphia, PA                 | Luncheon Address  | Natural Capitalism   |
| 08/14         | International Council, Societies of Industrial Design  | Toronto, CA                      | Keynote Address   | The Humane Village   |
| 07/28         | Global Business Network and<br>Nakamae International Economic Research                           | Gotenba, Japan                   | Participant, Three-Day<br>Scenario Workshop                     | The Future of Japan  |

|         |   |                   |   |   |
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| 07/17   | Global Environmental Council, Levi Strauss & Co.                    | San Francisco, CA | Presenter                                     |   |
| 06/1-7  | Schumacher College  | Dartington, UK    | Leader, One-Week Natural Step Training Course |   |
| 05/22   | Recycling Council of British Columbia                               | Vancouver, CA     | Keynote Address                               |   |
| 05/21   | Watchable Wildlife Conference of Florida                            | Crystal River, FL | Keynote Address                               |   |
| 05/17   | American Institute of Architects (AIA), Annual Meeting              | New Orleans, LA   | Keynote Address                               |   |
| 05/14   | TreePeople Grove Conference: Greening Los Angeles' Urban Landscapes | Santa Monica, CA  | Keynote Address                               |   |
| 04/4-10 | Interface World Meeting   | Maui, HI          | Keynote Address, Plenary Facilitator          |   |
| 04/18   | EnvironDesign 97  | Phoenix, AZ       | Plenary Address                               |   |
| 03/17   | Council on Foundations International Committee                      | San Francisco, CA | Presenter and panelist                        | Environmental Stewardship and Corporate Citizenship |
| 03/06   | Claremont McKenna College   | Claremont, CA     | Marian Miner Cook Athenaeum                   | Natural Capitalism                                  |

| 1996     | Client and Event   | Location            | Type of Address   | Topic   |
|----------|--|---------------------|---|---|
| 11/28    | King Carl Gustav's Environmental Symposium               | Stockholm, Sweden   | Plenary Address   | Natural Capital and Sustainable Development           |
| 11/14    | Healthcare Forum   | Boston, MA          | Opening Address   | Frameworks for Sustainability                         |
| 11/13    | Asheville Chamber of Commerce                            | Asheville, NC       | Keynote Address   | Sustainable Development                               |
| 11/02    | Marion Foundation  | Marion, MA          | Opening Address   | A Framework for Sustainability                        |
| 10/27    | Bioneers Conference                                      | San Francisco, CA   | Plenary Address   | The Natural Step                                      |
| 10/24    | National Association of Women Business Owners            | Los Angeles, CA     | Plenary Address   | The Ecology of Commerce                               |
| 10/03    | State of Minnesota Conference on Sustainable Development | Minneapolis, MN     | Keynote Address   | The Natural Step to Sustainability                    |
| 10/02    | Recycling Council of Ontario - Annual Conference         | Hamilton, Canada    | Keynote Address   | Balancing Tomorrow's Needs with Today's Resources     |
| 09/30    | Academy for Educational Development                      | Washington, DC      | Leader, One-Day Training                                | A Systems Approach to Sustainability                  |
| 09/15    | Bonneville Power Administration                          | Portland, OR        | Keynote Address   | Energy Innovations for Tomorrow's Marketplace         |
| 08/28-31 | Art Meets Science and Spirituality in a Changing Economy | Copenhagen, Denmark | Leader, Three-Day Seminar                               | From Competition to Compassion                        |
| 08/01-2  | Shell International Limited                              | London, England     | Participant, Sustainable Development Executive Workshop | Sustainability  |
| 06/06    | Ontario Hydro  | Toronto, Canada     | Leader, Executive Workshop                              |   |
| 06/05    | Recycling Council of Ontario Conference on Reuse         | Toronto, Canada     | Keynote Address   | Moving up the Hierarchy                               |
| 05/26    | Northland College  | Ashland, WI         | Commencement Address                                    |   |
| 04/26-28 | Marion Foundation - Reconnecting & Relationships         | Marion, MA          | Keynote Address   | Reconnecting & Relationships                          |
| 04/18    | Utah State University                                    | Logan, UT           | Convocation Lecture                                     | Ecology and Commerce: Changing the Nature of Business |
