

# GREENPEACE FUND

## 2012-2013 BOARD MEMBER BIOS

### **JEFFREY HOLLENDER (CHAIR)**

Jeffrey Hollender is a leading authority on corporate responsibility, sustainability and social equity. More than twenty-three years ago, he co-founded Seventh Generation and went on to build the fledgling company into a leading natural product brand known for its authenticity, transparency, and progressive business practices. Today, as an author, speaker, consultant, and activist, Jeffrey's mission is to inspire and provoke business leaders to think differently about the role they and their companies play in society. Along the way, he's working to drive systemic change that makes it easier for businesses to become radically more sustainable, transparent and responsible.

Jeffrey's passion for changing the negative impact that industry has on the environment and society is evident in each of his seven books, including 2010's *The Responsibility Revolution: How the Next Generation of Businesses Will Win*. At the same time, Hollender has been helping millions of Americans make green and ethical product choices, beginning with his bestselling title, *How to Make the World a Better Place, a Beginner's Guide*. His most recent book, *Planet Home: Conscious Choices for Cleaning & Greening the World You Care About Most* (Clarkson Potter/Publishers; December 28, 2010) guides consumers through the dizzying array of decisions they make each day, helping them understand which choices matter most and which have hidden repercussions.

A born entrepreneur, Jeffrey's first business ventures were in the field of education and publishing: the Skills Exchange in Toronto and Network for Learning in New York City. He sold Network for Learning to Warner Publishing, a division of Warner Communications in 1985 and after a tenure as president of the renamed firm, