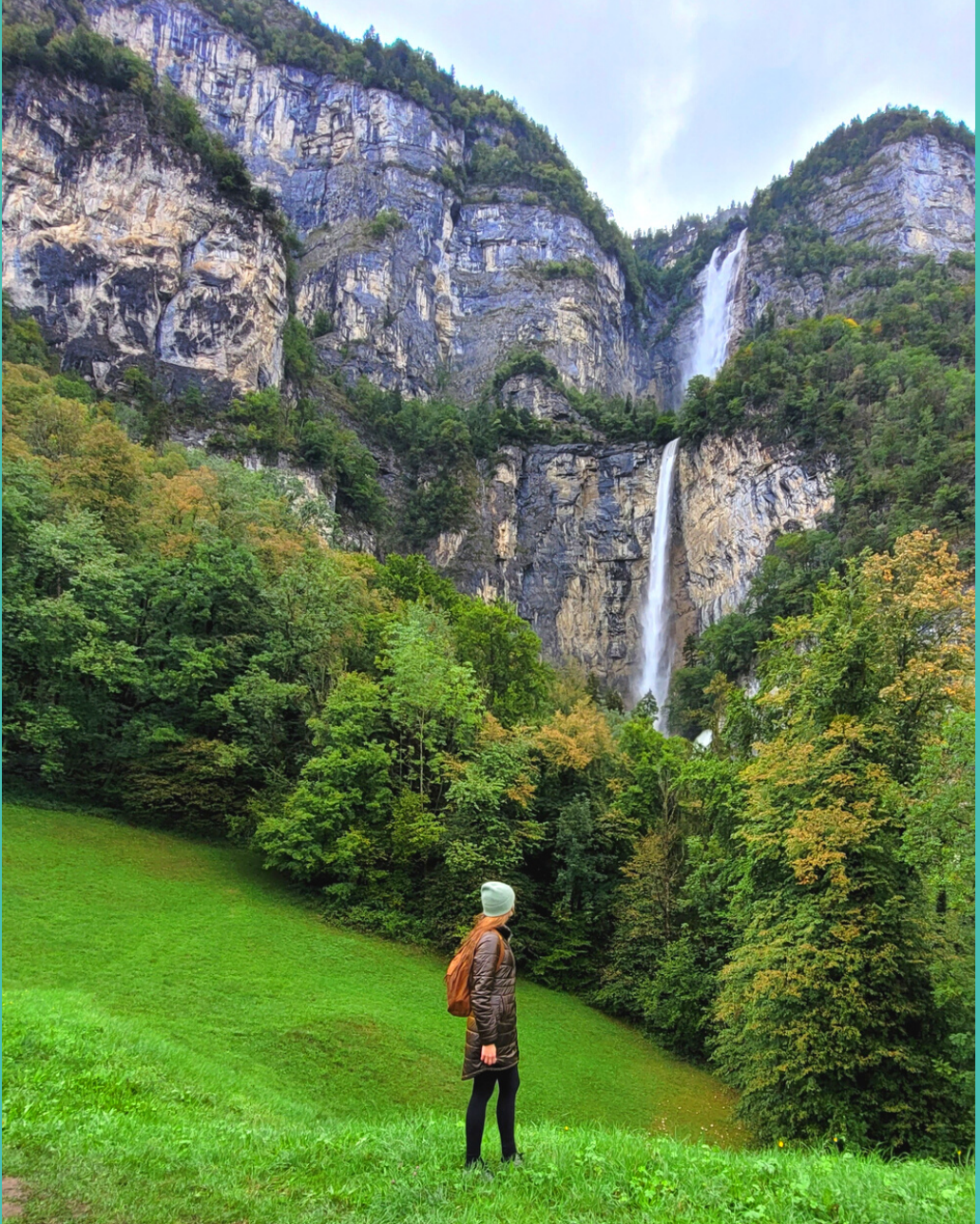


Person & Planet

P u r e v a n t L i v i n g



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WELCOME

Person & Planet by Purevant Living is a publication that shares all things good within sustainability and wellness including articles, company highlights, new product development, organizations, public policy, wellness and eco tips, recipes, artwork, and photography.

This publication is a valuable resource for businesses and consumers alike, to educate readers on sustainable solutions for the planet and personal health.

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LETTER FROM THE EDITOR

Dear Reader,

Thank you for caring about person and planet, to truly dive into the wellness and sustainability realms, to learn and be open-minded to the endless opportunities around us. Each quarterly issue of Person & Planet by Purevant Living explores initiatives that have the potential to positively impact your life and the surrounding environment. Even further, the goal is to share actionable steps that you can take as a consumer, a citizen, or even as a business owner. Your wellness and the health of our planet are intimately connected and we're faced with daily decisions and opportunities to make positive choices. Let this publication help you do just that, and to be additionally inspired and intrigued by the art and photography within. I promise to continue to research, interview, ask the right questions, and listen to those



willing to share their story and put person and planet at the forefront of their personal goals and business operations. As individuals it is possible to go about daily life according to these principles to the best of our ability, and as business owners by the UN's Sustainable Development Goals (SDGs) and by the Environmental, Social, and Governance (ESG) pillars.

To do our part, we have a commitment to donate 2% of every sale. We joined the Wisconsin Sustainable Business Council, 1% For The Planet, and Carbonfree® Partner Program for small businesses, to build a structure for giving back. Through these actions we are able to offset our annual carbon footprint from all operations. We currently print on demand as the most carbon friendly option, but plan to print more sustainably as the publication grows. Please enjoy and share this third edition!

Thank you for caring about person and planet,

Stephanie Krubsack

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Aspen, Colorado.
Photography by Stephanie Krubsack.

SUSTAINABLE INVESTING – HOW AND WHY?

by Greg Wait

Sustainable investing has become a widely accepted approach to generating competitive investment returns while having a positive global impact on people and planet. According to the US SIF Foundation, \$17.1 trillion are in sustainable investment strategies as of the beginning of 2020, a 42% increase from 2018.¹ This represents nearly 1/3 of total U.S. professionally managed assets. Globally, sustainable investment assets are expected to exceed \$53 trillion by 2025.² This incredible growth begs the question: How and why are assets invested in a sustainable and responsible manner?

Many people like to have a sense of purpose with their consumer purchases and investments. Sustainable investing can satisfy this desire by using the power of private capital to make positive changes in our world. Sustainable investing can take many forms, but at its most basic level, it integrates Environmental, Social and Governance (ESG) criteria into the investment selection process. For this reason, many in the media have simply tagged it “ESG investing.” However, sustainable investing is much broader than simply ESG integration.



Large institutional investors (like state pension funds, endowments, foundations, etc.) and money managers (like mutual funds) incorporate ESG data into their investment process mainly to identify risks and opportunities that would not be considered based purely on traditional financial metrics. For example, a consumer goods company might be subject to reputational risks if they are found to be using forced labor in their global supply chain. An oil/gas company may gain a significant competitive advantage if they build out their portfolio to include renewable energy. A financial services company may be subject to regulatory risks if it is not transparent with its accounting and corporate governance procedures.

While integrating ESG data into an investment process is a great start, positive global changes can occur through active shareholder engagement. When an investor owns shares of a company, that investor earns the opportunity to have a dialogue with

corporate management about further improving their environmental, social or governance policies. There are some wonderful examples of the positive outcomes from shareholder engagement:

- In order to curb climate change and prevent loss of habitat for endangered species,³ investors have received commitments from large corporations to reduce deforestation caused by the unsustainable production of palm oil, soy, cattle, and timber in Asia and Latin America.
- Investors have encouraged companies to develop procedures to audit their suppliers on specific human issues, such as labor rights, decent work with equal pay, health and safety, and gender balance throughout all levels of their supply chain. Many of these concerns are found in countries defined as low-cost, including India, China, Vietnam, Mexico, Brazil and others.⁴
- Companies have responded to investor engagement to align executive incentives with environmental sustainability goals.⁵

In addition to shareholder engagement, there are investments that are specifically created to have a positive social or environmental impact. Many of these "impact investments" are found in the fixed income and private equity markets. For example, there are investment opportunities in organic farming, sustainable timber, and "green bonds." Fixed income investments can have direct and measurable societal outcomes. For example, specific mortgages can be used to increase the availability and access to affordable, sustainable, and high-quality housing and reduce the rent burden for