| 04/14    | Foundation for Ethics and Meaning                        | Washington, DC      | Presenter   | Ecological Destruction and the Ethos of Selfishness   |
| 04/09    | Eco-Expo   | Spokane, WA         | Keynote Address   | The Unmaking of Things                                |
| 03/18    | Collins & Aikman   | Santa Barbara, CA   | Keynote Address   | The Ecology of Commerce                               |
| 02/23    | Environmental Protection Agency - Region 8               | Denver, CO          | Leader, One-Day Natural Step Workshop                   |   |
| 02/09    | Ministry of French Agriculture and companies             | Paris, France       | Keynote Address   | L'écologie de Marché                                  |
| 02/06-08 | Nokia Corporation  | Helsinki, Finland   | Participant, Scenario Workshop                          | Technology Change and Convergence                     |



| <b>1995</b> | <b>Client and Event</b>  | <b>Location</b>      | <b>Type of Address</b>    | <b>Topic</b>  |
|-------------|--|----------------------|---------------------------|---|
| 11/12       | Marion Foundation - Business Unusual: Learning, Designing, Solving                       | Marion, MA           | Plenary Address           | Next Steps: For Monday Morning                          |
| 11/11       | Marion Foundation - Business Unusual: Learning, Designing, Solving                       | Marion, MA           | Plenary Address           | Essential Design Principles                             |
| 11/08       | Northern California Grantmakers  | San Francisco, CA    | Keynote Address           | A Sustainable Future: The Potential for Philanthropy    |
| 11/02       | Georgia Institute of Technology - Designing for the Global Environment                   | Atlanta, GA          | Keynote Address           | The Ecology of Commerce                                 |
| 11/02       | Business for Social Responsibility   | San Francisco, CA    | Plenary Address           | Paths to a Sustainable Future                           |
| 10/26       | World Business Council for Sustainable Development                                       | Washington, DC       | Dinner Speaker            |   |
| 10/21       | Yale University - Schumacher Lecture   | New Haven, CT        | Lecturer                  | Changing the Nature of Business                         |
| 10/20       | Chattanooga Chamber of Commerce  | Chattanooga, TN      | Keynote Address           | Sustainable Development                                 |
| 10/16       | Interface, Inc.  | Seaside, FL          | Lecturer, Workshop Leader |   |
| 10/15       | Bioneers Conference  | San Francisco, CA    | Plenary Address           | The Natural Step  |
| 10/14       | Environmental Grantmakers Workshop   | Traverse City, MI    | Plenary Address           | Commerce and the Biosphere                              |
| 10/12       | Environmental Media Association - 5th Annual Awards Dinner                               | Beverly Hills, CA    | Keynote Address           |   |
| 09/30       | American Institute of Graphic Artists - National Design Conference                       | Seattle, CA          | Plenary Address           | Design and the Making of Things                         |
| 09/28       | State of the World Forum- Gorbachev Foundation   | San Francisco, CA    | Forum Panelist            | The Future of Desire: Consumerism and Spiritual Longing |
| 09/27       | Water Reuse Association of California  | Pasadena, CA         | Dinner Address            |   |
| 09/18       | HRH The Prince of Wales's Business and the Environment Programme, Cambridge University   | Cambridge, England   | Guest Lecturer            |   |
| 09/12       | Oregon Environmental Council - Forum for Business and the Environment                    | Portland, OR         | Forum Address             | The Environment as a Strategic Issue for Business       |
| 09/11       | National Recycling Coalition - Annual Congress and Exposition                            | Kansas City, MO      | Keynote Address           |   |
| 08/29       | Denison University   | Granville, OH        | Convocation Lecture       |   |
| 06/18       | Marion Foundation - Doing Business in a Changing World                                   | Marion, MA           | Plenary Address           | The Natural Step: A Compass for Business                |
| 06/17       | Marion Foundation - Doing Business in a Changing World                                   | Marion, MA           | Plenary Address           | The Ecology of Commerce                                 |
| 06/04       | California Resource Recovery Association   | Santa Rosa, CA       | Keynote Address           |   |
| 04/9-14     | Esalen Institute   | Big Sur, CA          | Leader, Five-Day Workshop | The Business of Restoration Workshop                    |
