



green light

News from the Environmental Media Association

www.ema-online.org

Summer 2007

## Turning Gold into Green by Debbie Levin

The Golden Globes, that great Hollywood tradition, was tweaked this year and made even more "golden" by turning it "green." The EMA E! Golden Green Party presented by Lexus at 9900 Wilshire was a sustainable and starry success. As EMA and E! Network's relationship continues to grow, it was the logical choice to join together to put the "EMA" spin on the venerable winter tradition of the Golden Globes. Why not dazzle our guests with our signature gourmet organic cuisine prepared by great friend, Chef Akasha Richmond? 800 guests enjoyed the stunning and sophisticated eco-conscious décor created by Best Events. After the viewing party, EMA Board member DJ AM took to the turntables to warm up the crowd. (And warming up was needed at this record cold LA evening dipping down to a frigid 38 degrees!). Grammy nominated KT Tunstall sang an amazing set presented by EMA's UK partners, Global Cool Productions.

New York Times all gathered to admire the evening's all natural art, celebrities and fashion!



there too! As the winners wandered in (party to party) with "Globe in hand" we counted each person passing through our "doors" and vowed to plant a tree for each one. 800 trees were later planted with the assistance of TreePeople to honor each of our attendees.

Global Cool brought the incredible KT Tunstall all the way from her home in London to perform an amazing set. (KT by the way, just became our first international BP Solar Neighbor by going through EMA's program to install solar on her London flat.)

Some of our celebrity attendees included: J.J. Abrams, Eric Balfour, Lance Bass, David Boreanaz, Justin Chambers, J.C. Chasez, Sacha Baron Cohen & Isla Fisher, Matthew Davis, Ken Davitian, Giuliana DePandi, Perry Farrell, Frances Fisher, Joely Fisher, Shana Hiatt Garner & Todd Garner, Albert Gore, Jr., Chelsea Handler, Daryl Hannah, Samantha Harris, Jon Heder, Natasha Henstridge, Jason Kennedy, Joy Lauren, Rex Lee, Matthew Lillard, Julia Louis-Dreyfus & Brad Hall, Ludacris, Ben Lyons, Eric Mabius, Debbie Matenopoulos, Jesse McCartney, B.J. Novak, Pink, Shawn Pyfrom, Mary Lynn Rajskub, Ryan Seacrest, Bahar Soomekh, and Amy Smart & Branden Williams.

As guests arrived for the viewing party, they entered a luxurious environment designed by Jeffrey Best and Rene Delacueva of R. Jack Balthazar. Sustainable plants and trees transformed the former Robinsons-May Department Store parking lot with reclaimed wooden chandeliers decorated with lily grass, custom made tables (also reclaimed wood), stand-up bars and napkins made from recycled paper and printed in soy ink with EMA Lifestyle Tips on each one.

Talk about the food! Everyone wanted recipes from Chef Akasha's incredible dinner including Asian-flavored Short Ribs, Alaskan Steelhead Salmon and a vegetarian Henna-Seed-Crusted Tofu dish. Each dish incorporated locally grown and fair-trade ingredients and was served on plates made from recycled bamboo. Organic hors d'oeuvres were also available from French fries and mini burgers, to Grilled Pimento Cheese Sandwiches and BBQ Chicken Pizza. Bonterra Vineyards provided an assortment of fine, organic wines for the party.

This was an Awards gala that was truly a green event. Of course we were carbon neutral and we were also conscientious while preparing the event. Lexus and Toyota made hybrid vehicles available to attendees of not only our party, but the entire Golden Globes as well. Our footprint carefully minimized by our use of local and organic cuisine and sustainable décor. We all look forward to many years of "greening the gold!"

Salvaged Trestlewood from the Great Salt Lake's historic Lucin Cutoff decorated the press wall where photographers from Berliner to Wireimage and reporters from InStyle, KCOP, KTTV and US Weekly to People Magazine, Associated Press, Channel 10-Australia, CNBC and the

The Party. I mean, what can you say when DJ AM is your friend? It doesn't get better than that. And to give him a bit of respite, the fantastic DJ Spider was



# EMA Welcomes New Board Members

## DJAM (Adam Goldstein)

**D**JAM is the Entertainment Industry's premier DJ, his name is synonymous with what's happening in both music and pop culture in Los Angeles, New York, Las Vegas & Miami. Today's most in demand DJ as well as a fixture in the nightlife scene, DJAM currently has residencies at PURE in Las Vegas on Friday nights and at LAX on Sunday nights (a club he co-owns). His schedule has him traveling the world over to play special engagements in clubs, private parties and corporate events. It's a guarantee that no matter what club he is in A-listers and hipsters alike are dancing on the banquets to his beats. His work has appeared on albums for Madonna, Will Smith, Babyface, Powerman 5000, Bubba Sparxx, Nikki Costa and Papa Roach to name a few. He currently has a record deal with Interscope.



