



# One\*

\*One Oregon One Environment Spring 2010

## Beyond survival

### Critical questions for Oregon and our next governor

By Andrea Durbin

Jobs, the economy and paychecks: these are the most pressing survival issues for many Oregonians today. With primary gubernatorial elections coming in May 2010, many citizens are focused less on our future leadership and more on securing their business' or family's basic survival needs.

Without a doubt, Oregon's next governor will be held, first, to the charge of reinvigorating Oregon's economy. The head of our state will be measured by the success of leadership in ending our boom-and-bust budget cycle, and developing a plan to ensure stable funding for education, health care and the protection of our air, water and landscape.



Smart candidates recognize that Oregon citizens, regardless of party affiliation, understand the role that our natural environment plays in ensuring a vital economy. Oregonians of all stripes are committed to protecting the food, land, water and air that we need to thrive.

And indeed, candidates from both parties are already talking about their vision for protecting Oregon's environment. Raising their eyes to the horizon, they see opportunities today that will ensure tomorrow's thriving economy. The national race is on for innovation, and Oregon must seize all opportunities to lead the way in renewable energy, clean technology, green manufacturing and sustainable food and forest systems.

Our next governor must be a visionary — but also a practical, effective and informed leader. And it takes an informed public to elect an informed leader.

That's why the Oregon Environmental Council joined Environment Oregon, Oregon League of Conservation Voters, Oregon Chapter of the Sierra Club and

Oregon Wild to co-sponsor a public debate on the environment for top gubernatorial candidates.

On March 30, hundreds packed the ballroom at Portland State University, and hundreds more across the state tuned in to a live web broadcast to hear Allen Alley, Bill Bradbury and John Kitzhaber debate. Chris Dudley declined an invitation to participate. And even as the candidates strived to show their stuff, Oregonians shared their impressions, posting lively real-time comments on the social media site Twitter.

If we're to have a healthy Oregon tomorrow, we can no longer rely solely on the bedrock protections put in place 40 years ago. We need bold, new solutions to today's environmental challenges that were unimaginable four decades ago.

How will Oregon protect our fisheries, our coast, our wineries and agriculture from the worst consequences of climate change? How can we transition to clean, low-carbon energy in an ecologically

*continued on page 3*

### In this issue:

**The next 40 years:** Addressing critical questions to ensure the health and well-being of all Oregonians for the next 40 years.

Header: John Day Fossil Beds, fetopher

- 2**

**Turning to face the future.** Oregon faces serious challenges that need creative solutions.
- 4**

**Oregon wineries** ready to launch the ground-breaking Carbon Neutral Challenge.
- 5**

**Success in Salem.** The climate-friendly communities bill emerged after much persistence.
- 6**

**Growing green chemistry.** Positioning Oregon as a leader.

Ethan Seltzer



This is not a legacy collecting dust on a shelf; it's one in motion — and for our future welfare, it must remain in motion."

# Turning to face the future

By Ethan Seltzer, Ph.D. ~ Professor of Urban Studies and Planning, Portland State University

Don't turn around. On this 40th anniversary of Earth Day, let's turn to face the future.

It is a reflex, on such an anniversary, to peer towards the past seeking assurance that we're true to the course that created the Oregon we love. We can thank Oregonians over four decades for securing today's public beaches, robust recycling, thriving farms and forests, livable communities, plentiful access to open space, and a balance between wild, working and urban landscapes.

Governor Tom McCall's leadership — and the creative spirit of citizens across the state — certainly created bedrock laws and environmental solutions that were innovative at the time, and are innovative today. OEC was there at the beginning, and we could, we suppose, look to our history of success for a vision of our future.

But to pick up the old toolbox and follow in the footsteps of yesterday's leaders will only take us to, well — today. Rather than reliving history to create the future, we must act together from the core of our common identity as Oregonians. In developing new solutions to emerging challenges, we must allow Oregon to show us the way.

