

Green Leaves

Rachel's Network Quarterly Newsletter

Volume 2, number 3, September 2003

RN Broadens Its Scope of Outreach

The purpose of our organization has always been twofold: to use the strength and clout of the membership to forge environmental reform from the women's perspective and to seek ways to build connections and educational opportunities for our individual members. As Rachel's Network matures, we are more and more looking for ways that we can have positive impact and provide leadership to the environmental field at-large.

In this issue, we highlight the exciting new projects in development that help propel women and the issues that they care about forward and that build a name for Rachel's Network as an innovative voice of women conservationists. There is a progress report from the government affairs working group, which seeks ways to get women environmentalists more connected to and involved in the political process. You will also learn about RN's new socially responsible investment program,



SRI Learning Circle member speaking about her philanthropic work at the March annual meeting. Photos: Jenna Thompson

including a guide to how and why you might change your own financial program to better reflect your values.

RN Government Affairs Activities



Holding sessions in Cannon House Office Building on the Hill at our annual DC meeting is just one way RN connects its members to the halls of power.

Over the past year, the Government Affairs Working Group has met via teleconference multiple times in order to establish a plan for engaging our members and our organization as a whole in environmental policy and politics. The Group consists of Mary Bills, Ann Boren, Kathy Borgen, Caroline Gabel, Marianne Gabel, Laura Kracum, Derry MacBride, Winsome McIntosh, Dane Nichols, Lisa Renstrom, Raisa Scriabine, Jocelyn Sladen, Victoria Stack and Thu Pham, RN staff.

With the goals of the organization in mind, the Group spent considerable time examining strategies that would:

- Increase the participation of women in the public policy arena
- Gain RN influence through the stature of its members for lobbying on issues of collective importance
- Provide education and access to the political process
- Facilitate group and individual lobbying efforts through the annual Washington, DC meeting
- Develop collaborative relationships with women Congressional leaders
- Provide opportunities for members to demonstrate leadership on environmental issues in public policy
- Establish links with leaders of the environmental community for outreach and briefings on emerging legislative issues

It became evident that our small numbers would limit our lobbying "clout" unless we made the most of our unique membership profile as women funders. In turn, our access and influence can open doors for other women committed to a sound environmental ethic. The Group quickly agreed that Rachel's Network (cont'd. page 4)

Rachel's Network



Women in Conservation

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Green Leaves to Cindy at
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Rachel's Network
is a 501(c)(3) with headquarters
in Washington, DC.



Founders' Column:

Finding Our Voice, Defining Our Vision

Rachel's Network is turning heads. Our special membership has long drawn the attention of the environmental community, as evidenced by the wonderful speakers and advisors that we have been attracting. Since the inception of our leadership development program two years ago, thirty-one environmental organizations have contacted Rachel's Network to seek new board members (see page 7 for details) and we have placed eleven members on boards. These results demonstrate how RN is creating a name for itself within the field. With the help of our member committees, we are now in the process of developing more ways to harness this clout for the benefit of our members, the organization, and the common good.

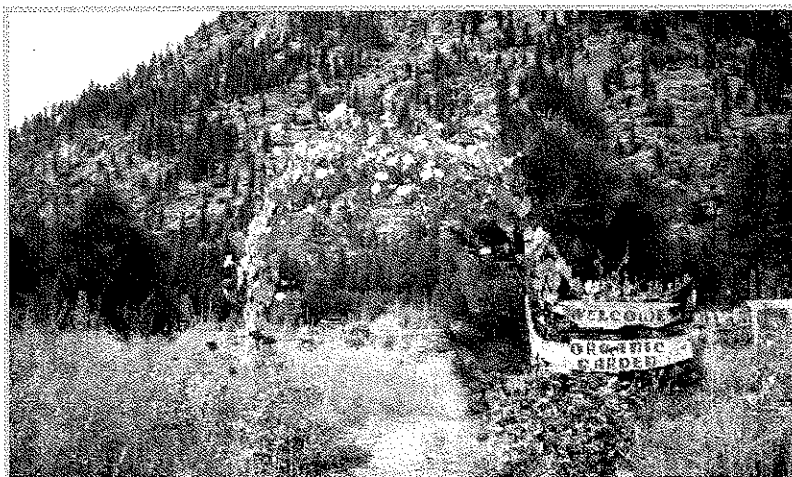
When planning the future of the organization, we are designing programs that address not only our members' needs but also fill a niche in the environmental field. In the members column, Marion R. Weber, who has been a leader of the Socially Responsible Investment Learning Circle, offers her views on both the personal and the broader societal benefits of RN's initiatives in this important area.