Most recently, DJAM has partnered with Travis Barker (Blink 182) to perform a live DJing/drumming set, something that has never been done before. TRVSDJAM perform about once a month at sponsored events, clubs and concerts. Their act is truly incredible, mixing live drum beats to scratched records, they perform side by side – they have done corporate parties (T-Mobile/Sidekick, Heineken, Bacardi) as well as club dates in Vegas, and performed at 2007 New Years Eve in Miami, this year's Winter Music Conference as well as last summer's KROQ's Inland Invasion concert. Their last gig was for DJAM's birthday party in Las Vegas at PURE.

Singer Melissa Etheridge introduced the best-kept secret to the masses when she hired AM to DJ her 40th Birthday party in 2001. He then became the most in demand DJ for Hollywood A-Listers. This, in turn, led to DJAM being the most popular and in demand DJ of current times, with brands and corporate sponsors out bidding one another to have him at their parties and events. He has evolved into a prominent brand. He's a partner in a DJing company and the music director for the website doppelganger.com. He's so popular with the hipsters, that T-Mobile/sidekick created a limited edition sidekick featuring him and the artwork of tattoo artist Mr. Cartoon.

DJAM has been a long time friend of EMA's, jumping in to spin at events since 2003. Most recently, Adam DJ'd our first annual EMA E! Golden Green Party. Ditching his gas guzzler for a new Lexus hybrid, DJAM is poised to be a fabulous addition to help move EMA into new arenas.

## Julie Darmody

**J**ulie Darmody began her career almost 15 years ago as an assistant at Messina Baker Miller, where Jimmy Miller was a partner. She left with Miller to help form Gold/Miller (Mosaic Media Group) a year later. She has now been a manager with the company for over 12 years. She works closely with Miller managing Will Ferrell and was an executive producer on his film Elf. Her client roster includes Sarah Silverman (The Sarah Silverman Program), Andy Samberg and his creative partners Jorma Taccone and Akiva Schaffer (SNL and Hot Rod), Will Forte (SNL), Jon Heder (Napoleon Dynamite, Blades of Glory), Isla Fisher (The Lookout, Wedding Crashers), Matthew Lillard (The Groomsmen), Dax Shepard (Smother) and Masi Oka (Heroes). Julie's first client, Chris Henchy (writer, Entourage), now runs Will Ferrell and Adam McKay's company, Gary Sanchez Productions. She has also set up numerous film projects for the company including The Land of the Lost (based on Sid & Marty Krofft's cult children's television show) at Universal, written by clients Chris Henchy and Dennis McNicholas, which is anticipated to go into production in '08 starring Will Ferrell.

Julie lives in Los Angeles with her husband and two children. As a working mom with a young family, Julie will be a great asset to our Board.

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Environmental Media Association,

10780 Santa Monica Blvd., #210, Los Angeles, CA 90025

Phone: 310.446.6244 • Fax: 310.446.6255

E-Mail: [ema@ema-online.org](mailto:ema@ema-online.org) [www.ema-online.org](http://www.ema-online.org)

The Environmental Media Association (EMA) is a 501(c)(3) non-profit organization. EMA's mission is mobilizing the entertainment community in a global effort to educate people about environmental issues, and inspire them to act on those issues now.



## EMA Welcomes New Board Members

### Anita Woerner



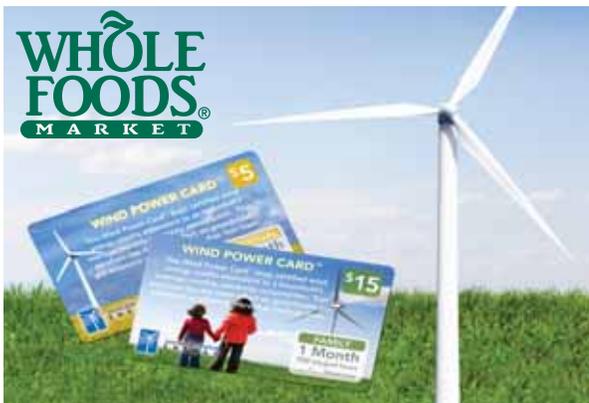
Anita Woerner originally joined Paramount Pictures in 1998 and currently serves as Vice President, Studio & Government Affairs. In this capacity, she is responsible for helping shape Paramount's civic and political presence at the state and local levels. In addition to handling legislative affairs, Anita works closely with Paramount's film production units to facilitate their interaction with government agencies. She also manages the company's weekly employee news digest and other internal communications.