| 04/27       | Harvard University - Graduate School of Design 25th Anniversary Loeb Scholar's Symposium | Cambridge, MA        | Keynote Address           |   |
| 04/26       | The Presidio Conference  | San Francisco, CA    | Plenary Address           | The Rule of the Game - Industrial Ecology               |
| 04/25       | Natural Resource Research Center, University of Minnesota                                | Duluth, MN           | Remarks and Dialogue      |   |
| 04/25       | Minnesota Public Radio - Open Forum  | Duluth, MN           | Public Lecture            |   |
| 04/24       | University of Minnesota  | Duluth, MN           | Spectrum Lecture Series   |   |
| 04/19       | Michigan Environmental Council   | Lansing, MI          | Breakfast Address         | Fostering Sustainability in the 21st Century            |
| 04/18       | The Center for Humanities and Medicine   | Lansing, MI          | Public Lecture            | Ecology, Commerce and Community                         |
| 04/11       | Carrier Corporation - Alliance for Energy Efficiency                                     | Los Angeles, CA      | Keynote Address           | Do We Still Need Energy Efficiency?                     |
| 03/30       | College of William & Mary  | Gloucester Point, VA | Dean's Lecture            | Natural Capitalism: The Next Industrial Revolution      |
| 03/22       | Environment Canada - National Round Table on the Environment and Economy                 | Ottawa, Canada       | Plenary Address           | Natural Capitalism                                      |
| 03/13       | US Forest Service  | San Bernardino, CA   | Workshop Leader           | Creating Self-Sustaining                                |

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|             |  |                    |                          | National Forests                                     |
| 03/10       | Cleveland City Club - live on National Public Radio  | Cleveland, OH      | Forum Address            | Changing the Nature of Business                      |
| 03/10       | Case Western Reserve University  | Cleveland, OH      | Lecturer                 | The Ecology of Commerce                              |
| 02/17       | Creative Artists Agency - Friends of the Earth   | Beverly Hills, CA  | Presentation to Funders  |  |
| 02/16       | Friends of the Earth   | San Francisco, CA  | Presentation to Funders  |  |
| 02/15       | Arthur D. Little/Conference Board - Corporate Environmental Excellence                                     | New York, NY       | Keynote Address          | The Next Industrial Revolution                       |
| 02/10       | Center for Holistic Resource Management  | Albuquerque, NM    | Keynote Address          | Changing the Way of Business                         |
| 02/06       | Institute for the Future   | Berkeley, CA       | Plenary Address          | Anticipating Change as an Asset                      |
| 02/03       | Urban Land Institute (ULI) - Midwinter Leadership Meeting  | Naples, FL         | Plenary Address          | Developing Sustainable Communities                   |
| <b>1994</b> | <b>Client and Event</b>  | <b>Location</b>    | <b>Type of Address</b>   | <b>Topic</b>   |
| 11/29       | Gravure Association of America   | Naples, FL         | Keynote Address          | The Ecology of Commerce                              |
| 11/18       | Queen's University Student Government  | Kingston, Canada   | Keynote Address          | Building a Sustainable Society                       |
| 11/16       | International Interior Design Exposition   | Toronto, Canada    | Keynote Address          | Ecology, Design and Commerce                         |
| 11/14       | University of Florida - Center for Construction and Environment Banquet                                    | Tampa, FL          | Dinner Address           |  |
| 11/02       | Environmental Management Forum   | San Jose, CA       | Keynote Address          | Ecology and the Changing Nature of Business          |
| 11/02       | Sierra Club Legal Defense Fund - Benefit Premiere of Frankenstein  | San Francisco, CA  | Remarks and Introduction |  |
| 10/21       | Bioneers Conference  | San Francisco, CA  | Plenary Address          | The Ecology of Commerce                              |
| 10/17-19    | Esalen Institute   | Big Sur, CA        | Workshop Leader          | Cultivating Ecological Design Intelligence           |
| 10/16       | Herman Miller, Inc.  | Zeeland, MI        | Workshop Leader          | Changing the Nature of Business                      |
| 10/11-13    | City of Chattanooga  | Chattanooga, TN    | Charrette Participant    | Design Charrette on Sustainability                   |
| 09/25       | American Institute of Graphic Artists  | New York, NY       | Plenary Address          | The Nature of Design                                 |