One of our major goals is to elevate the environment to a top tier issue in the public mind. We join with many organizations in this lofty vision, though see our special niche as adding the voice of women to the platform. In this issue, we introduce you to a recent research project intended to hone our outreach program, which seeks to draw more women into the environmental field and to educate more women about the link between environmental health and their own well-being. With your support and involvement, Rachel's Network can both build collaborations and remove the barriers to increase women's participation in the environmental field.

On another note...Sadly, we bid Cindy Ott farewell as she leaves the country for Germany as a Fulbright Scholar to teach environmental history. This prestigious award comes on the heels of her earning her PhD in Environmental History from the University of Pennsylvania. Cindy has been a valuable, integral part of our team in planning and executing the Annual Meeting, designing and producing the quarterly newsletter, compiling the annual Membership Directory, editing and writing materials for the organization, designing and maintaining our website, and providing the welcoming contact with our members who phone in on a regular basis. We will miss her wit, enthusiasm, and the passion that she has developed for our group! If she represents (along with Thu) our new generation of women leaders, we are in good hands, indeed. Auf Wiedersein, Cindy!

Winsome

Tjiska



Organic herb and vegetable garden at Sleeping Lady Retreat, Leavenworth, WA.



Member's Column:

Marion Rockefeller Weber, Stinson Beach, CA: **Holistic Money Management**

Holistic money management is a coherent system of inflow and outflow of wealth that reflects the values of a trust beneficiary.

What an opportunity we have at Rachel's Network to make a difference collectively by creating a model of holistic money management to the rest of the world! Why can't our values be reflected in both our philanthropy and our investments? Why can't our environment and our heirs be equal beneficiaries of our trusts?

By holistic money management, I mean the way that money is made and the way that money is spent is systematically coherent and reflects the values of the person whose money it is. In order for this to happen we need to focus on the blind spots that prevent us from seeing the environmental and social abuses made in our name and with our money. We can neither expect our financial advisers and trustees to notice the lack of coherency between our philanthropy and our investments nor can we expect them to notice that our values have been left out of the balance sheet. We have to take the initiative and say quite simply that the old system does not work for us anymore. As Rachel Carson has taught us, we must speak out when the birds have stopped singing. We must be "bullish" where our environment is at stake. We cannot afford to be less.

It is so difficult to take charge of our investments. Philanthropy is much more interesting and close to our hearts. No one really applauds us or notices us when we fine tune our investments to our values. When we make a gift, we are thanked and acknowledged. When we screen our investments, we are challenged, ignored, or dismissed. It takes a lot of courage, determination and focus to persevere. We need help and mutual support to shift our finances to a holistic system.

For years I have been mumbling to myself and to my relatives that our philanthropy is but the icing on the cake. The cake is our investments! Usually this mumbling is followed by my question, "so, is our philanthropic work being undermined by our investments?" After which there is complete silence! How can we get through this wall of silence? I don't know, but I have a hunch that together we can begin to invest with our hearts despite the silence, the daunting financial vocabulary, and the distancing of trustees. These obstacles have blurred what our invested money is doing to the earth for too many years. We must wake up to the fact that a lot of the time our investments are negating our philanthropy. In order to be whole hearted environmentalist, we must correct this.