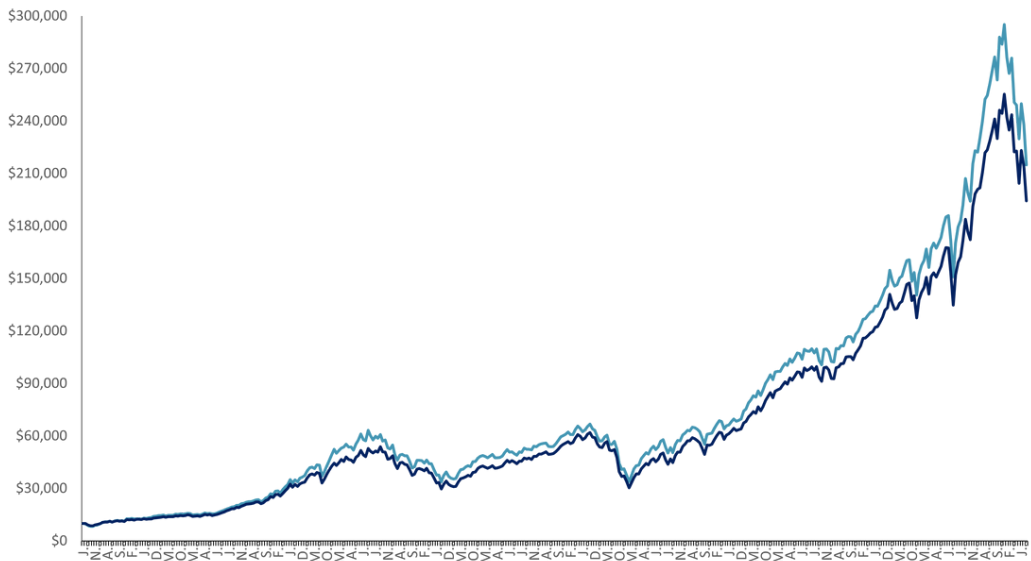


low- to moderate-income populations globally.⁶ In one of the most stunning examples of an impactful corporation, Patagonia's owner, Yvon Chouinard, recently transferred his family's ownership of the company to two new entities, including a nonprofit organization that will use the businesses' annual dividend distributions to fight climate change.⁷ Patagonia has long been a shining example of how a successful business can be managed sustainably and responsibly, with a mission much greater than simply serving its shareholders, but this is an amazing act of commitment to our planet!

To be sure, there are critics of sustainable investing. Some have surmised that ESG investing cannot possibly generate competitive investment returns because the

approach does not focus exclusively on shareholder value creation. Rather, like Patagonia, sustainable investing focuses on stakeholder capitalism. This criticism has proven to be unfounded. As an example of the potential investment merits of sustainable investing, the MSCI KLD 400 Social Index was created in 1990 to track companies with high ESG ratings, while excluding companies whose products may have negative social or environmental impacts. From its inception through 9/30/2022 (over 32 years), the KLD 400 Social Index⁸ has generated a return of +9.95% vs. the S&P 500 Index (a common index of U.S. stocks) return of +9.61%. So, an investment of \$10,000 in the MSCI KLD 400 Social Index in June of 1990 would now be valued at \$214,932. The same investment in the S&P 500 Index would now be worth \$194,384.

Sustainable, responsible and impact investing has generated strong interest in recent years for good reason. Investors now have access to many investment products that can generate a “triple bottom line” of people, planet, and profits.



*KLD 400 Social Index has generated a return of +9.95% vs. the S&P 500 Index return of +9.61%

Sources:

- 1 US SIF Foundation Report on US Sustainable and Impact Investing Trends 2020
- 2 Bloomberg Intelligence, February 23, 2021
- 3 www.greencentury.com/impact/
- 4 Saturna Sustainable Funds Impact Report 2021
- 5 Impax Asset Management Engagement and Policy Advocacy Report 2022
- 6 Nuveen Global Fixed Income Impact Report 2021
- 7 Letter by Yvon Chouinard, September 14, 2022
- 8 Formerly known as the Domini 400 Social Index

WHAT DOES YOUR MONEY SUPPORT?

unethical banks:



better banks:



Art As Activism, by Brenna Quinlan, illustration.



Fall in Breckenridge, Colorado.
Photography by John Zeising.



LESSONS FROM ACROSS THE POND: ECO-DISTRICTS OF NORTHERN EUROPE

by *Dr. Jeff Loux, University of California, Davis*

As the global population skyrockets in cities, the need to address urban sustainability becomes ever more acute. In response, many cities have developed large-scale urban experiments in sustainable living at the district scale. While they certainly do not have the market cornered, European cities in Sweden, Denmark, Germany and elsewhere have led this trend, and offer intriguing examples of “eco-districts” designed to change the way we live, work and recreate. This article examines four such “eco-districts” that are mature enough to be largely built out, fully lived in, and observed and studied for over a decade.

While each has unique characteristics and occupies a particular niche within the city, these districts share common objectives: (1) create higher density, full service urban districts, typically on in-fill sites and often redeveloped industrial, military or waterfront lands; (2) rely primarily on renewable energy for electricity, heating, cooling, cooking and related needs; (3) dramatically reduce or eliminate driving as part of daily life in lieu of transit, bicycles, walking and vehicle sharing; (4) develop innovative infrastructure for managing storm-water, wastewater, and solid waste that mimic natural systems and perform multiple tasks; (5) restore ecological function

(and urban habitat) with wetlands, forests, and recreational areas; and (6) do all of this while creating a high quality, desirable living and working environment for thousands of residents.

The author acknowledges the central role of the University of California, Davis, Summer Abroad program in enabling this research. Since 2007, when I created the course, Sustainable Cities of Northern Europe, we have been taking students on a guided “tour” of ten cities of various sizes in Sweden, Denmark, Germany and Switzerland (sometimes the Netherlands) to study innovations in urban sustainability. With over 250 students participating in this course, our goal is to identify sustainable practices and projects and ask ourselves, to what degree can these innovations be “brought home” to our U.S. communities.

Four Relevant Eco-Districts

The concept of large-scale urban redevelopment is hardly new and certainly not the exclusive domain of northern Europe, but the range, scale and success of these projects is noteworthy. Other “eco-districts” across Southeast Asia and the Middle



East, and other European projects such as Lombok in Utrecht (Netherlands) or Copenhagen's waterfront developments offer valuable exemplars. We focus on four projects here, each of which is described below.



Hammarby Sjöstad (Hammarby) is a 200-hectare, mixed-use development located south of the Södermalm in Stockholm, Sweden. Built on remediated brownfields along the Lake Hammarby waterfront, the site was previously a manufacturing and cargo port. Hammarby is one of twelve proposed in-fill districts in the city's master plan with the goal of "growing inwards." Hammarby is accessible by several modes of transportation – a 15-minute tram and subway (or bus) ride to central Stockholm and a short free ferry ride to nearby Sodermalm. The district includes four tram stations in a central spine so all residences and businesses are a walk away from transit. Planning for Hammarby began in 1996; the first

residents moved in during 2001; and construction continued until a few years ago.

The district is divided into twelve neighborhoods, each internally car-free with ample pedestrian and bicycle access, and complete with stores, service businesses, schools and parks. A large natural hillside park has been preserved and just off site is a winter ski hill and summer recreation area. Although the master plan was designed by public agencies, more than 40 private developers, builders and architects have been involved in the design and construction of individual buildings and neighborhoods. The design for each neighborhood includes guidelines on: neighborhood character, layout, architectural style, and recreation areas.

Buildings in Hammarby must meet rigorous energy efficiency standards, which have increased as each sub-area was completed. Heating is accomplished via a district heating system: 34% from the process of treating wastewater, 47% from combustible household waste in a co-generation facility and 16% from biofuel. On each block, recyclable materials are sorted by residents and put into chutes connected to underground vacuum tubes. These tubes connect to collection points where recyclable goods and waste are taken for processing. When sewage is treated,

sludge is extracted to create biogas and solids. The biogas is used in cooking and to power public transportation. The remaining sludge is used as a fertilizer because of high phosphorus content. The purified wastewater returns to the district heating and cooling plant where heat, and then cool water is extracted, fed back into the heating and cooling system before being released into the lake. Storm water is collected by green roofs, bioswales and restored wetland areas. These "closed loop" systems are one of the reasons Hammarby has attracted worldwide interest.

Vastra Hamnen (Western Harbor) in Malmo, Sweden encompasses 140-hectares at the shoreline of the Oresund, directly across from Copenhagen. During the 1970s, economic recession crippled the local ship building industry, leading to the loss of many of Malmo's large employers. This resulted in a decline in all aspects of city vitality, as well as uncharacteristic unrest in local populations. The waterfront land lay vacant for years until the city began a period of "rebirth" based on principles of sustainable development. The "Bo01" area of the Western Harbor was one of the first new projects to be completed (2001) in time for the European Housing Exposition. Development of the expansive eco-district has continued since, section by section, with each new neighborhood improving on what was built before it. Western Harbor is home to Malmo University, and multiple major technology and biomedical employers.

The vision for Western Harbor is to create a complete urban center with employment, universities and schools, housing and commercial uses and recreational opportunities. Sustainability, density, accessibility, recreation, and intimacy were defining concepts for the plan, as well as re-establishing Malmo's connection to the shoreline and sea.