Whether on the coast or in Bend, Hood River or Portland, our common identity is built upon the interplay among working, wild and urban landscapes. Local food growers who act as good stewards of the landscape find eager markets in urban centers. And cities are sustained and enlivened by policy linking urban and rural, built and natural. Creative citizens throughout the state form new ideas, inspired by weekend trips to a trout stream. New residents and third-generation Oregonians have this in common: we want a good life, a good place,

and good communities.

Our identity is also shaped by a do-it-yourself, ground-up method of solving problems — especially when the things we love are threatened. At our best, we don't wait, we don't follow: we involve the public with all of our collective creativity to protect the life we value. Oregonians get things done by working together from a platform of common interests, even as the challenges pile up. Our state, like every state, needs to make its own solutions. When it comes to our relationship with the land and its resources, solutions don't come from a thick catalogue of travel-weary best practices.

And make no mistake: Oregon does face serious challenges that need creative solutions now.

Looming climate change threatens our

health and economic welfare. Demand for water, energy, and living space increases as our population grows. Rates of asthma, obesity, learning disorders and other chronic health challenges reflect our struggle to control exposure to pollution. As the pressures mount, we face a widening equity gap between wealthy and impoverished, and a widening ideology gap between urban and rural citizens. And if we're ever to find solutions to end our longstanding fiscal instability, creative, committed, empowered Oregonians are our best and only hope.

Fortunately, Oregon has communities where people can live well, getting their fill of wilderness, culture and fresh food. We continue to make headway in finding inventive ways to move around using less energy and with fewer burdens on our atmosphere. Few landscapes in the nation are as diverse as Oregon's, and Oregon communities have become places where new ideas can take root and grow. We have not lost the best of what we've found as a state. And what we have — and have created — is unique and effective enough to draw the interest of the world. This is not a legacy collecting dust on a shelf; it's one in motion — and for our future welfare, it must remain in motion.

So, what does that mean for our future?

Nobody knows. But chances are, Oregon isn't going to thrive because it becomes the world's first spaceport, or discovers a mushroom that halts aging. Instead, Oregon will thrive because we'll do what we do best: unite across our differences, combine all the diverse perspectives of our creative citizenry, and get working to develop resilient approaches to protect what Oregonians love about Oregon. That was the real story of 40 years ago, and that is our best chance for our next 40. **Happy Earth Day!**

## Beyond survival

*continued from page 1*



From left to right, Allen Alley, John Kitzhaber and Bill Bradbury take part in a debate sponsored by Oregon's environmental community.

sensitive manner? How will we accommodate a growing population, ensuring that communities have access to jobs, open spaces and daily needs without navigating hopelessly congested roadways? And how will we make justice and equity for all Oregonians integral to our solutions for a changing world?

These are critical questions that must be answered by our next governor. OEC is committed to working with that governor to realize a bold and visionary agenda to address today's environmental challenges.

If you missed the debate, be sure to take a look at the recording at [www.oeconline.org/debate](http://www.oeconline.org/debate). And most importantly, don't forget to vote in the primaries by May 18.

# Oregon wineries and the new pioneer spirit

By Mat Elmore

In the early 1960s when Oregon wine industry pioneers began planting grape vines west of the Cascade Mountains, many suspected that parts of Oregon had an ideal climate for growing pinot noir grapes. But few of them could have imagined that, four decades later, Oregon would rank third in the nation for number of wineries and fourth in wine volume.

The bedrock of Oregon's wine industry is high quality wine grown by farmers who are passionate about earth-friendly practices. Oregon wineries are national leaders in embracing sustainable practices that reduce chemical and fertilizer use to protect watersheds and wild salmon runs. As Alex Sokol Blosser explains about his family's business, "We need to figure out how we can do business long-term and not degrade the resources we need."

Now, Oregon wineries are taking on a new pioneering endeavor: to address climate change.