I feel really blessed this year to have learned so much from the Rachel's Network SRI learning sessions. I learned that SRI is not a way to lose money as proven by the Triple Bottom Line Simulation (available at www.captialmissions.com, an important web site to recommend to our money managers and trustees). I learned that focusing on the Triple Bottom Line means that equity, equality, and the environment are all three being cared for through my investment and not one at the expense of the others.

I learned that I am a beginner in this field of socially responsible investing, that there are many leaders and helpers who have been exploring this area for years, and that they are there to inspire us and cheer us on. I am excited to be on a discovery path and daily I envision that by the next decade holistic money management will be a real visible and strong option for our children. I hope that we will be remembered for the courage we showed in addressing the ethical mismanagement of our finances and for transforming all of our financial resources into a vehicle that both reflected our values and created a healthier future for all our relations.

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needed to educate and encourage its members to be politically savvy, as well active in public policy. As a 501 c (3) organization, which precludes political involvement, we are very limited in what we can do and say, however.

Therefore, the Group has concluded that our organization needs the capacity to speak to its members politically through a sister 501 c(4) organization to be named Rachel's Action Network. Unlike a 501 c(3), a c(4) is allowed to be politically active through advocacy and lobbying.

In the words of President Teddy Roosevelt, "I know of no safe repository of the ultimate power of society but the people..."

Additionally, the Group agreed that the organization should reach out to the elected women in Congress and establish a supportive relationship with them, including inviting them to be a part of RN through an advisory council. The consensus was that most major decisions that affect our environment and health end up in Congress through the democratic process. These programmatic steps will strategically place our members at the power base of our government, will fulfill our mission to be connectors and collaborators, and will be another means for RN to promote positive change in our society.

Putting Your Money Where Your Mouth Is Through SRI

Education is power. This has been one of the guiding principles behind RN's Socially Responsible Investments Learning Circle. This group was organized to inform interested members in the practice and theories of financial investment based on personal values AND the bottom line. While the full program offerings will be introduced to membership at the fall retreat, a synopsis of its main



When RN members get together, there is always a rewarding mix of intellectual discourse, humor, and, in the case of Renee, great passion for issues she cares about.

features are cited here. RN plans to offer members opportunities to enhance their individual portfolios as well as participate in joint investment funds. Some of the long term goals include developing tutorials to help members manage their investments, uniting with other groups in shareholder advocacy campaigns, using investments as a avenue to get members on corporate boards and, thereby, help influence policy, and create a community investment fund that benefits women and environmental issues.

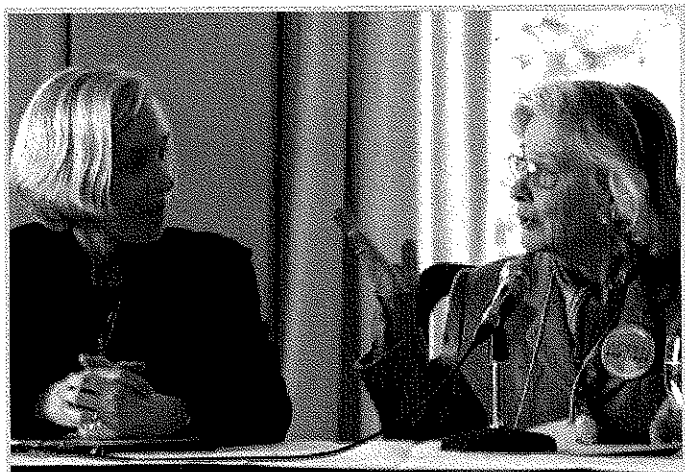
Top SRI analysts who the SRI group interviewed via telephone provided much of the advice that guided these initiatives. According to Carson Council member Bonnie Brooks, "The SRI sessions introduced me to a way to get involved with Community Investing which I knew about, but was not able to find the right vehicle. Now I have additional information and will be able to invest in my local community this fall. It was a wonderful learning experience for me." (See Marion Weber's & Joyce Haboucha columns for related stories)

RN-Sponsored Study on Women's Environmental Activism

Under the direction of Rachel's Network, the Institute for Women's Policy Research (IWPR), an organization devoted to compiling and disseminating data and reports relating to issues relevant to women and families, is conducting a study about women's involvement in environmental activism. IWPR will review existing research addressing some of the following questions:

- Why do women care about the environment?
- Why do they or do they not translate their concerns into action?
- What strategies might convince them to become engaged?
- What organizations might RN ally with to help encourage women's environmental work?