The Bo01 neighborhood along the shoreline was the first to be developed and includes 60 different housing styles with 85% apartments, 15% townhomes including student flats and a retirement complex. No two buildings in Western Harbor are the same. Each was designed by a different architect, using materials and styles meant to reflect various European design traditions. On the perimeter along the shoreline, buildings



are taller and wider to block North Sea winds and create an intimate “rabbit warren” of walkways and courtyards amongst the smaller housing units. Nearby, the most prominent architectural feature of Western Harbor is a 54-story residential tower designed by Spanish architect Santiago Calatrava, known as the “Turning Torso.” Recreational and open space encompasses over 50% of the overall landscape. A dizzying array of recreational and park features dot the district from shoreline promenades to skateboard parks and children’s playgrounds.

Except for emergency vehicles, ride share and taxis, auto traffic is controlled to give priority to pedestrians, cyclists and transit. Bus stops are located within 300 meters of each block, and natural bio-gas buses run to the city’s center every 5-7 minutes. A data network allows residents to view real time bus schedules and reserve biogas-fueled shared vehicles and carpools. There is an abundance of cycle lanes with roughly one-fourth of the daily trips made by bicycle. Most of the parking in Western Harbor is in structure or underground.

The energy system is built on a commitment to 100% renewable energy from local sources. The energy mix includes roof-mounted solar photovoltaics, a 2-MW wind turbine, municipal waste incineration, and a ground-source heat pump station and groundwater aquifer heat-exchange system. Heat is extracted from the sea and rock strata, and methane gas from local refuse and sewage, which, after being treated, is supplied to the district through the city’s natural gas network. Green roofs absorb rainwater and serve as insulation in winter and summer, and all run-off is conveyed through an open swale system. Like Hammarby, recycled materials and solid waste are collected through an underground vacuum tube system and picked up at selected locations. Food waste is processed with a garbage disposal and integrated into the bio-gas energy production system.

Rieselfeld is located in the southwestern German city of Freiburg, a community of over 200,000 long acknowledged for its sustainability efforts. Planning for Rieselfeld began in 1991; the first phases of housing were built in 1994, and the district is mostly built out today. Rieselfeld is designed to serve residents, especially families, through provision of affordable housing, local services, access to green space and walkable neighborhoods linked to public transportation. When development is completed, an estimated 4,200 housing units and 11,000 residents will live in Rieselfeld, and over 1,000 jobs. Prior to development, the land was used to dispose of treated wastewater effluent in something of a “sewage farm.” The Rieselfeld district sits on a total of 320 hectares owned by the city, but only 70 hectares are used for the urban footprint, while the remaining land is set aside as a nature reserve and edge of the city.

The plan for Rieselfeld focuses dense development in the center of the district along a multi-modal spine, which includes the city-wide electric tram. Mixed use buildings (4-6 stories typically) allow for thriving retail, service and restaurant areas, as well as apartments. Circulation for the district includes a network of pedestrian and bicycle paths, as well as traffic-calmed streets for automobiles. Freiburg's city center is 15 minutes by tram from any of the three stations along the spine. Blocks in the district are divided into multiple lots so that investors can purchase and develop land. Private developers are required to abide by specified density and design requirements, but size and style of units vary. The district reflects special consideration to planning for the needs of women, families, disabled and elderly residents. All structures in Rieselfeld are required to meet strict energy efficiency standards and connect to the district heating system powered by a cogeneration plant. Data suggest that construction in Rieselfeld reduces greenhouse gas emissions by nearly 50% compared to traditional buildings.

Rainwater is filtered through permeable surfaces, green roofs and collection points before it is re-circulated into the nature reserve. Additionally, rainwater is used to irrigate landscaped portions of Rieselfeld's developed areas.

Approximately 20% of the units in Rieselfeld designated for social/affordable housing. Approximately 40% of the housing is owned and developed as a form of



cooperative housing known in Germany as "Baugemeinschaften." The district also includes multiple schools and day care facilities, a community center and library, churches and substantial recreation facilities.

Vauban is also located in Freiburg, Germany on a 38 hectare site of a former French military base bought from the German National Government by the City of Freiburg in 1992 for 2 million Euros. Ideas for developing the neighborhood began in 1993; detailed plans for Vauban were completed in 1999. Phased construction of the neighborhood began in 2000 with the final phase completed in 2008.

City planners developed a master plan for Vauban through a series of urban design competitions and citizen participation processes. Once the master plan had been decided, the land was divided into individual parcels that were put up for sale to co-operatives and commercial builders. The City emphasized the importance of citizen participation by recognizing Forum Vauban, a legally recognized and on-going dialogue forum.

The comprehensive plan for Vauban includes housing for 5,000 residents and space for 600 jobs. The plan prohibited detached housing and buildings exceeding four stories to ensure a compact, yet human-scaled urban environment. Each parcel was sold to co-operatives or private builders, creating a diversified aesthetic, and varying levels of affordability. The "blocks" are arranged perpendicular to the main tram line to ensure a short walk to one of three stations. It takes 14 minutes to travel to Freiburg's city center and the university center. Green "wedges" in every neighborhood provide community areas for community gardens, children's play areas, and various forms of recreation. The district is bounded by a restored creek and walking path and capped at one end by a large green space. There are several mixed use blocks with stores, restaurants, lodging, and services and schools for varying ages. Outdoor plaza space provides for a small local farmer's market and community event space.

Most of the "streets" in Vauban are multi-use "play" streets (based on the Dutch "woonerf" concept) providing shared space for slow vehicles, bicycles, pedestrians, and families. Parking is not allowed on private property or along streets, but is available in garages at the edges of the district, and underground in larger complexes. Residents who wish to own a car must rent an expensive parking space; up to 40% of residents do not own a car.

Within the district, 65% of energy comes from a local co-generation plant that runs on wood-chips and biogas. Solar photovoltaics and regional wind power supplement the remaining energy needs. All units in the district must meet strict low energy standards including over 50 passive houses and approximately 100 "plus energy" units (located in the nearby solar village).

Water conservation and recycling through the use of greywater is a common feature. Water from common uses such as showers and dishwashing is returned for flushing toilets and outdoor gardening. Green roofs, pervious paving and bioswales capture and store rainwater throughout the year.

While housing prices are relatively high, affordable options include the co-operative ownership model (Baugemeinschaft) and retention of some of the original military barracks to provide transitional housing, student housing and a camping area.

Lessons Learned

Over-generalizing is dangerous – but drawing comparisons and parallels can offer useful insights, and recognizing unique successes is especially enlightening.

Scale And Time: analogous to earth's geophysical processes, working at a large scale and over several decades allows meaningful innovation in infrastructure that cannot be accomplished by a single development or neighborhood. Having the investment power and population to expand or develop an entire municipal transit system, wastewater treatment facility or university enterprise means systems can be reinvented, not tinkered with. A single building, or development can only "hook up to the grids and pipes" while these large eco-districts have the impetus for leaps in sustainability performance.

Community Engagement: each of these projects took years to plan and build, and relied on multiple layers of community and municipal engagement. While the approach differs across countries and cultures, bringing together citizens, decision-makers, and organizations with experienced professionals was an essential element in creating places that are ultimately desirable to live in and a seamless part of the urban fabric.

Public-Private Partnerships: virtually non-existent in much of American planning, eco-districts benefit greatly from financial, technical and political support not just of the city, but the national government and European Union. The notion of "vertically integrated" urban systems is essential, particularly "up front" to pay for clean-up costs, create new infrastructure, prepare building sites, and develop amenities for community benefit.

Measurable Progress: while indicators vary, and the level and depth of data are sporadic, each of these projects has demonstrated substantial improvement in energy use, transportation footprint, and waste reduction, while remaining viable as real estate developments and full service neighborhoods. We do not have great data on social and economic performance, but clearly the jobs created, businesses and universities thriving and land values suggest some level of success.

Social Performance And Commercial Viability Lag: not surprisingly, social equity, in particular affordability of housing and diversity of jobs, have not fared as well as bio-physical indicators. There are exceptions, such as Vauban and Rieselfeld with their various levels of housing affordability, but districts like Hammarby are primarily higher end housing and specialty employment. Similarly, like almost all new mixed use development, the retail and office components lag behind the residential. Given proximity to thriving historic downtown centers, this might be a preferred outcome.

Build The Infrastructure First: as a result of the scale and public partnerships, each project was able to develop major new infrastructure such as tram lines, solid waste and recycling conduits, and schools and parks prior to or simultaneously with residential and commercial building. This results in a community able to function immediately at a high level, and to avoid the inevitable backlash that comes when trying to “squeeze in” infrastructure once a project is occupied.

Learn As You Go: build-outs take 10-20 years and, while based on initial master plans, each district improved as it built out. Examples include significant energy efficiency upgrades in later stages of Hammarby and Rieselfeld and increased densities and improved transit services in the later stages of Vastra Hamnen.

Location, Location, Location: there is no substitute for selecting the right place to



make investments at this scale. Finding an area large enough with recognizable land ownership, capacity to “clean-up,” close to the existing urban core and transit connections, and with some ability to create an aesthetic urban environment (e.g. industrial waterfronts, mature trees and landscapes, views, shoreline proximity) are all factors underlying the success of these new urban places.