Wine grapes — especially the finicky pinot noir varietal — are sensitive to temperature alterations. That's why only a few small microclimates around the world can support these quality grapes. Oregon's wine industry is the

"canary in the coal mine" when it comes to warming temperatures from climate change. When Oregon's grapes respond to changes, the rest of our agricultural products are likely to be affected soon.

When OEC approached wineries about adopting solutions to reduce global warming pollution, we found their doors open. In 2007, we partnered with the Oregon Wine Board and Ecos Consulting on a Carbon Neutral Challenge. "We already have a green ethic about what we do in the wine industry," says Alex Sokol Blosser. "So taking on the challenge, a lot of wineries said, hey, let's do it. But a lot of us didn't know what that meant, to be carbon neutral." That's where OEC went to work: assisting wineries in measuring greenhouse gas emissions, reducing them, and then offsetting what remained.

Sources of carbon emissions in wine production and sales include everything from chilling storage cellars to lighting the tasting rooms. Today, solar panels are a high-tech addition to the rolling hills in Oregon's wine country. Geothermal energy systems are harder to spot. Simple carbon-cutting solutions also include natural lighting, insulated storage tanks and tractors run on biodiesel fuel.



The greenhouse gas emissions of winery operations are small compared to many manufacturing industries. But by committing to tracking and reducing their own emissions, wineries set the bar for taking action to solve a global problem.

This April, our partnership will bear fruit. Fourteen participating wineries will complete the first year of the Challenge, the largest such effort in the United States wine industry. "Any kind of challenge needs a spark," says Alex. "Clearly, OEC has taken the bull by the horns, spearheading this challenge. And that's a big deal."

If OEC is the spark, 14 wineries are the emissions-free flame. These pioneers show the world that wonderful wines come from sustainable business. If you appreciate good wine, we encourage you to support and enjoy Oregon's carbon neutral wines. Visit [www.cncwine.org](http://www.cncwine.org) after April 27, to learn which 14 Oregon wineries have completed this program.

## Climate Friendly Nurseries

In partnership with the Oregon Association of Nurseries, we launched the Climate Friendly Nurseries project. The first-of-its-kind project will help nurseries use energy and other resources more efficiently, reduce costs and lower greenhouse gas (GHG) emissions. Thirteen Oregon nurseries, representing approximately a fifth of the industry, have committed to the project to date. This initiative will position Oregon's largest agricultural industry as leaders in efficiency and part of the solution to global warming. See more at [www.oeconline.org](http://www.oeconline.org).

# Coming soon: climate-friendly communities

By Andrea Salinas

Picture this: Monday morning on your desk, you find 130 stacks of paper, each with a sticky note: history in the making, due in four weeks. Oregon's lawmakers face this scenario during supplemental legislative sessions like the one that began and ended in February 2010. When environmental priorities float to the top of the stack, our environmental community's strength is showing. OEC and our partners won sound policies, educated many people, and made powerful friends that will stick by our efforts in the next go-around.

One new law looking out for Oregon's future comes from Senate Bill 1059, the climate-friendly communities bill. Soon, planners in metropolitan areas across the state will have tools and resources to make smart choices for land use and transportation, figuring in new residents, new jobs, and our state's goals to stabilize the climate.

We applaud the foresight of Oregon legislators who passed the bill. We're also proud to be a part of the great team that advanced this legislation.

It began with a Governor-appointed task force, in which OEC's staff joined metropolitan region experts from across the state. The group discussed the ins-and-outs of climate-friendly plans and found many benefits. Smart planning can address global warming, cut costs for infrastructure and for households, bolster economic development, support healthy lifestyles, and give Oregon citizens what they value: a community where they can use cars less often.

On a less promising note, the Senate failed to agree on a bill that would have protected Oregon's children from unnecessary exposure to a toxic chemical. 15 senators voted in favor of a ban on the chemical bisphenol A (BPA) in baby bottles and food containers for babies;

but another 15 voted it down.