Their findings will become part of a strategic plan to engage more women in environment issues, one of RN's growing outreach priorities. The report is to be completed in September and the results will be discussed at the Fall Retreat.



Gov't Affairs Working Group members Caroline Gabel and Jocelyn Sladen discussing topical issues in Washington, DC. (Photo: Jenna Thompson)



RN Environmental Liaison Column:

Carolyn Merchant, Professor of Environmental History, UC Berkeley
Women and Environment

Morro Bay on the central California coast glistened in the first glow of morning sunlight. The nearby heron rookery was alive with the chatter of great blue herons, black-crowned night herons, snowy egrets, and double-crested cormorants. On the edge of the inlet, white pelicans, brown pelicans, marbled godwits, western sandpipers, and long-billed curlews probed the mudflats for fish, worms, insects, and larvae. The resurgence of birdlife on the California Coast since the 1960s owes much to the alarm set off in 1962 by Rachel Carson's *Silent Spring*. Biographer Linda Lear writes of California's brown pelicans, saved from DDT by Carson's timely intervention:

Shortly before her death, Sierra Club director David Brower played host to Carson in California, fulfilling a dream of hers to visit Muir Woods and see the Pacific Ocean. Brower recalls that he took Carson down to the shore at Rodeo Lagoon where he first gave her several handfuls of Pacific beach sand which she examined minutely commenting on the different colored crystals. Then as Brower pushed Carson in her wheelchair around a beach cove they came upon the biggest flock of brown pelicans he had ever seen. The birds had only recently been near extermination. Brower later said it was as if the pelicans were there that day to thank Carson. (1)

Since the beginnings of the Audubon movement to save birds from the peril of becoming feathers on women's hats, women have been at the forefront of the nation's efforts to reverse the threat of avian extinction. Shortly after the first Audubon Society was founded in 1886, women organized a Smith College Audubon Society for the Protection of Birds, and a decade later Harriet Hemenway and Minna Hall founded the Massachusetts Audubon Society. Mabel Osgood Wright became the first president of the Audubon Society of the State of Connecticut in 1898 and the editor of the Audubon Society's first official journal, *Bird Lore*, while Florence Merriam Bailey helped to found the Audubon Society of the District of Columbia in 1897 and wrote the *Handbook of Birds of the Western United States* in 1902. As Nancy de Stefanis has pointed out, these women have gone unrecognized by most writers on the history of the National Audubon Society and indeed by the Society itself. Its own website lists Audubon, George Bird Grinnell, and Frank Chapman who founded *Bird Lore*, but states only that "a group of women appalled by the slaughter of birds formed the Massachusetts Audubon Society in 1896." (<http://www.audubon.org/nas/history.html>)

Women environmental historians (along with men) in the American Society for Environmental History (ASEH) have been busy setting the record straight on women's contributions to the conservation, preservation, and environmental movements. Nancy de Stefanis, Dianne D. Glave, Linda Lear, Carolyn Merchant, Vera Norwood, Jennifer Price, and, Glenda Riley are among those who have written on women's roles in environmental protection.

Women in Rachel's Network are part of a venerable tradition of women using their influence, creativity, connections, and financial resources to protect nature. The linkages between Rachel's Network and ASEH are powerful and mutually reinforcing. Those connections became palpable at the March 2003 ASEH meeting in Providence, Rhode Island when a panel of RN members presented a session on the connections between women, philanthropy, and environmental history. RN members offer historians a living, vibrant portrait of women leaders seeking to reform and improve the relationships between humans and the natural world. In turn, ASEH offers RN members not just a window in the past but also views into how contemporary attitudes and assumptions about the natural world are rooted in cultural circumstances and historic events. Environmental History helps explain the landscapes around us. As a woman in ASEH, I was motivated to become an RN advisor because I knew from my own research that women had been the backbone of the conservation and environmental movements, but had not gotten credit or recognition for saving nature. Rachel Carson's importance helped to change that perception and Rachel's Network is changing it even more dramatically.