| 09/23       | National Association of Community Action Agencies  | New Orleans, LA    | Plenary Address          | Sustainable Community Development                    |
| 09/15       | HRH The Prince of Wales's Business and the Environment Programme, Cambridge University, St. John's College | Cambridge, England | After-Dinner Speaker     |  |
| 09/09       | Oregon Healthy Cities and Communities  | Wilsonville, OR    | Keynote Address          | Designing a Sustainable Economy for the 21st Century |
| 09/09       | City Club of Portland  | Portland, OR       | Guest Speaker            |  |
| 09/05       | Swedish Farmer's Federation  | San Francisco, CA  | Seminar Leader           | Ecology and Modern Agriculture                       |
| 08/26       | Choices for the Future Foundation  | Aspen, CO          | Plenary Address          | The Ecology of Commerce                              |
| 08/25       | World Boreal Conference  | Edmonton, Canada   | Keynote Address          | Taiga: Treasure or Trash?                            |
| 08/21       | Oregon Solar Energy Association  | Portland, OR       | Keynote Address          | Commerce vs. Environmental Sustainability            |
| 06/27       | American Solar Energy Association  | San Jose, CA       | Keynote Address          | Opportunities for Sustainability                     |
| 06/24       | International Institute for Sustainable Development (IISD)   | Winnipeg, Canada   | Plenary Address          | Jobs, Environment and Society                        |
| 06/23       | Vermont Community Foundation   | Shelburne, VT      | Workshop Leader          | Sustainable Development                              |
| 06/23       | Idaho National Energy Laboratory   | Snowmass, CO       | Workshop Leader          | Sustainable Development Technologies                 |
| 06/22       | Maine Community Foundation   | Ellsworth, ME      | Keynote Address          | The Ecology of Commerce                              |
| 06/21       | New Hampshire Charitable Foundation  | Concord, NH        | Executive Briefing       | Sustainable Development                              |

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| 06/15 | Du Pont Corporation   | Wilmington, DE    | Executive Briefing       | Chlorine and Xen-estrogenic Disrupters    |
| 06/13 | Commonwealth of Virginia, Sustainable Development Initiative          | Eastville, VA     | Workshop Series Leader   |   |
| 06/08 | State of Minnesota, Conference of Pollution Prevention                | Minneapolis, MN   | Keynote Address          |   |
| 05/28 | Center for Economic Conversion Annual Meeting                         | Mountain View, CA | Keynote Address          |   |
| 05/19 | Ecotrust Annual Meeting   | Portland, OR      | Dinner Address           | Our Home and Land                         |
| 05/04 | University of Minnesota   | Duluth, MN        | Workshop Leader          | Learning to Think Globally                |
| 04/29 | Rhode Island School of Design, Inauguration of President Roger Mandle | Providence, RI    | Inaugural Address        | Creativity and the Ecology of Change      |
| 04/28 | World Business Academy Minneapolis, MN                                | Minneapolis, MN   | Keynote Address          | Changing the Nature of Business           |
| 04/23 | Nature Conservancy, Minnesota Annual meeting                          | Rochester, MN     | Keynote Address          |   |
| 04/16 | Social Venture Network  | San Diego, CA     | Plenary Address          | How Business can Create a World Community |
| 04/11 | Millersville University   | Millersville, PA  | Academic Com. Lecture    | The Ecology of Commerce                   |
| 04/08 | University of Wyoming - 75th Anniversary Celebration                  | Laramie, WY       | Plenary Address          | Making a Living                           |
| 04/07 | Eco-Expo  | Los Angeles, CA   | Plenary Address          | Business and the Environment              |
| 03/31 | California Academy of Science   | San Francisco, CA | Arts and Science Lecture | Natural Capitalism                        |
| 03/25 | Marin Conservation League Annual Meeting                              | San Rafael, CA    | Keynote Address          | The Evolution of Commerce                 |
| 03/23 | Heinz Endowments Environmental Colloquium                             | Pittsburgh, PA    |                          | Industrial Ecology                        |
| 03/18 | Fermi National Laboratories   | Batavia, IL       | Arts and Science Lecture | The Ecology of Commerce                   |
| 03/17 | Timber Framers Guild of America                                       | Nagadoches, TX    | Keynote Address          | Design and Ecology                        |
| 03/06 | EcoTech   | Leesburg, VA      | Keynote Address          | Doing Good Business                       |