Large-scale urban “eco-districts” provide unique opportunities to advance sustainable objectives. And, cities in northern Europe’s “old world” just might be teaching some fresh lessons for the “new world.”

AMPAIRE IS ON A FLIGHT PATH TO ZERO EMISSIONS AVIATION

by *Pauline Bohnert*



Aviation is responsible for over 2% of global emissions, a figure likely to grow as airlines expand and other sources of emissions are reduced. Nevertheless, there are promising approaches to decarbonizing aviation.

For close to two years, I've been working at a company that is doing something about aviation emissions. It's called Ampaire and it is about to fly a hybrid-electric regional aircraft that can reduce emissions as much as 70 percent. Such an aircraft can also reduce noise pollution and address the poor operating economics for small regional airlines.

There are several paths to emissions reduction, but none of

them are easy. Currently, there is a lot of industry focus on sustainable aviation fuel (SAF). It's hard to produce and expensive and only available in limited supplies, but over time it could be available in more places. An Ampaire hybrid-electric aircraft using SAF would be virtually emissions free.

Another way to zero emissions is through new technologies such as electric propulsion or hydrogen fuel cells which can potentially also reduce noise and improve airline economics. Current batteries for fully electric propulsion are too heavy, expensive and have too little energy storage capacity. Hydrogen is difficult to store, and tanks are too heavy and voluminous. Figuring out where they would go in an aircraft is just one problem for engineers. All those factors affect airline operations, either by reducing payload, range or worsening economics. They are perhaps long-term solutions, but what can be done in the meantime?

Ampaire's approach is to focus on practical use of technologies available today. Ampaire is an electric aircraft company that is based in Los Angeles, California and is working on electrifying aircraft since 2016. Its first demonstrator aircraft, the Electric EEL, flew in 2019.

Ampaire decided to start with a practical approach of hybridizing existing airframes. That means, the existing inefficient engines are taken off and newer, more efficient and



smaller engines are added as well as electric motors. The company can reduce emissions with small, efficient gas engines optimized for cruise power, plus electric engines for additional power required during high power phases such as take off and climb. Reducing fuel consumption tackles already two challenges for airlines, reducing emissions and operating costs.

The hybridization route is compelling because it relies on conventional combustion engine technology supplemented by a compact additional system for electrical power. Battery weight is kept to a minimum versus an all-electric aircraft. This reduced battery weight

allows a hybrid aircraft to retain its ability to carry a full load of passengers or cargo over long distances.

The Ampaire approach also allows the batteries to be recharged by the combustion engine in flight. This is very helpful for airlines as it could be a number of years before ground charging stations are widely available for aircraft.

Because Ampaire relies on existing technology and is not designing an entirely new aircraft, just replacing the propulsion system on a current design, it can reach the market sooner. It expects to certify its nine-passenger Eco Caravan in 2024, likely years ahead of all-electric or hydrogen-powered aircraft.

Whilst the Eco Caravan will be the company's first commercial product, It has already designed and flown two converted six-seat Cessna 337 testbed aircraft, the Electric EELs. They have demonstrated the hybrid principle on several commercial routes around the world. One of the testbeds completed its trial flights in Maui, Hawai'i, in 2019, reducing travel time on the island by 88%. The same aircraft has also flown in Scotland and England demonstrating fuel reduction

on existing commercial routes. The second Cessna 337 testbed is mainly used by ARPA-E (Advanced Research Project Agency – Energy), a branch of the U.S. Energy Department, to test advanced technologies such as inverters, new power distribution systems etc.

From test flying these aircraft, many lessons have been learned that can only be obtained by physically testing new technology. Hybrid technology is proving itself today, helping Ampaire in its longer-term objective of designing fully electric clean-sheet design aircraft as battery technology improves. A fully electric aircraft would reduce noise pollution as motors are quieter than engines, the direct emissions would become zero and the operation of the aircraft would become much cheaper as seen in the EV industry.

Remote communities that lack reliable transport connections due to the marginal economics of regional airlines experience negative ripple effects as their economies falls behind. Connectivity becomes even worse as airlines withdraw service. Hybrid-electric and, eventually, all-electric aircraft can reverse this trend by lowering operating costs and improving airline profitability. It will also make flying less expensive for passengers.

It's an exciting time to be working on these technologies. Ampaire believes its part of a revolution in aviation. And it may not be too long before you board one of the company's low-emission, quiet and affordable airplanes.





Grant Park in South Milwaukee, Wisconsin.
Photography by Stephanie Krubsack.

HOW FORWARD-THINKING BUSINESSES CAN ADDRESS SYSTEMIC INEQUALITIES THROUGH ADOPTION OF THE SDGS

by Angelina “Lina” Godinez and Lisa Geason-Bauer,
Evolution Marketing, LLC

SUSTAINABLE DEVELOPMENT GOALS



According to the United Nations Human Rights Office of the High Commissioner, “Extreme inequalities are the defining issue of our time. ... Rising inequalities are undercutting development progress, frustrating poverty eradication, and producing social, political and economic instability.” We as leaders in the Certified B Corporation® movement of “people that are using business as a force for good” have a real opportunity to adopt the framework of the UN Sustainable Development Goals (SDGs) to address extreme inequalities.

For those not familiar with the 17 SDGs, they are unique in that they are interconnected and interdependent — meaning that in order for countries, governments, NGOs, and businesses to address global human rights and the extreme inequalities that exist, we also have to address the social, environmental, and economic imbalances. Underpinning the SDGs are 169 targets that were created

as a blueprint to help stakeholders implement equitable systems that benefit all humankind. Historically, systems of inequality have manifested in several forms, acting as “disproportionate threats to the enjoyment of several human rights ... including the right to equality and non-discrimination, the right to life, the right to health, right to an adequate standard of living, and cultural rights” according to United Nations experts in the 2021 Special Procedures of the Human Rights Council.

Existing social and racial inequalities continue to produce disproportionate social and environmental harms to marginalized communities. One of the ways systemic racism continues to be reinforced is through environmental racism, a term that civil rights leader Benjamin Chavis explained as “the racial discrimination in environmental policymaking, the enforcement of regulations and laws, the deliberate targeting of communities of color for toxic waste facilities, the official sanctioning of the life-threatening presence of poisons and pollutants in our communities, and the history of excluding people of color from leadership of the ecology movements.” These injustices block the progression of both environmental and social sustainability and pose serious threats to the right to and quality of life for all. Movements for gender, racial, and environmental justice have emerged in response.



Gradual progress continues to be made as we re-center the spotlight on marginalized voices that have largely been absent, despite being a critical component of the equity discussion. How do we ensure that the voices of those who have been muted are now heard? Through participation in grassroots movements, individuals have found a sense of self-empowerment uniting with others around a common cause. For change to occur, individuals from all walks of life are called to use their power to be part of the solution by championing the voices of those who are underrepresented. Businesses can and should be participating in this movement by using their influence to create pathways and opportunities so all members can fully participate, benefit, and contribute to society.

Adoption of strategic business management systems (i.e. human resources and operations) built around issues of equity has the potential to be a major force for good and address social problems.

Businesses are feeling pressure from their external stakeholders to address and solve economic, social, and environmental inequalities. This is an overwhelming task, but the SDG blueprint¹ offers guidance and a clear path for businesses to follow. Businesses are facing a choice: They can join the global movement by operating within the framework of the SDGs or gamble their profitability and future success on inaction.

2 Ways to Address Systemic Inequalities Through Business

Taking action can simply begin with building connections with underrepresented stakeholders, which in this context refers to marginalized groups in our society. As explained by Sociology IGNOU, those who are marginalized do not “enjoy the same privileges as that of the rest of the society.” Proactive businesses are leveraging their diverse relationships with underrepresented stakeholders to address systems of inequalities by listening to, amplifying, and honoring voices from the Black, Indigenous, and People of Color (BIPOC) community. Below we share two concrete, practical solutions that businesses can take immediate action on: (1) fostering diverse circles and (2) intentionally creating diverse supply chains to address inequity in the workplace.

Fostering Diverse Circles

(are directly tied to the U.N. Sustainable Development Goals below)



Exposure to people with different life experiences, backgrounds, and cultures is critical for one to begin to unpack the complexities around social problems in our society. Within both personal and professional circles, network with others who are different from yourself in order to form a variety of connections. Through these extended relationships, an opportunity exists to create overlap that allows for stronger channels of compassion and empathy with individuals you would not normally come into contact with. While news coverage helps bring about awareness of systems of inequality such as major environmental racism issues like the Flint water crisis, many communities' stories go untold in the media. Purposefully building diverse circles in the workplace and in our personal lives provides a space for stories to be shared directly, gaining attention and concern.

In the workplace, building diverse spaces includes creating a culture of inclusivity and acceptance — where all employees are able to “lean into” their unique skill sets and life experiences while on the job.