Women in Rachel's Network would be most welcome in ASEH and are encouraged to join the Society, to attend its next meeting in Victoria, Canada (March 31-April 4, 2004) and to contribute to the society's goals and publications, including ASEH News and *Environmental History*. The ASEH website is: www.aseh.net Or a membership of \$45 can be sent directly to Environmental History, 701 Vickers Ave., Durham, N.C. 27701. Those who wish to join ASEH at the Sustainer's level of \$500 or higher will receive an autographed copy of Linda Lear's prize-winning biography: *Rachel Carson: Witness for Nature* (1997). Notes (1) Linda Lear, "Rachel Carson's *Silent Spring*," *Environmental History Review*, 17 (2) (Summer 1993): 23-48, see p. 40.



Guest Column:

Farha-Joyce Haboucha, CFA, Rockefeller & Co., Director of Socially Responsive Investments: **Putting Your Money Where Your Mission Is**

For some people, socially responsive investing is about screening portfolios, for others it is about advocacy, but for me it is quite simply about very old fashioned capitalism, the kind Adam Smith advocated. It is simply a matter of assuring that businesses are run so that both the owners and society benefit. It has been forgotten that for Adam Smith, the ultimate goal was to improve the economic well being of the society and that owners of businesses had a moral obligation to their customers, employees and communities. Life has become more complicated since Adam Smith's time so it will not be easy to go back to his vision of capitalism, but we must try for it is our responsibility to the future generations.

For many years at the Rockefeller & Co. SRI division, we have been advocating a return to what we call the proprietary interest. We have been saying that investors as the true owners of corporations must take the responsibility for changing the status-quo by communicating long term values to management, to corporate directors and to their own financial advisors. We have been advocating such a stance in relation to both environmental sustainability and corporate governance.

It is a paradox of modern capitalism that as the discredited laissez faire model of the late nineteenth century gave way to reform and regulation, the new system became more and more driven by short term considerations in the absence of a strong proprietary interest. Ownership passed to many thousands of shareholders and, unlike the original proprietors, they had little interest beyond the next quarterly statement. Actual control was contracted out to a new breed of professional managers whose attention span and compensation were similarly limited. In a simpler age, business operated differently. Owners wanted to pass down the business to their children and this created a powerful incentive to be guided by long term considerations. As Adam Smith pointed out, that included maintaining a reputation as a good (his word was "benevolent") corporate citizen. The separation of ownership and management and the rise of professional management seriously eroded this incentive. A case can be made that all the major corporate problems we face today have their roots in this separation and in an incentive system for management that is tied mostly to the price of the stock.

The scandals of the past few years have shown that an exclusive focus on the short term invariably distorts the entire corporate enterprise. Without reform, it will be difficult to address all the other issues of sustainability, notably those relating to environmental integrity. This is obviously bad for the environment, but it is equally harmful to the long term financial interests of the corporation. Everything is connected. Poor governance means poor environmental policy and practice. Thus, it is essential for trustees to think beyond the boundaries of their mission statements. First, they must be active investors, advocating on behalf of mission critical values. At the same time, they must become a force for good governance. It will be difficult to make all the changes necessary, but the good news is that more investors understand that as ultimate owners they have the responsibility to communicate to management and boards of directors that they are concerned with long term sustainability and that this includes the manner in which corporations are governed.

Another bit of the good news is that the new Chairman of the SEC has called upon institutional investors of all kinds to become more active in insisting on good governance. Some investors are already ahead of the curve. Denise Nappier, the Treasurer of the State of Connecticut and the sole trustee of its pension fund is a good example. She has taken up not only issues of corporate governance, such as board independence and the role of audit committee, but she has made diversity and climate change two issues of high priorities in her communications with companies in her portfolios.