At the hearings on BPA, Oregonians proved our strength in finding common ground. Parents, health experts, faith groups, labor and environmental advocates all offered smart, practical and impassioned testimony. But industry's slick national strategy to defend the multi-million-dollar BPA market proved a powerful foe. National lobbyists representing chemical companies made the trip to Salem more than once to speak against protective policy in our state.

We were left without a law, but with a strengthened resolve and a united front for common-sense legislation. We're already working with partners on strategies for 2011; and we're cheering as Washington, Wisconsin, Maryland and a host of other states sign into law their own bans on BPA. Read more about the campaign at [www.oconline.org/bpa-free](http://www.oconline.org/bpa-free).

The dust is still settling from February's whirlwind, and OEC is gearing up for the 2011 legislative session. We have exciting plans to put the momentum we've gained behind more collaborative solutions to reduce greenhouse gases. And we'll call on our Healthy Kids Network of supporters as we advocate for ways to reduce children's exposure to toxic chemicals. We have solutions in store that promise to put Oregonians to work in jobs that ensure clean air, healthy streams and a thriving landscape.

Stay tuned as we unveil our full legislative agenda this fall. And stay involved in our Action Network! Your letters and phone calls let legislators know that Oregonians are tuned in as we head into elections. Help us remind elected officials to safeguard what Oregonians love about Oregon: clean air and water, an unpolluted landscape and healthy food produced by local farmers. Get involved at [www.oconline.org/get-involved](http://www.oconline.org/get-involved).

## Board of Directors

Thomas Aschenbrener, Portland  
Bill Boggess, Corvallis  
Susan Brody, Portland  
Sue Densmore, Medford  
Bill Edmonds, Portland  
Michele Goodman, Portland  
Rick Gustafson, Portland  
Ed King, Eugene  
Cheryl Koshuta, Lake Oswego  
Jim Lussier, Bend  
Cindi O'Neil, Bend  
Alejandro Queral, Portland  
Jack Roberts, Eugene  
Mary Wahl, Portland  
Mark Waller, Lake Oswego

## OEC Staff

**Communications Director**  
Leslie Heilbrunn

**Community Outreach Coordinator - AmeriCorps Member**  
Ashley Hollenbeck

**Deputy Director**  
Chris Hagerbaumer

**Development Assistant**  
Wendy Buchanan

**Development Director**  
Kristina Engstrom

**Director of Major Gifts**  
Teke Dillender

**Executive Assistant**  
Laura Rost

**Executive Director**  
Andrea Durbin

**Financial Manager**  
JR Ralston

**Legislative Director**  
Andrea Salinas

**Marketing & Membership Director**  
Jason Menke

**National Director, Eco-Healthy Child Care**  
Hester Paul

**Office Manager**  
Karen Roberti

**Outreach Director**  
Jen Coleman

**Program Directors**  
Jana Gastellum  
Renee Hackenmiller-Paradis  
Allison Hensey  
Teresa Huntsinger

**Research Director**  
Colin Price

# Growing green chemistry in Oregon

By Colin Price

A new pair of sneakers. A shiny hallway floor. A chainsaw. These are the harbingers of a cleaner, safer and more just economy, as Oregon businesses become leaders in creating greener products and processes.

The difference may be apparent when a freshly cleaned building has no eye-stinging chemicals lingering in the air. You likely won't notice, however, when a sneaker is bound together with high-strength webbing instead of chemical solvents and cements, or when a saw chain is manufactured in a new way that eliminates gallons of hazardous chemicals. But in the long run, these "green chemistry" innovations make a big difference in keeping chemicals out of our air, land, water and bodies.

Finding new ways to reduce and eliminate hazardous materials can help Oregon's key industries overcome significant sustainability related challenges. Green chemistry can make manufacturing more efficient, create a safer workplace for employees, and build

a company's reputation as a good citizen, taking responsibility for the health of the environment.

Due to inherent advantages — including academic expertise, a business environment geared toward sustainability, and a consumer base interested in purchasing "green" products — Oregon has a strategic opportunity to become a leader in green chemistry innovation.