“Diverse teams have been shown to produce stronger results — in their ability to attract, retain, and satisfy employees; to increase shareholder returns in the private sector; and to improve academic outcomes in the education sector,” according to the 2017 Unrealized Impact: The Case for Diversity, Equity, and Inclusion study.² By prioritizing diversity in the workplace and company culture, employers are able to help people in their workforce thrive, thus reducing economic inequality.

For those organizations that are just beginning the journey to creating a more equitable workplace, we would encourage them to focus on adopting inclusive economy strategies, such as the incorporation of human rights, employee engagement programming, and robust community outreach engagement efforts. Businesses can use the SDG Action Manager Tool¹ to help map their progress and take proactive actions to address systemic racism. Other types of consciousness-raising employee educational programs such as implicit/unconscious bias, allyship, and anti-racism training can be effective tools to start the conversation in your business.

The B Lab Climate Justice Playbook for Business: How to Center Climate Action in Climate Justice³ is another comprehensive new resource. It calls on the “global business community to make a fundamental shift in mindset and behavior, to evolve from extractive and exploitative to regenerative and equity-driven — putting those who are most impacted by climate change at the forefront of driving solutions.” The playbook provides direct efforts to help businesses combat environmental and social inequalities through real-world examples, business-to-business advice, and

human stories that highlight “just how essential it is to center the voices of those most affected if we are to make real progress on climate action.” These resources and many more can help businesses facilitate cultures of equality where employees are able to build diverse relationships and adopt systems of change in order to address inequalities.

Intentionally Creating Diverse Supply Chains

(are directly tied to the U.N. Sustainable Development Goals below)



Issues of corporate transparency and credibility can make or destroy the reputation of a business. Prior to 2020, many companies had made statements about their need to support diverse suppliers and adopt ethical procurement practices as part of their commitment to external corporate social responsibility. With the resurgence of the Black Lives Matter movement came an increased demand by the “public” — consumers, employees, and investors — about these corporation’s actual number of BIPOC suppliers. Initiatives such as The Black Dollar Index⁴ were formed to hold corporations accountable to their Black stakeholders and address systems of racial inequality.

SAMPLE: Evolution Marketing Supplier Sourcing Policy

Evolution Marketing aims to source professional services from companies that share our triple bottom line values. We screen our suppliers for their adoption of responsible environmental and social business practices and actions. In addition, Evolution Marketing provides preference in contracts to Wisconsin-based women, BIPOC, LGBT + owned businesses. We also strive to support other micro-businesses that are operating in a responsible, ethical manner when it comes to hiring subcontractors to perform work on behalf of Evolution Marketing.

To effectively build a diverse supply chain network, business leaders need to take intentional, strategic action by adopting organization-wide supplier diversity policies. Unilever⁵ is an example of a large multinational company that has a comprehensive Responsible Sourcing Policy. At Evolution Marketing, we created a Supplier Sourcing

Policy that speaks to our values as a women-owned business. Both examples highlight different ways businesses are striving to address systems of inequality.

Employers can further empower their workforce by providing educational content on their company-wide policy, sharing it internally within departments and externally on the company website. Operations and business leadership can also form strategic partnerships with trade organizations that represent diverse stakeholder groups, such as the Women's Business Enterprise National Council (WBENC),⁶ the National Minority Supplier Development Council (NMSDC),⁷ and the National LGBT Chamber of Commerce.⁸ Some industrial sectors also have their own public databases for buyers and sellers working in the manufacturing space; one that we use when sourcing suppliers for Evolution Marketing clients is Thomasnet.⁹ We are able to screen our supplier searches based on diverse business ownership and third-party responsible certifications and location. Other actions that can be taken by larger companies include creating a diverse vendor database and providing a formal mentorship program for diverse vendors.

Future of Business & SDGs



Target 8.5

By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value



Target 10.2

By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

Opportunity for Change

Businesses have incredible opportunities before them; they can choose to proactively address the systems of inequality that exist within their organization by aligning their company's actions to the SDGs or they can risk their businesses' survival. The two practical actions we suggest protect and promote "the right to an adequate standard of living" by the adoption of SDG 8 (Decent Work and Economic Growth) and its target 8.5 as well as the "right to equality and non-discrimination" by the adoption of SDG 10 (Reduced Inequalities) and its target 10.2.

At Evolution Marketing we have chosen to be proactive. For us, that means we are consciously aligning our business practices to the SDGs.¹⁰ We have operated our

business for over a decade with the belief that government and nonprofits cannot solely be responsible for addressing global social problems and inequalities — we believe that business should also provide solutions. One way that we are able to help provide solutions is by sharing free sustainability resources in an open-sourced manner on our website. We have divided the resources into three categories that correspond to the triple bottom line — corporate social responsibility, environmental stewardship, and economic viability — and we have paired the SDGs to each of those categories. Join us in using business as a force for good and utilizing the SDGs so that we can co-create a more equitable and just world for all.

This article was written by Evolution Marketing team members - Sustainability Marketing & Communications Intern Angelina "Lina" Godinez and company President Lisa Geason-Bauer. Evolution Marketing is a women-owned Certified B Corporation® that works at the intersection of sustainability consulting and marketing communications. Learn more at [GreenMkting.com](https://greenmkting.com)

Sources:

- 1 The SDG framework has been built into a tool by B Lab Global and the United Nations Global Compact. The SDG Action Manager Tool is free for business to use and it can be accessed at: <https://www.unglobalcompact.org/take-action/sdg-action-manager>
- 2 To read the entire Unrealized Impact Report from 2017 go to: <https://www.promise54.org/wp-content/uploads/Unrealized-Impact-2017-Full-Report.pdf>
- 3 Download the B Corp Climate Collective's Climate Justice Playbook for Business at <https://pardot.bcorporation.net/climate-justice-playbook-for-business-2021>
- 4 Black Dollar Index and information about the program at: <https://blackdollarindex.com/our-story/>
- 5 Unilever's Supplier Diversity Program for North America: <https://www.unileverusa.com/planet-and-society/supplier-diversity-at-unilever-north-america/>
- 6 Women's Business Enterprise National Council (WBENC): <https://www.wbenc.org/>
- 7 National Minority Supplier Development Council (NMSDC): <https://nmsdc.org/>
- 8 National LGBT Chamber of Commerce: <https://nglcc.org/>
- 9 Thomasnet: <https://www.thomasnet.com/>
- 10 Evolution Marketing Impact Reports: <https://greenmkting.com/doing-good>

*The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States. United Nations Sustainable Development Goals web site: <https://www.un.org/sustainabledevelopment>



Tumpani, by Sol Anzorena,
digital painting.

Tumpani is the goddess who plays the Moon for her drum, thus instilling rhythm into life on Earth. Da-DOUM, Da-DOUM! The sea inhales, exhales. Da-da-da DOUM! Lungs expand, contract. With each beat, babes are born; with each silence, the tide retrieves them.

It was Tumpani's music which woke the Great Turtle from her slumber at the bottom of the ocean. When the Turtle arose, her shell became the original continent of the world. Another story tells of the cracking of that shell and the separation of the One into the Many, but we shall leave it for another day.

There are some who wish Tumpani would stop playing her drum, because they want life to remain forever the same. But they don't understand. That would not be life at all, no more than an inhale without an exhale.

Doum... Doum... Doum... Doum...

by Tom Grotewohl

Sol Anzorena,
Argentinian visual
artist, photographer,
muralist, musician
and self-taught
jewelry maker.



Starved Rock State Park, Illinois.
Photography by Stephanie Krubsack.

THE MANY FACES OF NATURE SPRITES DESIGNS

While on a hike or exploring nature, what do you see? Perhaps you notice the trail, the forest, the trees, the detailed bark on the trees, the many patterns and shapes the bark creates, and the faces...yes, faces that seem to stare back with a bit of mischief and magic.



To singer and songwriter Barbara Stephan, stepping further into the photography and artistic realm came naturally, yet unexpectedly. A hike in Oregon caused her to see nature in a new form, bringing it to life through the faces and characters that appeared before her eyes. Stephan stated, "This is all so fascinating to me.... It's like I spontaneously woke up one day to a world of unending imagination. Faces of creatures and otherworldly beings are constantly coming to life before my eyes."

There are three steps to her creative process. First she sees an interesting pattern that may look like a face and takes a photo. Second, she spends hours pouring over the patterns in the photos, turning them this way and that until, third, upon seeing an incredibly symmetrical face a tingling sensation washes over her as if the image has

come to life, looking back from another world, heightening the mystery and awe of our present world. Stephan stated, "My intent in sharing these images is to stir up those same feelings of awe in the beholder. To bring to life the knowing in each human being that the magic inherent in this world is at the core of our very beingness."

After capturing the photo, Stephan interacts with these sprites, contrasting the colors and accentuating their facial characteristics based on her intuitive connection with them and their natural origination. Whether the sprite was found on a piece of bark in the woods or in between the swirls of marble on her bathroom floor, she edits the images and even draws over the printed photograph to fully capture the essence of the faces, bringing them back to life in their true form via mixed media.