| 03/04 | National Wildlife Federation Annual Meeting                           | Austin, TX        | Plenary Address          | Ecology and Business                      |
| 03/01 | Urban Ecology General Meeting   | San Francisco, CA | Keynote Address          | The Ecology of Commerce                   |
| 02/28 | Oregon Environmental Technology Association                           | Portland, OR      | Keynote Address          |   |
| 02/26 | Conservation Congress   | Middlebury, VT    | Keynote Address          | The Ecology of Commerce                   |
| 02/25 | Minnesota Environmental Quality Board                                 | Minneapolis, MN   | Keynote Address          | Our Future and the Making of Things       |
| 02/25 | President's Council on Sustainable Development                        | Washington, DC    | Executive presentation   |   |
| 02/20 | Yale University Earth Summit  | New Haven, CT     | Keynote Address          | The Ecology of Commerce                   |
| 02/18 | Lake Superior Design Retreat  | Duluth, MN        | Plenary Address          | Design, Business, and the Environment     |
| 02/16 | Green Building Council, National Institute of Standards               | Washington, DC    | Plenary Address          | Building with Sustainability              |
| 01/28 | Zoological Society of Florida   | Miami, FL         | Keynote Address          | The Ecology of Commerce                   |
| 01/27 | Denison University  | Granville, OH     | Convocation Speaker      | And You Will Teach Them How               |

| 1993  | Client and Event   | Location          | Type of Address | Topic                                       |
|-------|--|-------------------|-----------------|---|
| 12/03 | Social Investment Forum  | Tucson, AZ        | Keynote Address | A Declaration of Sustainability             |
| 11/20 | US Dept. of Housing and Urban Development                                | New Orleans, LA   | Keynote Address | Creating Community Sustainability           |
| 10/15 | American Institute of Architects   | Seattle, WA       | Keynote Address | The Ecology of Commerce                     |
| 10/03 | American Society of Landscape Architects                                 | Chicago, IL       | Keynote Address | The Ecology of Commerce                     |
| 08/12 | Industrial Design Society of America (IDSA)                              | Atlanta, GA       | Keynote Address | Business as Design                          |
| 06/23 | Louisville Chamber of Commerce   | Louisville, KY    | Guest Speaker   | Growing a Business                          |
| 06/11 | National Endowment for the Arts, Workshop on forming a US Design Council | Washington, DC    |                 | Harnessing the Power of Design              |
| 05/25 | Washington State Recycling Association                                   | Yakima, WA        | Keynote Address | The Ecology of Commerce                     |
| 05/01 | Association of Professional Design Firms                                 | San Francisco, CA | Speaker         | The Ecology of Commerce                     |
| 04/22 | Washington University - Earth Day Town Hall Meeting                      | St. Louis, MO     | Panelist        | Loss of Biodiversity: Issues and Strategies |
| 04/14 | Northwest Forestry Association   | Portland, OR      | Keynote Address | The Ecology of Commerce                     |

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| 03/01       | Energy Efficient Building Association                            | Boston, MA              | Keynote Address              | Energy, Sustainability and Design                       |
| <b>1992</b> | <b>Client and Event</b>  | <b>Location</b>         | <b>Type of Address</b>       | <b>Topic</b>  |
| 11/21       | The Environmental Careers Organization                           | Seattle, WA             | Keynote Address              | Jobs and the Next Economy                               |
| 10/05       | AT&T   | Chicago, IL             | Seminar                      | Closer to the Customer                                  |
| 10/03       | Idaho Conservation League  | Boise, ID               | Keynote Address              | Business and the Environment                            |
| 02/15       | Young President's Organization                                   | Portland, OR            | Keynote Address              | The Ecology of Commerce                                 |
| 02/13       | St. Mary's College   | Moraga, CA              | Commencement Address         |   |
| 02/07       | American Association of Nurserymen                               | Louisville, KY          | Keynote Address              | Business as Service                                     |
| 02/03       | Sonoma County Agricultural Marketing Program                     | Santa Rosa, CA          | Seminar                      | Marketing   |