Anita is a member of parent company Viacom's Corporate Responsibility Council. As such, she will play a key role in developing strategies and implementing programs which support the panel's mission of enlightening and inspiring action both within the company and throughout its audience at large on a range of pro-social issues. Her tenure at Paramount started in the International Television Marketing group before segueing into her current department. She began her entertainment industry career working on the popular ABC television series, *Lois & Clark: The New Adventures of Superman*, as assistant to the lead actor.

An ardent believer in giving back to the community, Anita serves on the Roundtable Advisory Committee for Santa Monica Blvd. Community Charter School in Hollywood, where she has mentored several young girls and started a literacy program which is entering its eighth successful year. In 2005, she participated in an unconventional benefit for the St. Baldrick's Foundation, shaving her head to raise money for childhood cancer research.

Anita spent her childhood as a Navy brat, living in diverse locales including Washington, DC, San Diego, Colombia and Panama. She earned her A.B. in Politics and Russian Studies from Princeton University and since her graduation has held numerous alumni leadership positions for her alma mater. Anita is taking a leadership role within the studio to further environmental practices. Through her direction, Paramount was the first to institute a studio wide electronic recycling drive. We're so happy to have Anita with us.

## Give the Gift of Wind Power



Most of the electricity that powers modern lifestyle in the United States is made by burning fossil fuels, creating huge amounts of pollution and using up dwindling natural resources. However, wind power, the fastest growing source of energy in the world, can help alleviate that damage. Now people can share the power of wind with family and friends in the form of easy-to-give Wind Power Cards available at Whole Foods Market. The purchase of this card ensures that wind farms add renewable energy to the national electrical grid. Produced by Renewable Choice Energy and introduced exclusively at Whole Foods Market stores, the card marks a historic turning point in the way consumers purchase wind power.

Wind Power Cards enable consumers to buy certified wind energy credits equivalent to a household's average monthly electricity consumption: 750 kilowatt hours for a family, 250 kilowatt hours for an individual. Activated on purchase, and doubling as highly visual refrigerator magnets, the cards help support the development of renewable energy nationwide.

"Whole Foods Market is pleased to be able to offer the Wind Power Cards to our shoppers," said Michael Besancon, Whole Foods Market Southern Pacific regional president and Green Mission task force leader. "A purchase of a Wind Power Card provides an opportunity for an individual or a family to help reduce their dependence on fossil fuels by supporting the production of renewable energy." Individual cards are sold for \$5 and family cards for \$15. They are available at Whole Foods Market stores in Arizona, California, Colorado, Kansas, Louisiana, Nevada, New Mexico, Oregon, Texas and Washington.

The Wind Power Card is just one of Whole Foods Market's efforts to promote the use of renewable energy. In January 2006, Whole Foods Market announced the largest-ever corporate purchase of renewable energy credits in the United States and Canada to offset 100 percent of its electricity use. By offsetting 100 percent of the electricity used with wind energy credits, Whole Foods Market is taking responsibility for the impact of their energy needs while also supporting wind power's growth.

A leading national provider of wind power, Renewable Choice Energy is building the market for clean and renewable sources of energy through renewable energy credits (RECs). RECs support the production of electricity generation from renewable sources and make purchasing renewable energy possible. When a wind farm produces electricity, RECs are issued to track the exact amount of power created. "Wind Power Cards do not reduce or replace conventional electricity bills, but they offer consumers an opportunity to ensure that the energy they take from the grid is replaced with clean, renewable energy derived from wind power," said Quayle Hodek, CEO of Renewable Choice Energy. "In addition, each purchase helps to support rural farm communities and ensures the future of renewable energy for the next generation." For more information, please visit [www.renewablechoice.com](http://www.renewablechoice.com) or [www.wholefoodsmarket.com](http://www.wholefoodsmarket.com).



## Toyota Earns WRAP Award from the California Integrated Waste Management Board

The California Integrated Waste Management Board, the state's leading authority on recycling and waste reduction, honored Toyota Motor Sales, U.S.A., Inc. with the Waste Reduction Awards Program (WRAP) of the Year for its success in waste reduction and recycling on its headquarters campus facility and Los Angeles Parts Distribution Center. "Every year California reaps the benefits of conscientious and responsible companies that understand their responsibilities to the environment, economy and community," said Board Chair Margo Reid Brown. "It is truly amazing to see what can be accomplished when businesses recognize the potential impacts of their actions and then take steps to ensure they are part of the solution."