Oregon's universities and businesses possess world-renowned expertise in green chemistry, and have already demonstrated the ability to extract value from a greener approach. We have an unparalleled base of resources to support our capacity in this field, from diverse agricultural products to multiple sources of relatively green energy.

But perhaps most unique is the will of Oregon's people. Our small state is rich with motivated, collaborative organizations and a citizenry — and consumer base — that values sustainability as a priority integral to our shared culture.

Oregon Environmental Council is an active part of that collaborative action, working with a diverse group of partners to advance green chemistry.

United effort between a diversity of experts is key to success in placing Oregon at the head of the pack, making green innovation a market advantage. But we also need resources to support growing partnerships and overcome barriers to building our green chemistry capacity. Without a doubt, green chemistry will be a part of our planet's sustainable future. Oregon has the opportunity now to lead the way, if we can count on leadership in Salem and strategic investment from our corporate and individual citizens.

Read more about green chemistry at [www.oeconline.org](http://www.oeconline.org).

Mark your calendars for a green chemistry event featuring Paul Anastas of U.S. EPA, June 29.

## A 21<sup>st</sup> century Earth Day

By Jen Coleman

Forty years ago on April 22, 20 million Americans took to the streets to insist that a healthy, sustainable environment be a national priority. Since that day, we've set aside April 22 each year to reaffirm our commitment to citizen action for the environment.

By some measures, we've come a long way; environmentalists in 1970 could scarcely picture a day when recycling would be a part of daily life and products made from post-consumer waste would be widely available. Today, more people recycle regularly than vote regularly in elections.

Citizen action is as important as individual acts of conservation. Using 21<sup>st</sup> century tools, it's easier than ever to keep abreast of issues, contact legislators, and encourage your friends to take action.

**Get involved:** Join OEC's Action Network ([www.oeconline.org/get-involved](http://www.oeconline.org/get-involved)) to stay informed about legislative action, weigh in on decision-making at the state and local level, and contact decision-makers instantly.

**Get the word out:** Join OEC's Facebook page ([www.facebook.com/oeconline](http://www.facebook.com/oeconline)), and you'll get regular updates on our

work to protect what Oregonians love about Oregon. Facebook is a great tool for sharing the word about OEC work with your friends, and encouraging them to get involved when an issue is important to you.

**Get informed:** In the run-up to Oregon primaries on May 18 and general election November 2, there's much to know about candidates for governor, state legislature and US Congress. You can learn more about the voting records of candidates at [OLCV.org](http://OLCV.org), and see a video of the March 30 gubernatorial debate on the environment at [www.oeconline.org/debate](http://www.oeconline.org/debate).

# Meet Cindi O'Neil, OEC board member

A life-long study of nature and forest ecology as well as 25 years managing land with the Forest Service and the Nature Conservancy have made Cindi O'Neil think a lot about the way that human dwellings fit into our landscape. "There is a symmetry and balance to constructing a home that makes efficient use of nature and the environment," Cindi explains. "Efficient buildings are healthier for the homeowners, less costly to operate, and a joy to inhabit."

As Vice President of SolAire Homebuilders, Cindi makes sustainable, LEED certified homes that inspire homeowners to interact with the environment that sustains us. Whether home buyers are motivated by an environmental ethic, money savings or social trends, Cindi sees the growing interest in sustainable building as a boon for the future. "It ultimately means that our homes will cost less to operate and be healthier to live



in, and that's what SolAire is all about."

Cindi shares OEC's vision for integrating sustainable solutions into sound business practices. "The economy has everyone scared, and it doesn't really have to be that way. Making the economy and environment work in concert makes each healthier — it just makes sense."

Cindi loves to be outdoors, backpacking in the alpine zone and watching hum-

mingbirds sip from the Indian paintbrush. But Cindi also values the "natural resource" of our cities, towns and citizens. "Oregon is a friendly and diverse place to live, and I think that attitude is important to nurture."