Through her works entitled, SHE, Elf In Marble (found within the marble floor inside the Hilton Hotel in downtown Milwaukee), Man In The Wood, The Baba Yaga, and others, Stephan wants to share these images to inspire a greater connection with nature, and our need to preserve it. She even partners with One Tree Planted, committing to plant a tree with each customer purchase. Stephan shares, "We aren't just connected to nature... we ARE nature. We ARE the product of nature's incredibly powerful imagination. We are meant to live and thrive in a flow of our own, unique creative power."

You can view her work at www.naturespritesdesigns.com



LIKE|MINDED: AI-POWERED WORKPLACE CONNECTION SOFTWARE



"As AI-powered workplace connection software, Like|Minded aims to solve this problem by sparking new connections between colleagues and creating stronger cultures."

Did you know that when someone gets married they lose an average of 3 of their closest friends? According to Like|Minded Co-Founder Jeremy Fojut, as you change and move into new life stages including a new career, marriage, or having kids, statistically we lose friends. Even further, we tend to change our friend group by 48% every 7 years. As "AI-powered workplace connection software," Like|Minded aims to solve this problem by, "sparking new connections between colleagues and creating stronger cultures."

Since we spend such a large part of each day at our place of work, starting here seemed like the best solution to bring in quality over quantity friendships that are not as transactional and are based on the individuals within. First starting the company Newaukee, Fojut was driven by people, passion, and purpose, hosting networking events throughout Wisconsin. He started seeing patterns of how and why people connect. Although he was creating events at a civic level,

it wasn't scalable across the world. Especially since the pandemic, something was triggered, where it was known that everything as we know it would change on some level, from how we work to where we connect. Loneliness became even more evident as in person events were canceled and personal transactions moved to only digital platforms.

Since the pandemic, 68% of individuals in western cultures feel socially isolated or lonely. The lack of in person interactions increased this problem. Statistically, it takes 50 hours of interaction to turn someone into an acquaintance and 100 hours into a friend...and that's only for in person hours, not digital interactions. The digital count could be even higher. With the digital age we are more connected than ever, but less connected to each other. Additionally we are overall more anxious, and lonely, and not just from technology but from the erosion of institutions according to Fojut. In relation to the effectiveness of in person interactions, studies have shown that 80% of our considered best friends are within 7 years of our age and live within a 7 mile radius. According to Fojut, due to the fact that connectedness is based on repetition and frequent interactions, if individuals lived in a specific area there would be many micro interactions in an eco chamber. Even people that live in cul de sacs are less lonely than those that do not because they can see each other regularly. Digital systems and delivery options lessen the possibility of many micro interactions.



Fojut stated, "Connection is a currency, the more social capital they have, the more they will grow and belong. It's important to authentically connect instead of in transactional or large quantities of individuals. This can create anxiety and disengagement, as more choice isn't always the best choice."

Like|Minded uses algorithms and artificial intelligence to connect others to form lasting relationships. Forming these connections encourages individuals to get people out of their bubbles. Unexpectedly, interests play no part in the connection. Just because two individuals may like the same interest, that doesn't guarantee that they'll form a connection.

The focus is more around personality and current stage in life. Like|Minded also uses people analytics to help employers understand what employees want and what motivates them based on personal values and interests. The program also helps them identify "Super Connectors" and "Innovators" within the company who naturally seek out interaction and positive change, to create meaningful connections between fellow employees. Like|Minded focuses on creating diverse teams "that lead to diverse thinking and progress."

All of the research and testing, zoom calls, in person testing, and AI creates a deeper understanding of how personalities are measured by extremes and is based on how we are feeling. There are 6 personality types and prediction measures used for the programmatic matching, a 6 month onboarding program, and user manual on how to make connections. The program even sends more information on how you can connect to yourself better.

In the first 60 days, individuals are encouraged to connect with a certain number of people, including connecting for coffee or at an event outside of the company. Before meeting, individuals are given icebreakers and information on how each person likes to be communicated with in the form of a tool. Fojut found that people who receive this information on how to communicate with each other based on personality assessments, talk 30 minutes longer than those who don't. Since there are different types of communication styles, this helps identify what topics of conversation are best or relatable, and interesting for the other person.

Like|Minded aims to help solve social isolation and loneliness to "help deliver happiness" for the future. Some of the individuals who met through this service have become roommates, been in each other's weddings, and even started businesses together. Fojut shared, "It's important to connect with people to have a happier life-outcome, to help people become happy and share memories and experiences."



Fall in Breckenridge, Colorado.
Photography by John Zeising.



TASTE LIFE NUTRITION: THE SCIENCE OF FUNCTIONAL MEDICINE FOR PEOPLE & PETS

photography by Kalen Jesse

Functional Nutrition

“Data shows that the decisions we make about our health are physically passed on for SEVEN generations! Imagine that! When we make healthy decisions for ourselves, we are literally making healthy decisions for generations to come. It’s a big responsibility to understand that we have control of our health and our future. Taking responsibility for our health always has a direct impact on the community. Helping someone understand their body and giving them the tools to continue to create health and live optimally gives that person the ability to then pass that on to their children and their community,” according to Nikki Burnett, functional nutritionist and founder of Taste Life Nutrition.

Burnett determines the root cause of the symptoms through a combination of functional lab testing and a comprehensive history of personal health and lifestyle choices. With this data, she can create a foundation to help others regain their health in a more balanced and healthy way of living. To help others fuel their success with healthy nutrition she shares, “What many people don’t realize is that challenges such as chronic stress, brain fog, low energy, and stubborn chronic issues frequently have their root in unhealthy foods and unknown inflammatory conditions. Based in the

science of functional medicine, I help people tailor their food to their unique biochemical makeup and lifestyle needs, to free them from what is holding them back so they can feel great, thrive, and do more of what they love. Real vitality means understanding your body and its needs because our culture is filled with false information and quick fixes that don't work."

"If we truly want to thrive, we need to feed ourselves real and healthy food. If we are going to reach our personal and professional goals, we need to make sure we have the right fuel for success. It's an understanding that food is not just food, but a language. The nutrients that we take in tell our cells and DNA what to do. If we eat processed, unclear foods, the body receives an unclear line of communication and becomes confused. Over time, disease develops. When we eat clean, chemical-free foods, our body receives a clear line of communication and knows what to do."

Canine Nutrition

For canine nutrition, Burnett aims to help pet parents learn to feed their dogs real, healthy food. With a master's degree in animal science, she bases her teaching on the latest research. With tips and eating plans for pets, Burnett shared that a variety of whole foods, including ginger is great for canine joints. Dogs should eat certain meat, organs, bones, vegetables, berries and even garlic, avoiding anything damaging or harmful. Burnett shares, "We've had the wool pulled over our eyes for way too long regarding what the true health of our furry family members looks like. We are told that "human food" is bad for animals...WHAT?! It's FOOD!!! We love our animals and want the best for them. I want to take away the fear that the big food companies have created and teach people that we can feed our animals real food and they will thrive."



Dogs are omnivorous, meaning they need both plants and meat for optimal nutrition. Feeding dogs fresh uncooked food is important, as they wouldn't have cooked food in the wild, according to Burnett. "Dogs don't digest cooked fat well, it's really hard on their pancreas as they don't have good digestive enzymes. Historically they would rely on their prey in the wild to give them the digestive enzymes and probiotics that they need to break down their food. Dog food companies will put in probiotics, but they are live microbes and can't take high heat so you end up with dead probiotics and synthetic nutrients that have to be put back into the food. When a meat product is cooked at super high levels, that creates potential carcinogens. Additionally, big pet food companies tell us that dried kibble is healthy but it actually creates perpetual dehydration." Burnett encourages others to serve their dogs real food, to live as long as 30-35 years, to keep them around longer considering all that they do for us as pets and family members. "Burnett shared, "I had dogs on their deathbed because no one could figure out what was wrong. We changed their food, supported their gut, and they're now alive and thriving."



People & Pets

It is possible to create a healthy environment for your entire household, including both people and pets. Burnett can help you understand how to naturally support your own health through the proper foods that uniquely support your system. Taking the proper steps can help heal conditions such as infertility and hormone imbalances in men and women, gut dysfunction, autoimmune conditions, cardiovascular disease, unhealthy weight and more. Serving only the approved foods that are best for your canine friends can help them with allergies, weight issues, skin issues, and help them to live longer. An evidence-based approach can help you take control of your genetic destiny!



Karlštejn Castle, Czech Republic.
Photography by Stephanie Krubsack.

HOW TO CREATE A LIFELONG YOGA PRACTICE WITH BHAKTI YOGA

by Molly Sommerhalder; photography by Dan Herda



What is Bhakti Yoga? And how can it help create a lifelong yoga practice? Bhakti is spiritual practice or spiritual path in the Hindu and yoga tradition. Its focus is the loving devotion towards a personal deity, God, Universe, Divine, or anything we connect to on a spiritual level.