Much remains to be done. To begin with we need to support research and education on the relationship between good corporate citizenship and good financial performance. It is a vital concern because, at this moment in history, global capitalism is the organizing principle of economics much as the double helix is the central dogma of biology. For better or worse, it has no competition as a vehicle capable of delivering the greatest good to the greatest number and, thus, it holds the greatest potential for human fulfillment. It needs reform, but "it" is really us. What we need to reform are not business values, but our values. In the tradition of Adam Smith, Amartya Sen reminds us that we are our institutions, including the economic institutions that are the great guarantors of our freedom. (Sen, Amartya, *Development as Freedom*, Alfred A. Knopf, 1999, pp. 25-30)

Trustees are custodians of long term assets and, as such, have a fiduciary responsibility to assert and promote long term interests in corporate decision making.

Rachel's Network Membership Updates

RN Board Placements

Since the inception of the program two years ago, RN has had 31 placement inquiries from environmental organizations (as listed below), has extended 38 invitations to our members, and has placed 11 members on boards and a government commission (as listed below). The key to this program is an attention to an organization's board criteria and needs, and the potential matching interests of our members. Essentially, we are performing the services of an executive search firm, but with no fees. Perhaps we should consider it!

RN Members Placed on Boards & Commissions

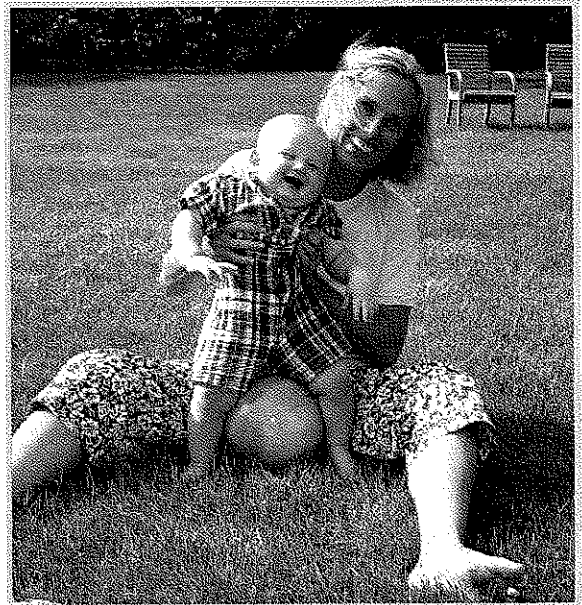
Mary Bills, Environmental Leadership Program, 2003
 Kathy Borgen, Sonoran Institute, 2003
 Caroline Gabel, American Forests, 2002
 Adelaide Gomer, Defenders of Wildlife, 2003
 Renee Ingold, New Mexico Environmental Law Center, 2001
 Derry MacBride, Garden Club of America, 2003
 Debbie Ross, Scenic America, 2001
 Anne Rowley, American Oceans Campaign, 2001
 Raisa Scriabine, Alaska Conservation Foundation, 2002
 Earth Policy Institute, 2003
 Jocelyn Sladen, US Forest Service, Policy Option Workshop, 2003

Organizations Seeking RN Members for Their Board of Directors

Alaska Conservation Foundation	Garden Club of America
American Bird Conservancy	Land Trust Alliance
American Forests	League of Conservation Voters
American Oceans Campaign	National Parks Conservation Assoc.
American Rivers	New Mexico Environmental Law Ctr.
Center for Clean Air Policy	The Ocean Conservancy
Colorado Conservation Trust	Orangutan Foundation
Conservation Campaign	Population Action International
Defenders of Wildlife	Resources for the Future
Earth Day Network	Scenic America
Earth Policy Institute	Seacology
Environmental Law Institute	Sonoran Institute
Environmental Leadership Program	Sustainable Conservation
Environmental Support Center	The Wilderness Society
Friends of the Earth	Western Environmental Law Center
	Worldwatch Institute