| 02/03       | Volunteer Center of Sonoma Country                               | Santa Rosa, CA          | Keynote Address Presentation | The Human Race  |
| 01/28       | Farm Direct Marketing Conference                                 | Portland, OR            | Keynote Address              | Growing a Business                                      |
| <b>1991</b> | <b>Client and Event</b>  | <b>Location</b>         | <b>Type of Address</b>       | <b>Topic</b>  |
| 11/91       | Commonwealth Club  | San Francisco, CA       | Keynote Address              | The Ecology of Commerce                                 |
| <b>1990</b> | <b>Client and Event</b>  | <b>Location</b>         | <b>Type of Address</b>       | <b>Topic</b>  |
| 10/28       | DMA 73rd Annual Conference                                       | San Francisco, CA       | Keynote Address              | Business as Service                                     |
| 05/11       | Chamber of Commerce 10th Annual Business Recognition Luncheon    | San Francisco, CA       | Keynote Address              |   |
| 03/29       | Earth Day - California Environmental Achievement Business Awards | San Francisco, CA       | Speaker and Judge            |   |
| <b>1989</b> | <b>Client and Event</b>  | <b>Location</b>         | <b>Type of Address</b>       | <b>Topic</b>  |
| 06/04       | American Booksellers Association                                 | Washington, DC          | Keynote Address              | Why Business is Too Important to be Left to Businessmen |
| 05/09       | Software Publishing Corp.  | San Francisco, CA       | Keynote Address              | Programming Your Business For Success                   |
| 03/07       | Palo Alto Chamber of Commerce - Tall Tree Awards                 | Palo Alto, CA           | Keynote Address              |   |
| 02/16       | Association of Collegiate Entrepreneurs 6th Annual Conference    | San Francisco, CA       | Keynote Address              |   |
| 02/04       | National Direct Marketing for Farmers & Farm Conference '89      | Oakland, CA             | Keynote Address              |   |
| <b>1988</b> | <b>Client and Event</b>  | <b>Location</b>         | <b>Type of Address</b>       | <b>Topic</b>  |
| 10/22       | S. F. Chronicle Business Symposium                               | San Francisco, CA       | Keynote Address              | Growing a Business                                      |
| 09/23       | Century Forum Foundation and City of Eugene, Oregon              | Portland and Eugene, OR | Keynote Address              | Growing A Business                                      |
| 09/19       | Apple Computer   | Cupertino, CA           | Seminar Leader               | Growing Your Business                                   |
| 08/30       | Western Merchandise Mart: WorkSpace '88                          | San Francisco, CA       | Keynote Address              | The Art of Retail                                       |
| 08/30       | Citicorp Presidents Club   | San Francisco, CA       | Keynote Address              | Service in Banking                                      |
| 08/26       | Windstar Foundation Conference                                   | Aspen, CO               | Symposium Speaker            | Growing A Business                                      |
| 07/26       | Direct Marketing Association                                     | New York, NY            | Featured Speaker             | The Art and Potential of the Catalog Business           |
| 07/21       | Society of American Florists                                     | Reno, NV                | Keynote Address              | Can You Mind Your Own Business?                         |
| 07/08       | ComputerLand International Conference                            | Vancouver, BC           | Keynote Address              | The Future of Business                                  |
| 06/09       | Citicorp & ABA Retail Banking Conference                         | Washington DC           | Forum Speaker                | What Could Bankers Learn                                |

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|       |  |                          |   | <i>From Retailers?</i>                        |
| 05/28 | <i>Forums &amp; Seminars</i>   | <i>Kansas City, MO</i>   | <i>Seminar Leader</i>                   | <i>Growing A Business</i>                     |
| 05/27 | <i>American Bookseller Association</i>                                 | <i>Anaheim, CA</i>       | <i>Keynote Address</i>                  | <i>Growing Your Business</i>                  |
| 05/25 | <i>f500 Conference</i>   | <i>Cleveland, OH</i>     | <i>Keynote Address</i>                  | <i>Growing A Business</i>                     |
| 05/04 | <i>AT&amp;T</i>  | <i>Basking Ridge, NJ</i> | <i>Four-Hour Executive Presentation</i> | <i>The Needs of Small Businesses</i>          |