Toyota Motor Sales received the honor using programs such as returnable shipping containers, packaging reduction and waste recycling. Additionally, the Los Angeles Parts Distribution Center implemented an auto glass recycling program, recycling 11 tons of glass windshields since the program began in August 2006. In December 2006, Toyota Motor Sales also achieved zero waste to landfill at its headquarters campus. "This recognition from the California Integrated Waste Management Board validates waste management efforts in commerce," said Bob Pitts, Group Vice President of Administrative Services. "In the spirit of our Global Earth Charter and our continuous improvement philosophy, we will work to pursue new and improved methods to lessen our environmental footprint."

The California Integrated Waste Management Board is the state's leading authority on recycling and waste reduction. It promotes reducing waste whenever possible, managing all materials to their highest and best use and protecting public health and safety and the environment. In 2006, the Board bestowed WRAP honors to 1,254 retail and commercial outlets. These businesses diverted an estimated 1,207,827 tons of material, with a cost savings of approximately \$112,213,589 to their bottom line.

[www.toyota.com](http://www.toyota.com), [www.lexus.com](http://www.lexus.com)

[www.ciwmb.ca.gov](http://www.ciwmb.ca.gov), [www.zerowaste.ca.gov](http://www.zerowaste.ca.gov)

## Corn: Summer's Most Prized Vegetable in Danger?



Perhaps no vegetable is more identified with the arrival of summer than fresh corn. Corn not only satisfies the palate, it is one of the most significant crops in the world. Unfortunately, corn might be changed forever by genetically modified production of the crop. According to scientific reports, there has been an unintended spread of genetically modified corn into Mexico, the birthplace of corn and a country where modified plants are not allowed. The introduction of DNA from genetically altered corn could cause the native corn to lose its ability to produce and reproduce in its natural environment. For more information about the potential dangers of genetically modified corn and other crops, go to [www.greenpeace.org](http://www.greenpeace.org)

### Corn-and-Cheese-Stuffed Chiles in Red Rice Serves 6

4 tablespoons extra virgin olive oil  
1 medium yellow onion, chopped  
2 cloves garlic, minced  
3 cups corn kernels, about 6 ears fresh corn  
1 1/2 teaspoons coarse salt  
1 teaspoon freshly ground black pepper  
1 cup (4 ounces) grated Mexican manchego or Monterey Jack cheese  
6 large poblano chiles, roasted and peeled\*  
4 cups cooked white or brown rice  
1 cup crema, crème fraîche, or sour cream  
1 cup Red Tomato Salsa (see recipe below)  
1/2 cup (2 ounces) grated añejo, Romano, or Parmesan cheese

Preheat the oven to 350 degrees F.  
Add oil to a medium saucepan over medium heat. Sauté onion for about 5 minutes until translucent. Add garlic and cook for 1 minute longer. Add corn, salt, and pepper, and sauté until tender, about 2 to 3 minutes. Transfer to a bowl and cool. Stir in manchego or Monterey Jack cheese. Carefully slit chiles lengthwise, removing seeds and veins, leaving stems and tops intact if possible. Stuff chiles with corn mixture.  
Arrange rice in a shallow buttered roasting pan or casserole. Nestle chiles in the rice in a single layer.

Mix together crema and Red Tomato Salsa and pour over all. Sprinkle with añejo cheese and transfer to oven. Bake about 25 minutes, until heated through. Serve hot.  
\* Fresh chiles can be roasted over a gas flame or on a tray under the broiler. Keep turning so the skin is evenly charred without burning and drying out the flesh. Transfer to a plastic bag and let steam about 10 to 15 minutes. To peel, pull off the charred skin by hand and dip the peppers briefly in water to remove any blackened bits.

### Red Tomato Salsa Makes 1 1/2 quarts

2 tablespoons vegetable oil  
1 medium onion, thinly sliced  
4 cups diced canned Italian plum tomatoes  
1 cup tomato juice  
2 cloves garlic  
1 large jalapeño chile, stemmed, seeded if desired  
1 teaspoon salt

Heat vegetable oil in a medium skillet over moderate heat. Cook onions until soft, about 10 minutes. Transfer to blender or food processor. Add remaining ingredients and puree, in batches if necessary, until smooth. Pour into a saucepan, bring to a boil, reduce to a simmer, and cook, uncovered, 20 minutes. Cool to room temperature and serve.

