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ROCKY MOUNTAIN INSTITUTE'S SPEAKER SERIES CONTINUES
MARCH 25: CAN BUSINESS LEAD THE RACE TO SAVE THE EARTH?

SNOWMASS, Colo., March 18—Rocky Mountain Institute is pleased to announce the third and final event in its new speaker series (“RMI’s Quest for Solutions”) designed to bring the Institute’s exciting, forward-looking solutions to the Roaring Fork Valley. The theme for this event is “Can Business Lead the Race to Save the Earth?” It will take place from 5:30–7:00 p.m. March 25 at the Given Institute, 100 East Francis Street, Aspen. Admission is free.

Sixty-five of *Fortune* magazine’s top 500 companies have asked RMI to help them improve their environmental performance, and RMI is working with businesses of all shapes and sizes to help them reduce their impacts on the earth’s natural resources while maintaining or improving profitability. Catherine Greener, team leader of RMI’s Commercial & Industrial Services, will lead a discussion among businessmen and women who are establishing planet-friendly and profitable practices in their companies. Other panelists will include Jackie Victor of Avalon International Breads and Jeff Foote of The Coca-Cola Company Think Tank. Greener will kick off the discussion with a brief presentation on sustainable business practices and the barriers that businesses face while pursuing them. Each of the companies’ representatives will then discuss what their businesses are doing, and the challenges they face.

Each of these companies has made significant steps towards reducing its impacts on the environment in recent years. The Coca-Cola Company has been pursuing many clean water programs and has reduced its waste production and energy use. Avalon’s bakery in the Cass Corridor neighborhood of Detroit strives for zero waste and is involved in economic renewal.

The presentation is free and open to the public. Space is limited, so we recommend arriving early. A brief reception will follow the presentation.

This lecture series is generously sponsored by Alpine Banks of Colorado, BestConnect Imports, Clark’s Market, and the *Aspen Times*. For more on the participants please see the attached biographical statements.

Participant Biographical Statements

Jeff Foote

The Coca-Cola Company Think Tank

Jeff Foote is the father of two boys, Luke and Jake. Dedicated to the idea of ensuring the world that they inherit holds greater opportunities than exist now, Jeff appreciates the power of inspiration and action to affect positive change in the world's environment.

Jeff's passion flows into his job, where he is responsible for directing the environmental strategy and policy development and the coordination of external environmental programs and partnerships worldwide for The Coca-Cola Company. In his position, Jeff facilitates and coordinates water, solid waste, and energy use policies for the company. His recent activities include assisting in the creation of the company's environmental policy for marketing and sales equipment and an evaluation of water-related opportunities and risks. Jeff's specialty area is solid waste management and recycling program implementation. For Coca-Cola North America, he helped coordinate the re-introduction of recycled content polyethylene terephthalate (PET) in soft drink bottles. In addition to his eleven years in the soft drink industry, Jeff has also provided extensive consulting work to the U.S. Environmental Protection Agency, the U.S. Department of Energy, and scores of municipalities on solid waste management issues. Prior to joining The Coca-Cola Company in 1996, Jeff worked for the consulting firm Eastern Research Group in Arlington, Virginia and the National Soft Drink Association.

Jackie Victor

Avalon International Breads

Jackie Victor, co-owner of Avalon International Breads, is an urban mountain climber, scaling the challenging terrain of Detroit, Michigan. Never one to do things the easy way, Jackie and her partner Ann Perrault, against all advice, founded an artisan bakery in an economically diverse and commercially underserved neighborhood of the Cass Corridor in Detroit's inner city. Opened in 1997, Avalon's mission is to create a socially and environmentally responsible bakery that serves delicious, affordable, and nutritious baked goods to a diverse customer base. Since opening, Avalon has grown to \$1,000,000 annually, retains thirty employees, and has won praise locally and nationally as a business with a conscience and great food.

Jackie and Ann started the bakery with no formal business or commercial baking experience, but a passion to contribute to the revitalization of Detroit and to create a model business that does good and does well at the same time. Prior to opening Avalon, Jackie was active in grassroots and electoral politics. She received her BA from the University of Michigan in 1988, in political science. Jackie and Ann live in the neighborhood adjacent to the bakery and are the proud parents of two-and-a-half-year-old Rafaella, who does everything "by meself."

Catherine Greener

Rocky Mountain Institute

Catherine Greener, principal, is team leader of RMI's Commercial & Industrial Services. She received an MBA from the University of Michigan and a BS in industrial engineering from Northwestern University. Catherine joined RMI in 2001 and has planned and led successful efficiency evaluations in the manufacturing, oil and gas, and service sectors. She functions as key account manager for several *Fortune* 500 RMI clients. Before her association with RMI, Catherine was Director of Customer Focus and a member of the U.S. Environmental Task Team for ABB Flexible Automation in Auburn Hills, MI. Her previous experience has included lean manufacturing and total quality management consulting for Ernst and Young, as well as maintenance management for a General Motors engine assembly plant. Catherine serves on the Advisory Board for the Kenan-Flager Business School. Additionally, she has been very active in the interfaith environmental movement, serving on the board of the Coalition on the Environment and Jewish Life as well as the Michigan Interfaith Global Warming Campaign.