**2010 Symposium on Enhancing Sustainability at Iowa State University:**

**Building the Green Continuum**

**Great Hall, Memorial Union**

**February 23 & 24, 2010**

**Speaker Information and Biographies:**

**Tuesday, February 23, 2010**

Public Lecture: Innovation and Ethics, Yvon Chouinard, Founder and Owner, Patagonia, Inc.



**Yvon Chouinard** is founder and owner of Patagonia, Inc., based in Ventura, California. He began in business by designing, manufacturing, and distributing rock climbing equipment in the late 1950's. In the late 1980's, he began directing company activities and management practices in a manner to inspire and implement solutions to the environmental crisis. As part of this goal, Patagonia instituted an Earth Tax, pledging 1% of sales to the preservation and restoration of the natural environment. In 2001, Yvon, along with Craig Mathews, owner of West Yellowstone's Blue Ribbon Flies, started One Percent For The Planet, an alliance of businesses that contribute at least 1 percent of their net annual sales to groups on a list of researched and approved environmental organizations.

Yvon spends much of his time in the outdoors and serving on the boards of numerous environmental groups. "I work every day of my life. My job is to be the 'outside' man, studying lifestyles around the world, coming up with ideas for new products, new market trends, seeing that Patagonia stays relevant in a rapidly changing world."

**Wednesday February 24, 2010**

Keynote Address: Green Economy Campus: Change Management for Sustainability Leith Sharp, Founding Director, Harvard University's Green Campus Initiative



**Leith Sharp** has 18 years of experience in greening universities around the world. Beginning her career in 1993 as the first paid environment officer of the University of New South Wales (UNSW), to establish one of world's first green campus programs. In 1999 Harvard University recruited Leith to become the founding director of Harvard's Green Campus Initiative (Recently renamed the Office for Sustainability). By 2008, under her leadership, Harvard had the largest green campus organization in the world and was a recognized global leader in campus sustainability, receiving the highest national green campus ratings from the Princeton Review, the Sustainable Endowments Institute, the Sierra Club and Grist.

Leith has consulted and presented to over 100 organizations and sits on the governing committees and editorial boards of numerous organizations dedicated to greening higher education including the Association for the Advancement of Sustainability in Higher Education and the International Journal of Sustainability in Higher Education. Leith is currently engaged in a variety of international campus sustainability related speaking, writing, teaching and consulting activities. Leith has an ongoing affiliation as a visiting scholar with Harvard School of Public Health and continues to teach organizational change management for sustainability and green building design through Harvard's Extension School.