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Mary Sue Milliken and Susan Feniger are Chef/Owners of Border Grill Santa Monica, Border Grill Las Vegas, and Ciudad restaurants. For more info, go to [www.marysueandsusan.com](http://www.marysueandsusan.com)



## A Sustainable Lifestyle and Home for Families

What's that we keep saying? We want to leave our planet a better place for our children. That's the mantra of the environmentalist. In truth, that's the mantra of every parent on earth. So what better group for EMA to enlist as "new" partners in our efforts to educate and motivate than parents of young children? On a beautiful LA evening on April 18th we "invaded" the home of EMA Board members, Shana and Todd Garner for a fabulous dinner and great conversation about what else... a sustainable lifestyle and home for families.

Food Network chef Dave Lieberman created a beautiful, organic meal using ingredients purchased from the local Santa Monica Farmers Market. Appetizers included Tempura Fried White Zucchini, Smoked Salmon Tartar on Potato Crisps, and Crostini of Pork Tenderloin with Fig Jam and Parmesan Cheese. The main course started with a Gem Butter Lettuce Salad with Radishes and Snap Peas. A two-choice pasta dish followed, Rigatoni with Sunday Sauce and a Creamy Linguine with Shitake Mushrooms and Fava Beans. The final course of the evening was an amazing Strawberry and Rhubarb Pie with Lemon Vanilla Whipped Cream and a golden, hand rolled crust. Clearly, buying local has no limitations. Beverages were donated by Fiji Water, POM Wonderful, POM Tea and Square One Organic Vodka.

Debbie Levin and Todd spoke as everyone dined, about the easy, yet crucial ways we can create a safe, non-toxic, sustainable home for our families. It's as easy as keeping canvas bags in your trunk for the market and swapping out incandescent light bulbs for compact fluorescents, organic food in the fridge and taking your kids to the local farmers market each week! Obviously, we stressed making that family SUV a hybrid and why would you clean your home with dangerous chemicals instead of natural cleaning products that do the job just as well? Again, easy changes that keep your children's home environment as natural as possible.

A lively discussion lasted into the evening as small groups gathered to exchange ideas. The guests included: Denise and Dave Fleming, Michelle and Jack Giarraputo, Tera Hanks, Lisa Shotland, Amy Iorio, Rebecca and Rob Moore, Leslie and Doug Robinson, Shannon and Michael Rotenberg, Jessica Thomas and Chris Debolt, Lauren and Patrick Whitesell and Ana Berman.

EMA provided all guests with a kit full of all the necessary items to jump-start the greening of their homes and their children's environment. Gift bags included products donated by: Earth's Best/J/A/S/O/N, Zia, Shaklee, Earthbound Farm, Southern California Edison, SILK, E! Entertainment Television, Horizon Organic, Whole Foods Market, POM Pistachios and Eco Planet Cookies. Guests also received two new books, one by EMA Board member Elizabeth Rogers (featured on Oprah), *The Green Book: The Everyday Guide to Saving the Planet One Simple Step at a Time*. The other was from Myra Goodman, Founder of Earthbound Farm, *Food To Live By*.