OEC is glad to have Cindi on our board of directors, offering her expertise in public relations, marketing, financial management, fundraising, field research, deep ecology and leadership.

## OEC welcomes new board members

OEC welcomes six new members to our board of directors! These leaders give OEC the benefit of their broad range of expertise in public health, solar energy, construction and development, agriculture, higher education, finance and social justice.

**Thomas Aschenbrener**, president of the Northwest Health Foundation, is the 2005 recipient of Community Health Partnership's Public Health Genius Merit Award and the 2008 Visionary Leadership award from the Oregon Health Forum. Thomas lives in Portland.

**Bill Boggess**, professor and executive associate dean of the College of Agricultural Sciences at Oregon State University, previously served on the Oregon Governor's Council of Economic Advisers, the State of Oregon Environment Report Science Panel, and was active in the design of the Oregon Conservation Reserve Enhancement Program. Bill returns to the board after a short hiatus and lives in Corvallis.

**Cindi O'Neil** is vice president and Co-Owner of SolAire Homebuilders, a custom home builder specializing in green homes and sustainable building practices. Cindi offers OEC a wealth of knowledge from ecological field research to financial management. Cindi lives in Bend.

**Alejandro Queral** is the Oregon director of government affairs for the American Heart Association. Alejandro served as director of the Sierra Club's Human Rights and the Environment Campaign and as executive director of the Northwest Constitutional Rights Center. Alejandro lives in Portland.

**Jack Roberts**, former attorney in private practice and state labor commissioner, is now the executive director for Lane Metro Partnership, focusing on fostering business investment through recruitment, retention and expansion. Jack lives in Eugene.

**Mark Waller** is the founder of Bridge Works Capital, a Lake Oswego merchant bank; founder of GE/PrimeStar Solar, a manufacturer of high performance thin film photovoltaic modules; and co-founder of Kiddazzle Dental Network, which provides pro bono dental care to underserved kids in Portland. Mark lives in Lake Oswego.



Oregon  
Environmental  
Council  
It's Your Oregon

222 NW Davis Street, Suite 309  
Portland, OR 97209-3900

---

Non-Profit Org.  
U.S. Postage  
PAID  
Portland, OR  
Permit No. 833

---

\*One Oregon One Environment Spring 2010

# One\*

Take our membership survey by  
May 15 for a chance to win Oregon  
Shakespeare Festival tickets!  
See below for details.

## Get Involved

### Take our membership survey for a chance to win

Building our base of supporters is a key component to successfully safeguarding the things we love about Oregon — clean air and water, healthy food and protection of the many special places unique to Oregon. Your responses to our membership survey will help shape the direction of our membership efforts. Visit [www.oeconline.org/survey](http://www.oeconline.org/survey) to participate. The survey ends May 15.

Provide your information at the end of the five-minute survey, and you'll be entered into a drawing with the following prizes available:

- Two tickets to the Oregon Shakespeare Festival (one winner)
- \$15 gift certificates to Grand Central Bakery (three winners)
- A copy of *Stories*, a compilation of 40 years of environmental activism in Oregon (five winners)

### Corporate Sponsors

OEC would like to thank the following corporate sponsors for their support:



- Oregon State University, College of Agricultural Sciences
- Aveda Experience Center
- Johnson & Sherton PC
- Mt. Hood Meadows
- Scenic Fruit
- Winderlea Vineyard & Winery

### Become a member

Join OEC to protect the things you love most about Oregon. Become a member today and be part of the positive change for our health, economy and environment. Join us online at [www.oeconline.org](http://www.oeconline.org)

**One\*** One Oregon One Environment (ISSN 0890-1201) is a publication of the Oregon Environmental Council. Copyright 2010 by the Oregon Environmental Council. All rights reserved.

### Contact information

Oregon Environmental Council  
222 NW Davis Street, Suite 309  
Portland, OR 97209-3900  
503.222.1963  
[info@oeconline.org](mailto:info@oeconline.org)  
[www.oeconline.org](http://www.oeconline.org)