This path is used to reach Moksha (release from the cycle of rebirth impelled by the law of karma) and can be practiced in many ways. The most traditional practice of Bhakti yoga is Kirtan and this is the devotional chanting of the names of God. Other methods can be prayer, Japa (repetition of mantra), and devotion to the Divine - in society, in nature, in ourselves, and in all of creation. The practice of prayer or japa can also be used during your asana

yoga practice by repeating a mantra, affirmation, or prayer as you breathe, move, and pause. You can also focus on a poem, story, or deity. As you move your body, it can seal in the spiritual practice and spark devotion into your heart.

Bhakti yoga takes us beyond the body and mind to create a space to discover our inner self and our connection to the Spirit or Divine. As we practice yoga over time, it can feel stagnant or we might even pause or give up the practice. By adding in a spiritual practice like Bhakti, we start to fill the void that the soul needs to continue on life's path and provides us the support we need to remember to be of service to the world.

Next time you come to your mat, try including a bhakti or spiritual focus to unlock the power of the spiritual path of yoga. Learn more about Bhakti-Infused Yoga classes, mantra, and more with Molly Sommerhalder at slwellness.info.

Ceremonial Drum,
by Sol Anzorenas,
painted using
natural and non
toxic pigments.





Starved Rock State Park, Illinois,
Photography by Stephanie Krubsack.

TUNING FORKS FOR HEALING

by Danielle Crampsie, Soundwave Wellness



If you haven't heard of tuning forks for healing yet, you are not alone. They are newcomers in the wellness scene, and although their popularity is on the rise to many their unique qualities and characteristics still remain unknown. You might have had the pleasure of experiencing one in a yoga class, or at the end of a sound bath, but these powerful little wands of sound magic definitely deserve their own spotlight.

Unlike gongs and singing bowls tuning forks are very portable sound tools which are accessible and easy to use. Their beneficial qualities can be felt immediately, making them a perfect tool for sound healing self-care.

So, what exactly are tuning forks and how can they improve your life?

Tuning Forks are vibratory acoustic instruments traditionally used to tune musical instruments, however they can also be used to tune the vibrations of the human body. When you strike a tuning fork it creates a vibration and therefore a sound. The tip of a vibrating tuning fork can be placed on the body, their sound can be listened to next to the ears or they can be used to balance the energy in your magnetic field. Their sound and vibration have an immediate calming effect on the body.

Physics has taught us that we are vibratory beings in a constant state of motion. Spiritually we know that our true nature is at a state of ease, but our current lifestyle doesn't always promote this state of ease does it? I think we can all relate to the feeling of stress, anxiety and fear as a vibration that is far from ease. In sound healing circles we refer to this as a state of dis-ease. While moments of dis-ease can be helpful for our evolution, problems can occur when we experience this state of dis-ease too often. This can throw our system off balance.

We all know how helpful it is to have practices and tools which remind the body to relax, calm our racing minds and return to a state of balanced awareness. However it's not always practical to unroll our yoga mats, chant a Sanskrit mantra and retreat to a child's pose. This is where a tuning fork can help! Specialized tuning forks for healing purposes are tuned to frequencies that have a balancing and healing effect on the body. Their pure frequencies, as well as their overtones resonate with the body's natural state of ease.

Tuning forks interact with your body's personal vibrations helping to balance any underlying edginess. They use the principle of resonance to entrain the body's vibrations transforming any dissonant vibrations into coherent energy. Our body recognizes this as a calming force and our system begins to relax with the help of their soothing harmonic vibrations. Just think about



how your favorite song makes you feel, or the comforting sound of your lover's voice. Now imagine you can achieve that state of ease and comfort in just 30 seconds, at your own convenience with just the strike of a tuning fork. You can use them at any time, anywhere, they take less than a minute to help and they fit nicely in your purse!

Of course if your self-care involves not lifting a finger then you need to try a personal tuning fork session. A personal tuning fork treatment is like a vibratory massage for your cells that comes complete with a balancing of your energy. During a personal tuning fork session tuning forks can be applied to energy centers and acupressure points on the body. The use of tuning forks on acupressure points allows you to access

the healing power of acupuncture without the needles, which is a bonus for those who don't like to be punctured.

Tuning Forks can also be applied to pain points as well. Their pressure and vibration help soothe pain, release fluid in the area, relax tension in the muscles and bring new blood flow into the area. So, if your elderly father finds all this energy healing a little too woo-woo you can introduce him to tuning forks to help with that old shoulder injury.

If you suffer from headaches, migraines and/or chronic sinus infections tuning forks can be particularly effective. They are great at relieving pressure, draining the sinus' and getting built up fluid in the lymph nodes moving.

Tuning forks treatments can also be done as an energy healing technique at a distance. Distance healing works mostly in your magnetic field and helps to balance out areas of dissonance in your field, releasing any stuck energy and getting those good vibes flowing again.

Results from distance sessions can include more clarity, a feeling of becoming 'unstuck', less emotional pain and even a decrease in physical pain. People report a feeling of freedom and lightness and the ability to tackle overwhelming tasks, like cleaning out that storage unit you've been avoiding for the last 5 years.

Tuning forks are a fast and easy way to shift the nervous system from your fight and flight mode, where your anxiety, fear and pain lives, to rest and digest mode. This allows your body's natural intelligence to kick in and do the healing for you so you can feel calm and relaxed and ready to face our challenging world with focus and ease.

Just like musical instruments, sometimes our body's vibrations can use a little tune-up. Tuning Forks are the perfect solution! They are portable, easy to use and their healing effects can be experienced in just seconds. If you are interested in purchasing your own tuning fork for self-care, are curious about personal treatments or would like to learn more about our practitioners training course please get in touch at soundwavewellness.com.



Art As Activism, by Brenna Quinlan, illustration.



Prague, Czech Republic.
Photography by Stephanie Krubsack.



HEALTH BENEFITS OF OOLONG TEAS

by Jennifer Nowicki

In the East tea has been known to be the key to good health, happiness, and wisdom for thousands of years. Most people in the West know that green tea can be very healthy for you, but many are just starting to understand that all tea is healthy unless you or the company that blends the tea adds something unhealthy to it. Oolong tea has been gaining more followers in the United States and this should continue because scientists are researching these teas more and finding many great health benefits to them too. In this article I will focus on the health benefits of oolong teas.

Oolong tea is a semi oxidized tea from *camellia sinensis*, the tea plant. Green and white teas are not oxidized, and black tea is completely oxidized. For simplification's sake, oolong is between a green tea and a black tea with the oxidized level usually between 20% to 80%. Oolong tea is an excellent source of minerals including manganese, potassium, magnesium, niacin, and sodium. Some of the main antioxidants in oolong tea, known as tea polyphenols, are theaflavins, thearubigins, and EGCG. Also, because oolong tea is semi-oxidized it is believed that it may contain

the health benefits of both green tea and black tea. In traditional Chinese medicine oolong tea is usually considered a cure for many ailments and a go-to for health and longevity. The polyphenol antioxidants in oolong tea may help maintain normal blood sugar levels and decrease the risk of developing type 2 diabetes, however more research is needed. Oolong has not been researched as much as green and black teas, but that is changing. Accordingly to two studies from 2021¹ and 2019² report links between regular tea consumption, improved blood sugar management, and a lower risk of developing type 2 diabetes. One study of more than 76,000 Japanese adults observed that men who drank at least 1 cup of oolong tea per day had a 61% lower heart disease risk.³

It was long believed that the antioxidant activity from tea was solely responsible for its capabilities to decrease body fat, but researchers are starting to believe that tea's ability to enhance enzyme inhibition and antioxidant interactions with gut microbiota may be the reason for the weight loss capability.

Several components of tea may benefit brain function like caffeine can increase the release of norepinephrine and dopamine. These two brain messengers are thought to benefit mood, attention, and brain function. Further research shows that l-theanine, an amino acid in tea, may also help boost attention and relieve anxiety.

A 2014 review reports that tea containing both caffeine and l-theanine increased alertness and attention within the first 1 to 2 hours after consumption. Few studies have looked specifically at oolong tea, but two studies from 2008⁴ found that a "high level" of tea consumption was associated with a lower risk of cognitive impairment and cognitive decline.⁵ This effect was particularly strong for regular black and oolong tea drinkers. Another smaller study from 2010⁶ linked regularly drinking green, black, or oolong tea to improved cognition, memory, executive function, and information processing speed in older Chinese adults.

One study showed that people who drank black, green, or oolong tea daily over a 10-year period had 2% higher overall bone mineral density.⁷ Several other reviews report similar positive effects of tea on bone mineral density. Higher bone mineral density⁸ could lower the risk of fractures, but a direct link between oolong tea and fractures has not been investigated yet.⁹ Finally, research has linked tea consumption to better dental health, including decreased plaque and gingivitis, which equals healthier teeth overall

One small study from 2001¹⁰ looked at oolong tea's ability to help manage eczema in 118 individuals with severe cases of eczema. They were asked to drink 33 ounces (1 liter) of oolong tea per day, in addition to maintaining their normal treatment. After one month, there was "marked to moderate" improvement in their conditions, with signs of improvement noticeable as early as 1 to 2 weeks into the study. Even further, the improvement persisted and was still observed in 54% of the individuals 5 months later.