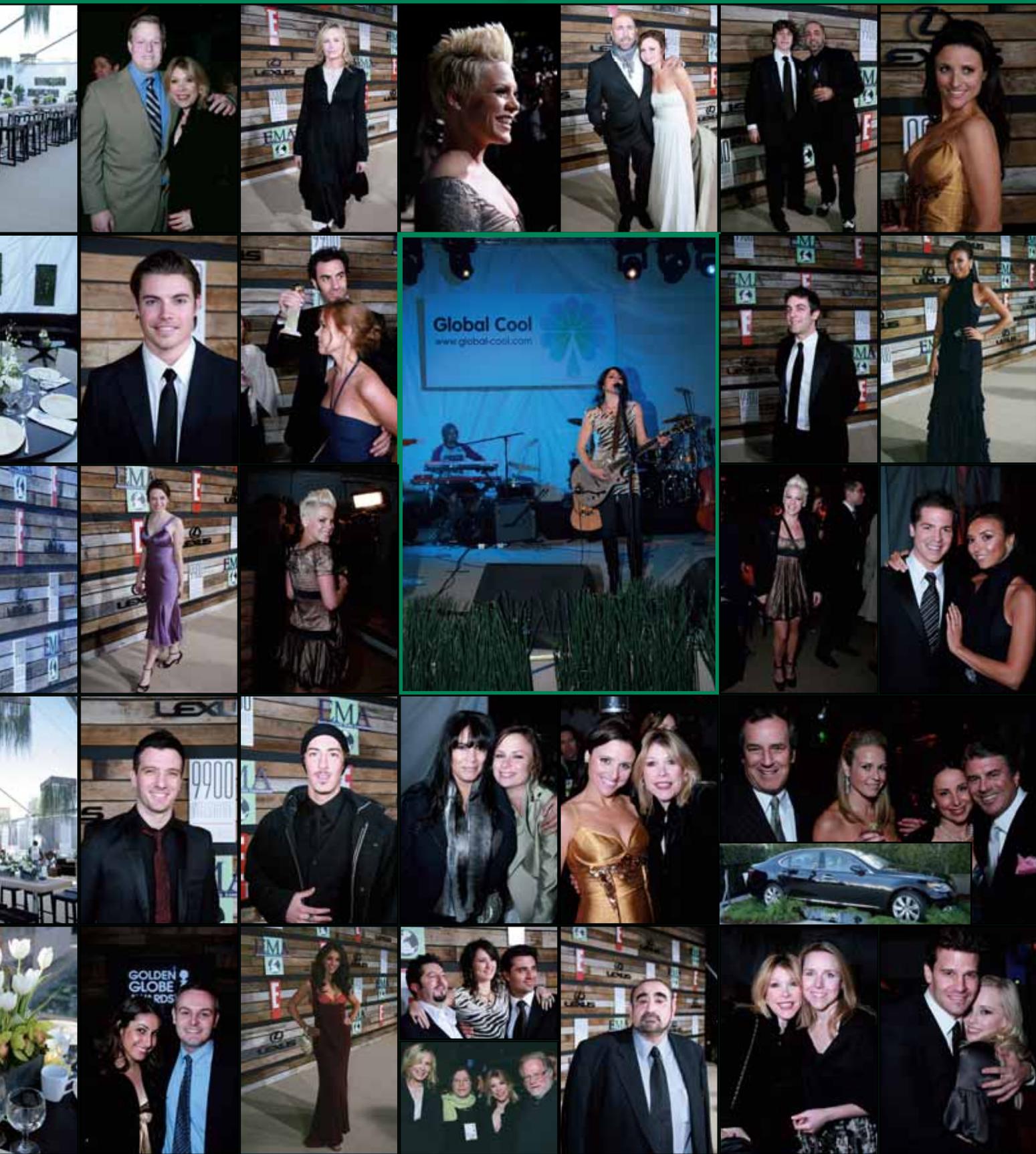


# THE EMA E! Golden Green Party





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## Golden Green Tree Planting by Patie Maloney & Beth Mullen



**EMA** and E! Entertainment Television combined forces with TreePeople, promising to plant a tree for every person attending the Golden Green Party at the 2007 Golden Globe Awards in celebration of an eco-friendly Hollywood. On April 4th we all gathered at TreePeople's Headquarters in Coldwater Canyon Park for a tree planting Ceremony and Press Conference. The trees planted were the first of the 800 trees, which will be planted throughout Los Angeles County in the next several months.

Andy Lipkis, TreePeople's Founder welcomed everyone and introduced Suzanne Kolb from E! Entertainment Television. Suzanne spoke about E!'s pro-social initiative "Play A Part," which is dedicated to supporting and communicating causes that impact society as a whole, and most importantly, providing the E! audience with the information they need to make a difference in their community. Debbie Levin thanked the celebrities and volunteers and reminded all present that trees provide oxygen, cool the streets and the city, clean the air and combat the Greenhouse effect by absorbing carbon dioxide.

We planted Coast Live Oaks, which are native and drought tolerant. Each tree was welcomed to the land, named and planted in an area with a beautiful view of the San Fernando Valley. If you have not been to the TreePeople location, you must go and enjoy the beauty of Coldwater Canyon Park.

TreePeople is an environmental nonprofit dedicated to helping nature heal our cities. Founded in 1973, TreePeople has planted more than 2 million trees in the LA area. More information can be found at [www.treepeople.org](http://www.treepeople.org)

Celebrity guests included Lance Bass (EMA Board Member), Ed Begley, Jr. (EMA Board Member; Living With Ed), Connie Britton (Friday Night Lights), Lauren Conrad (The Hills), Bryan Dattilo (Days of Our Lives), Rockmond Dunbar (Prison Break), Darcy Halsey (Drifter), Melora Hardin (The Office), Angela Kinsey (The Office), Ben Lyons (The Daily 10), Tyler Neitzel (300),

Oscar Nunez (The Office), Kai Nygard (rawfood.com), Race Owen (My Network TV's American Heiress), Christy Carlson Romano (Kim Possible), Alison Sweeney (Days of Our Lives), Aimee Teegarden (Friday Night Lights), Casper Van Dien (Starship Troopers), James Van Praagh (Psychic), and Constance Zimmer (Boston Legal).