| 05/03 | <i>Libby-Owens-Ford Management Conference Image '88</i>                | <i>Puerto Rico</i>       | <i>Keynote Address</i>                  | <i>Growing A Business</i>                     |
| 02/24 | <i>Institutional Investor Institute-Winter Pension Fund Roundtable</i> | <i>Los Angeles, CA</i>   | <i>Keynote Address</i>                  | <i>The New Economics of Business</i>          |
| 02/23 | <i>Commonwealth Club of California</i>                                 | <i>Palo Alto, CA</i>     | <i>Keynote Address</i>                  | <i>Small Business: Nothing Small About It</i> |
| 02/11 | <i>Weyerhaeuser Lumber Company</i>                                     | <i>Palm Springs, CA</i>  | <i>Keynote Address</i>                  | <i>Retailing in the Next Economy</i>          |

| <b>1987</b> | <b>Client and Event</b>                                 | <b>Location</b>          | <b>Type of Address</b> | <b>Topic</b>                                  |
|-------------|---|--------------------------|------------------------|---|
| 12/11       | <i>Sacramento Business Council</i>                      | <i>Sacramento, CA</i>    | <i>Keynote Address</i> | <i>How to Grow a Company</i>                  |
| 10/23       | <i>Commonwealth Club of California</i>                  | <i>San Francisco, CA</i> | <i>Keynote Address</i> | <i>Small Business: Nothing Small About It</i> |
| 09/12       | <i>Libby-Owens-Ford Management Conference Image '87</i> | <i>St. Thomas, V.I.</i>  | <i>Keynote Address</i> | <i>How to Grow a Business</i>                 |

| <b>1986</b> | <b>Client and Event</b>   | <b>Location</b>          | <b>Type of Address</b>        | <b>Topic</b>   |
|-------------|---|--------------------------|-------------------------------|--|
| 08/12       | <i>AM/FM International Management Conference</i>                      | <i>Snowmass, CO</i>      | <i>Keynote Address</i>        | <i>The Next Economy</i>  |
| 06/02       | <i>Esprit International</i>   | <i>San Francisco, CA</i> | <i>Keynote Address</i>        | <i>The Next Economy</i>  |
| 04/12       | <i>Co-Evolution Quarterly</i>   | <i>San Rafael, CA</i>    |                               | <i>News That Stayed News</i>                                   |
| 03/20       | <i>Southern Electric International Conference</i>                     | <i>Destin, FL</i>        | <i>Keynote Address</i>        | <i>The Next Economy</i>  |
| 02/24       | <i>Printing Industries of America Presidents Conference II</i>        | <i>Kauai, HI</i>         | <i>Keynote Address</i>        | <i>The New Economy</i>   |
| 02/17       | <i>Education Credit Union Council Annual Conference</i>               | <i>San Francisco, CA</i> |                               | <i>Our Members and The Next Economy</i>                        |
| 02/10       | <i>National Association of Printers &amp; Lithographers</i>           | <i>Palm Springs, CA</i>  | <i>Keynote Address</i>        | <i>The Next Economy</i>  |
| 01/21       | <i>Meadowcreek Project, Sustainability and The Next Economy Forum</i> | <i>Fox, AR</i>           | <i>Forum Speaker</i>          | <i>Toward a New Economics: Sustainability and Human Values</i> |
| 01/20       | <i>Printing Industries of America Presidents' Conference</i>          | <i>Puerto Rico</i>       | <i>Keynote Address</i>        | <i>The New Economy</i>   |
| 01/09       | <i>General Foods</i>  | <i>Rye Brook, NY</i>     | <i>Executive Presentation</i> | <i>The Next Economy</i>  |

| <b>1985</b> | <b>Client and Event</b>   | <b>Location</b>         | <b>Type of Address</b>                       | <b>Topic</b>  |
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| 11/08       | <i>The Liberal Party of Canada, Conference on Party Reform</i>              | <i>Halifax, Canada</i>  | <i>Keynote Address and Panel participant</i> | <i>The Next Liberal Economy</i>                         |
| 10/23       | <i>SRI International 1985 VALS Leading Edge Conference</i>                  | <i>Menlo Park, CA</i>   | <i>Keynote Address</i>                       | <i>Marketing in the Information Economy</i>             |
| 10/11       | <i>The Urban Land Institute</i>   | <i>Phoenix, AZ</i>      | <i>Keynote Address</i>                       | <i>The New Economy</i>                                  |
| 10/08       | <i>The Greater Boston Chamber of Commerce Expo '85</i>                      | <i>Boston, MA</i>       | <i>Forum Speaker</i>                         | <i>The Next Economy</i>                                 |
| 09/20       | <i>Northern California Human Resource Council</i>                           | <i>Menlo Park, CA</i>   | <i>Keynote Address</i>                       | <i>The Bottom Line: People, Productivity and Profit</i> |
| 08/22       | <i>Hammermill Papers Group</i>  | <i>Erie, PA</i>         | <i>Keynote Address</i>                       | <i>The Next Economy</i>                                 |