Member Update: Carson Council member **Adelaide Gomer** of Ithaca, New York, has been hard at work on peace issues and media reform, all along continuing her environmental activism. In the area of peace, she is has been helping to fund Win Without War, A Better Way, Helen Caldicott's NGO; the Nuclear Power Research Institute (NPRI); and other groups. She has recently devoted a great deal of her time, energy and funds into trying to reverse the FCC ruling that encourages the proliferation of media conglomerates. Her foundation is hoping to be able to earmark a fund to deal with water issues and she has invited Maude Barlow, a Canadian water expert, to speak to its next foundation board meeting in Ithaca. Perhaps one of her biggest recent challenges was to remain silent for entire week, a requirement of an activist retreat she attended this month near Taos, New Mexico as a birthday present from her daughter, Alicia.

Carson Council member **Marianne Gabel** of Delaware, Ohio, has been very active on her local public school board, including "struggling" with the Bush Administration's No Child Left Behind legislation. She has been actively lobbying state and federal legislative representatives on education matters. She notes, "Wherever I go, interestingly enough, I read the same stories in the local education coverage: demands from Washington bureaucrats are up, and money is down, driven down by Washington policies." Besides keeping up with environmental news through the RN listserv, her environmental activities have included her recent attempt to raise interest among local Republicans to have Martha Marx of REPamerica come to speak, but, in her words, it "failed to generate any buzz."



RN Founders' Circle member Dane Nichols with her 10-month old grandson, Michael William Towell, in the backyard of her Watch Hill, Rhode Island, home this summer. He lives in Flagstaff, Arizona with Dane's son, daughter-in-law, and his older brother, Jake.

Member News

- Gladys Gofrin is buying a house in Vermont very near one owned by Irene Crowe.
- Barbara Gilmore and her husband took their boat on a 5-week excursion to Alaska.
- Judy Terjen took a cruise through Scandinavia and Russia this summer.

Rachel's Network Schedule of Events for Summer & Fall 2003

September

- 23 San Francisco Speaker Series Lunch with Hunter Lovins
- 21-24 EGA Fall Retreat in Ottawa, Canada
- 24 Teleconference call - TBA

October

- 8 New York City Speaker Series Lunch with Tom Murray of the Hastings Institute on the topic of bioethics
- 19-22 Fall Members Retreat at Sun Valley Resort, Idaho

November

- 12 Teleconference call - TBA

March, 2004

- 8-10 Annual Meeting in Washington DC

Don't Miss Our Upcoming Meetings

The **fall retreat in Sun Valley, Idaho** is just around the corner. If you haven't registered yet, it is not too late to join us from Sunday, October 19 to Wednesday, October 22 at the beautiful Sun Valley Resort. You can contact the resort directly to make reservations at 800-786-8259.

We are also in the midst of planning our **annual Washington DC meeting**, being held once again at the Cosmos Club near Dupont Circle. The meeting will run from Monday, March 8 through Wednesday, March 10, 2004. We promise the same great caliber of speakers (including some of our own, of course) you have come to expect from a Rachel's Network event. We also will host a new expanded day on the Hill with environmental health experts invited to speak before women Members of Congress. Please let us know about potential members who we can add to our invitation list.

As with every Rachel's Network event, there will be a lot to learn from speakers and a lot to share with other members.

Rachel's Network Environmental Liaisons: Nan Aron, Alliance for Justice, Frances G. Beinecke, NRD, Deb Callahan, LCV, Amy Coen, Pat Maggie Fox, Sierra Club, Kathryn Fuller, WWF, Kathryn Kennedy, CPC, Meg Maguire, Scenic America, Rebecca Wodder, American Rivers, Circle of Advisors, Rev. Sally Bingham, Dr. Helen Caldwell, Jamie Rappaport Clark, Dr. Theo Colborn, Dr. Jane Goodall, Hazel Henderson, Dr. Carolyn Merchant, Carolyn Raffensperger, Alice Waters, Terry Tempest Williams

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