E! Entertainment Television designed organic cotton T-Shirts for everyone. They also created some very special "Golden Green" shovels for the digging. Whole Foods Market donated the refreshments. The gift bags had goodies from Southern California Edison (MicroMax Energy Star Light Bulbs and Night Lights), Heaven Scent (Eco-Planet Organic Cookies), TransFair USA (Equal Exchange Fairly Traded Dark Chocolate Bars), and organic cotton T-shirts from E! Entertainment Television.







With the ever-growing demand for alternatives to fossil fuels, Waste Management is the first in its industry to take action. Waste Management, the leading provider of comprehensive waste and environmental services in North America, is also a leader in helping fulfill America's renewable energy needs through waste to energy production. Waste-based energy is a form of renewable energy that creates a closed loop out of the trash people generate – the trash picked up outside your home goes through a cycle that can bring power back into the home. Rather than expending more energy to dispose of garbage, Waste Management is using modern technology to convert garbage into energy!

Today's modern landfill is an environmentally safe system for waste disposal that minimizes environmental impact. Landfills also are a source of clean energy that results from decomposing waste, producing methane gas that can be used as fuel. Most landfills collect gas and flare it, but at more than 100 Waste Management landfills, the company captures the methane and turns it into a power source for generating electricity. Right now, Waste Management's landfill gas to energy projects produce enough energy to power more than 400,000 homes or save the equivalent of nearly seven million barrels of oil per year.

In another renewable energy source, Waste Management's subsidiary, Wheelabrator Technologies, diverts waste from a landfill. In fact, the company's 17 waste-to-energy activities reduce the volume of waste in landfills by 90% by burning garbage in special furnaces that directly converts it into electrical power or steam. The Wheelabrator plants have the capacity to process more than 24,300 tons of waste per day. Combined, they can produce 686 megawatts of electricity, enough to power 700,000 homes!

Waste-based energy is living up to the promise of becoming a reliable and economical source of power. Today, more than ever before, public utilities, communities and industries are looking for responsible ways to make renewable energy a part of their energy supply. Waste Management plays an important role in the drive to develop alternative energy sources and promote environmental sustainability. [www.wm.com](http://www.wm.com)



Eco-Planet started with a simple idea: Deliver great tasting organic cookies to kids and teach them about taking care of our planet! Their mission is inspiring kids to become environmental stewards of the highest degree. Made with the best organic ingredients, Eco-Planet Organic Cookies are baked in two yummy flavors: Vanilla and Cinnamon. And with every box sold, Eco-Planet donates a portion of their profit to support groups that educate on how to take care of our fragile eco-system. Eco-Planet, a brand of Heaven Scent Natural Foods, also believes that global action starts at home so cookies are baked in their own organic certified bakery and all fossil fuel usage is off-set with non-polluting wind power.

We at EMA are addicted to these delicious cookies and would like to thank our friend, Tom Mosk, for supplying our habit from time to time! Otherwise, Eco-Planet Organic Cookies are available at Whole Foods Market and specialty food stores across the USA.

[www.eco-planet.net](http://www.eco-planet.net)

[www.wholefoodsmarket.com](http://www.wholefoodsmarket.com)



Photo by Jerry DeWitt

## Help Make the Farm Bill a Food Bill

by Bob Scowcroft, Executive Director - Organic Farming Research Foundation

One thing we have in common is that we all must eat food. Every day. Few really think about this "function" unless it's about "where to eat," "what to eat" or for the unfortunate, "how and when can I eat." Remarkably Congress plays a major role in determining what is on our plates. Legislation renewing or affecting hundreds of food and farming issues is re-written every five years. It's called "the Farm Bill" (many of us are now calling it the Food Bill). It includes or impacts such critical issues as food stamps, school lunch programs, organic farming, beginning farmer programs, crop subsidies, environmental and conservation standards.

The Organic Farming Research Foundation (OFRF) has joined a national coalition of over 500 organizations seeking balance in our farm and food policies. Our contribution to this collaborative campaign is a series of recommendations calling for a fair share of our nation's agricultural research and marketing resources to be invested in organic agriculture. Currently representing 3% of our food economy, organic is on track to grow to 10% by 2013. Yet the U.S. Department of Agriculture's current investment in organic research and education is a little less than 0.6% of their budget. The net result will be that foreign imports will assume greater market share at the expense of America's organic family farmers and our environment.

The Farm Bill is up for renewal this year. Faith based organizations are working with anti-hunger activists, environmentalists are working with family farmer organizations, ranchers and land preservations have pledged to spread the word as well. To find out how you can work in support of a balanced Farm Bill visit [www.farmandfoodproject.org](http://www.farmandfoodproject.org). To find out how you can specifically support the expansion of organic food and farming visit our web site [www.ofrf.org](http://www.ofrf.org).