| 08/04       | <i>Citibank - Private Banking Division</i>                                  | <i>Keystone, CO</i>     | <i>Keynote Address</i>                       | <i>The Next Economy</i>                                 |
| 07/30       | <i>State Division for Vocational Educators Summer Conference</i>            | <i>Boise, ID</i>        | <i>Keynote Address</i>                       | <i>The Next Economy</i>                                 |
| 07/24       | <i>Institutions Magazine "Reconnaissance V: Encounters with the Future"</i> | <i>Beaver Creek, CO</i> | <i>Keynote Address</i>                       | <i>The Next Economy and Encounters with Change</i>      |
| 07/02       | <i>New England Mail Order Association</i>                                   | <i>Cape Cod</i>         | <i>Keynote Address</i>                       | <i>The Next Economy</i>                                 |
| 06/26       | <i>Canadian Institute of Planners</i>                                       | <i>Sudbury, Canada</i>  | <i>Keynote Address</i>                       | <i>The Next Economy</i>                                 |
| 02/13       | <i>Bekins Van Lines Co.</i>   | <i>Kauai, HI</i>        | <i>Keynote Address</i>                       | <i>The New Marketplace</i>                              |

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| 01/24       | Dallas Market Center InfoWorks                             | Dallas, TX          | Keynote Address        | Movement from Mass Consumption to the Information Age |
| 01/23       | Design Management Institute                                | Boston, MA          | Keynote Address        | Design and The Next Economy                           |
| <b>1984</b> | <b>Client and Event</b>                                    | <b>Location</b>     | <b>Type of Address</b> | <b>Topic</b>  |
| 11/20       | Land Use Research Foundation and Hawaii Resort Developers  | Honolulu, HI        | Keynote Address        | The Next Economy: It's Impact on Land Use in Hawaii   |
| 11/01       | British Columbia Institute for Technology                  | Vancouver BC.       | Keynote Address        | The Next Economy                                      |
| 10/28       | National Council for Occupational Education                | Tucson, AZ          | Keynote Address        | Education, Business and Government                    |
| 10/24       | Wang Laboratories  | Boston, MA          | Speaker                | The Next Economy                                      |
| 10/11       | Svenska Dagbladet Executive Seminars                       | Stockholm, Sweden   | Keynote Address        | The Next Economy                                      |
| 10/09       | University of Louisville School of Business                | Louisville, KY      | Keynote Address        | The Next Economy                                      |
| 07/24       | Institute for Software Engineering                         | Carmel, CA          | Keynote Address        | Corporate Strategies in the Next Economy              |
| 05/23       | State of Washington Planning and Community Affairs Agency  | Yakima, WA          | Keynote Address        | Housing Affordability: Triumphs & Trade-offs          |
| 05/21       | Data Design Associates                                     | San Francisco, CA   | Keynote Address        | The Next Economy                                      |
| 05/16       | Southwestern Bell Corporation                              | Kansas City, MO     | Keynote Address        | Growth through Intelligent Risks                      |
| 05/10       | Chinook Learning Center                                    | Whidby Island, WA   | Keynote Address        | Creating a New Economy                                |
| 04/05       | Credit Union Central of Saskatchewan                       | Saskatoon, Canada   | Keynote Address        | Credit Unions: Meeting the challenges of the 80's     |
| 03/23       | Trammel Crow Residential Company                           | Dallas, TX          | Keynote Address        | The Next Economy                                      |
| 03/05       | Flying Tigers Corporation                                  | Santa Barbara, CA   | Keynote Address        | The Next Economy                                      |
| 02/18       | National Wholesalers Association, Inc.                     | Anaheim, CA         | Keynote Address        | Strategy for Growth in the 80's                       |
| <b>1983</b> | <b>Client and Event</b>                                    | <b>Location</b>     | <b>Type of Address</b> | <b>Topic</b>  |
| 11/14       | Credit Union Center of British Columbia                    | Vancouver, BC       | Keynote Address        | The Next Economy                                      |
| 08/19       | National Conference of Lieutenant Governors Annual Meeting | Incline Village, NV | Keynote Address        | The Next Economy                                      |