I write on the health benefits of certain types of tea because it is the least researched, as this is changing, but hopefully in a few decades people can write more definitively about oolong tea's specific health benefits instead of generalizing it with tea's health benefits, as more scientific research is needed. One thing that is true about oolong tea, unless you or a tea company adds something unhealthy to it, it is healthy.

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Ritual Necklace, by Sol Anzorena, stitched and beaded freehand design on fabric.



ABHYANGA TO RESTORE THE BALANCE OF DOSHAS

by Dr. Ameeta Goyal, ADA All Naturals

Abhyanga is a head to toe massage with warm body oils. The practice of Abhyanga helps restore the balance of doshas in the body. The doshas are constitutions in the human body called Vata, Pita, and Kapha.

Váyu may be understood as nerve force, electro-motor, physical activity or that, which is responsible for motion. It is commonly called air. The root, 'va' means to spread. In Western terms, it is the electricity setting the organism into motion, maintaining the equilibrium between Pitta and Kapha (inerts).

Pitta relates to internal fire, bile, body heat, digestive enzymes, physio- chemical, biological, metabolic and endocrine systems. It is responsible for digesting the chyle into a protoplasmic substance like sperm and ovum.

Kapha fills the intercellular spaces of the body as connective tissue. Examples of these tissues include mucus, synovial fluid, and tendons. Kapha is responsible for the gross structure of the body (solid and liquid/phlegm- plasma). Each person is made up of a combination of these elements.

Some of the benefits of Abhyanga include nourishing the body, lubricating the joints, increased blood circulation, calming the nervous system, stimulating internal organs, better sleep with a good scalp massage and also eliminating impurities from the body by cleansing. This cleansing is a mindful process that helps calm the mind and de- stress.

Method to apply the oil:

- Warm the oil. Oil should be warm not hot
- Apply to the crown of your head and massage your scalp and hair
- Massage in circular motion on the face, cheeks, temple, jaws, ears, earlobes
- Use long strokes to massage the arms and the legs
- Use circular strokes to massage the knees and elbow joints
- Massage the chest, abdomen in clockwise circular motion
- Massage your feet and hands and areas in between fingers
- Foot and hands have nerve endings connecting the vital organs, to help calm the nervous system.

You can learn more about organic and cold pressed oils that rejuvenate the skin at adaallnaturals.com

Sources:

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Karlštejn Castle, Czech Republic.
Photography by Stephanie Krubsack.

STUFFED ACORN SQUASH

by Cindi Lockhart, RDN, LD,
functional nutritionist

Ingredients:

- 1 acorn squash
- 1 tbsp avocado oil, divided
- ¼ tsp Himalayan sea salt
- 1 pound ground chicken or turkey (pastured if able or vegan substitute)
- 1 medium yellow onion, diced
- 4 Swiss chard leaves & stalks, finely chopped (keep separate)
- 1 shiitake mushrooms, sliced (remove stems)
- 1 c cauliflower rice, fresh or frozen
- 1 medium apple, organic (Fuji, Pink Lady, or Honeycrisp)
- 2 sage leaves, finely chopped
- ½ tsp fresh tarragon, finely chopped
- 2 sprigs thyme, leaves only



STUFFED ACORN SQUASH

by Cindi Lockhart, RDN, LD,
functional nutritionist

Directions:

1. Preheat the oven to 375 degrees.
2. Place parchment paper on a baking sheet (I prefer the compostable option).
3. Cut the acorn squash in half from end-to-end and remove the seeds with a spoon.
4. Add 1 tsp avocado oil, ¼ tsp salt, and pepper (as desired) to each squash half.
5. Place the squash, face down, on the baking sheet and bake for 40-45 minutes or until the skin is able to be pierced by a fork.
6. While the squash is baking, heat a large skillet over medium-high heat.
7. When the skillet is hot, add 2 tsp avocado oil and the ground poultry or substitute, stirring occasionally, until there is no pink color left.
8. Remove the ground from the skillet and set aside and reduce the heat to medium.
9. Add the diced onion to the skillet, cooking 5-7 minutes until it's translucent.
10. Add the Swiss chard stalks and saute for 2 minutes.
11. Add the mushrooms and cook for another 3-5 minutes, until the mushrooms have shrunk and browned.
12. Add the cauliflower rice to the skillet and cook until softened, 5 minutes.
13. Add the apples and Swiss chard leaves to the skillet and cook until the apples have softened and the chard is wilted, 3 minutes.
14. Turn the heat off, add the herbs, and stir until completely mixed in. Taste and add salt as desired.
15. Remove the acorn squash from the oven, once done, and flip the halves over. Divide the filling between the two halves. Enjoy!

GINGERBREAD COOKIES

by Susan Krubsack



Ingredients:

- ½ brown sugar
- ⅓ c cold water
- ¾ c dark molasses
- 2 ½ tbsp shortening

- ½ tsp salt
- 3 ½ c flour
- 1 tsp ginger
- ½ tsp cloves
- ½ tsp allspice
- ½ tsp cinnamon
- 1 tsp baking soda

Directions:

1. Mix the molasses, sugar, water and shortening.
2. In a separate bowl mix the remaining dry ingredients.
3. Add both wet and dry ingredients together.
4. Form into a large ball, wrap in waxed paper, and refrigerate 2 hours or overnight.
5. Roll out the dough with flour and cut into desired shapes.
6. Grease cookie sheets and bake at 350 degrees for 7-10 minutes.
7. When cool, you can frost and decorate!

FARMERS' MARKET MUSHROOM RISOTTO

by Lisa Geason-Bauer

Ingredients:

- 2-4 tbsp olive oil
- 8 c vegetable broth
- 1 red onion chopped
- 1 large leek chopped
- 1 white onion chopped
- 2 heads garlic minced
- 1 yellow onion chopped
- 1 tbsp fresh rosemary chopped
- 2 ½ c white button mushrooms rough cut
- 4 ½ c baby portabella mushrooms rough cut
- 1 ¾ c wild brown basmati rice (uncooked)
- 1 ¼ c white basmati rice (uncooked)
- sea salt, celery salt, pepper to taste
- Optional: WI parmesan cheese (finely grated) to taste, as a topping



FARMERS' MARKET MUSHROOM RISOTTO

by *Lisa Geason-Bauer*

Directions:

1. Place 2 tbsp olive oil into a large kettle pot on the stove on low heat.
2. Add chopped onions and leek to the pot. Sauté until onions begin to become translucent.
3. Add chopped mushrooms and continue sautéing until the mushrooms become light brown, using olive oil as needed.
4. Heat up the vegetable broth on the stove in another pan. Once fully heated, keep on low heat.
5. Wash rice and then add to the sautéing pot, mix and cook for 5-7 minutes.
6. Take a ladle and begin to scoop the warm broth into the sautéing pot.
7. Stir and watch as the rice absorbs the liquid, continue to slowly add one ladle of broth at a time.
8. Cover the pot and let it simmer on low heat for 5 -15 minutes until liquid is absorbed. Repeat until all broth has been absorbed (about 1 hr or 1 hr. 15 minutes).
9. Flavor to taste with sea salt, celery salt, and/or pepper.
10. Scoop into bowls and lightly dust the top of the risotto with finely grated WI artisan made parmesan or no cheese for the vegan risotto option. Source local and organic ingredients when possible!

CZECH CHILI WITH DUMPLINGS

by Stephanie Krubsack

Chili Ingredients:

- 1 tsp salt
- 1 tsp cumin
- ½ tsp pepper
- 1 c dry red wine
- 5 c cooked lentils
- ½ tsp cayenne pepper
- ½ tsp ancho chili powder
- 3 c canned chopped tomatoes (no salt added)

Dumpling Ingredients:

- ½ tsp salt
- ½ c water
- 1 c gluten-free flour
- 1 tsp baking powder
- 3 tsp dried parsley (or a small bunch of fresh parsley)

Directions:

1. First rinse the dried lentils.
2. Next, mix the remaining chili ingredients and lentils in a large soup pot on the stovetop.
3. Bring it to a boil, then reduce heat and simmer for one hour.
4. While the above is cooking, prepare the dumplings. If using dried parsley, mix the water and dried herbs ahead of time and set aside.



5. Mix the remaining dumpling ingredients together with the water and parsley.
6. Bring a medium sized pot $\frac{3}{4}$ full of water to a boil. The easiest way to obtain mini dumplings is to take the dough and cut off little chunks into the boiling water with a kitchen shears. Boil for 5-10 minutes (less time = chewy dumplings).
7. Just before serving, mix the dumplings into the chili.
8. Serve and garnish with dairy-free cheddar cheese and fresh parsley!



Rib Mountain State Park, Wisconsin.
Photography by Stephanie Krubsack.



Happy Fall

one?

all!

yum!

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