We can no longer afford to let special interests write farm legislation and line their own pockets with tax-payer's food subsidy money. If you eat, the future of America's food system is in your hands. Learn more, act now



## EcoManor First LEED Certified Green Home in the Southeast



Laura and Rutherford Seydel have given their home a tag line, "where luxury comes naturally." From the locally grown wood floors to the luxurious but natural fiber fabrics, the Seydels' home is a testament to green building done in style. The Seydels have made environmental advocacy their ambition through service on the Turner Foundation Board, Rutherford's work with Riverkeeper and Laura's leadership of the Captain Planet Foundation, which Laura founded to champion healthy indoor air for kids. And now, those goals have made its way into the Seydels' home - coined "EcoManor," the first LEED certified green home in Atlanta and in the Southeast. The Seydels' are just two of the many American homeowners who are eco-savvy and looking to make a difference in the fight against climate change.

A green home uses less energy, water and fewer natural resources; creates less waste; and is healthier for the people inside. The LEED for Homes Rating System, developed by the U.S. Green Building Council (USGBC), evaluates homes on their environmental performance in five categories: site location; water use; energy use; materials & resources; and indoor environmental quality. LEED for Homes is a rating tool for recognizing these types of homes, which are more durable and less costly to maintain.



Green touches dot every space of the Seydels' five bedroom home in Atlanta's upscale Buckhead neighborhood. The bathrooms use less fresh water by employing dual flush and low flow toilets that also utilize harvested rainwater. And while all the rooms rely on daylight as the main source of light, EcoManor is outfitted with dimmable compact florescent lights, which are energy efficient and produce less heat. All appliances within the house are Energy Star appliances, ensuring energy efficiency and quality. In fact, the Seydels' energy costs are predicted to be 80-90% below average for a comparable-sized home in Atlanta. The Seydels have shared the "greenprint" for their home including all the materials they used on their Web site - [www.ecomanor.com](http://www.ecomanor.com).

The Seydels' recognize the residential market sector's impact on the environment. More than 1.8 million residential buildings are built annually and contribute to climate change and other irreversible impacts on the earth. Houses account for over 20% of total U.S. energy consumption and are responsible for 21% of the nation's carbon dioxide emissions - one of the biggest contributors to climate change. The homes we build in this country soak up a lot of energy but they don't have to.

LEED certified homes are 30 to 50% more energy efficient than conventional, non-green homes. LEED homes generate lower energy and water bills and are healthier for families due to fewer instances of mold and mildew and other indoor toxins. And because these homes require less maintenance they contribute to an overall higher quality of life for the owner.

Currently, the USGBC has certified about 250 homes and over 4,300 homes have been registered, underscoring the mounting interest in green homes. The green residential construction market is projected to increase by 2010 into a \$20-30 billion market. For more information on USGBC and LEED visit [www.usgbc.org](http://www.usgbc.org)



### There are plenty of things you can do today to green your home and help lower your carbon footprint:

#### Reduce Water Use

- Indoor: Use less water by adding aerators to your sink faucets and changing to low-flow showerheads.
- Outdoor: Incorporate native plants in your landscape plan and minimize high-maintenance landscaping.

#### Switch to Compact Fluorescent Light Bulbs

- Compact fluorescent light bulbs (CFLs) reduce heat production, energy use and electric bills.

#### Use Products that Don't Emit Toxins

- Improve your indoor air quality by switching to products that don't give off toxic "volatile organic compounds" (VOCs). Look instead for paints, cleaning products and carpeting that are labeled "low VOC."

#### Buy Local

- Buying local produce reduces the amount of fossil fuels required for the transportation of products from other parts of the country or the world. It also reduces the amount of plastic and paper products consumed in the packaging of such far-traveling products.



## Welcome to a little better gas station, LEED-certified by the US Green Building Council.

[www.thegreencurve.com](http://www.thegreencurve.com)

**In February 2007, BP opened Helios House, a unique eco-friendly gas station on the corner of Olympic and Robertson in Los Angeles. Its striking stainless steel canopy draws in customers and stands as a testament to the fact that a gas station can be "a little better".**

This experimental site was created with the purpose of engaging consumers in a dialogue about ways in which their impact on the environment can be reduced. The GreenTeam of station attendants offer tips on how to become greener in your daily life. They will gladly check your vehicle's tire pressure and recycle your cell phone for you.



Where are you on your own personal green journey?  
Visit [www.thegreencurve.com](http://www.thegreencurve.com) or join us here at Helios House.

A visit to the station comes with a free tour of its sustainable features like solar panels, green roof, water reclamation, energy-efficient lighting, recycled materials, and CO2 absorbing landscaping.



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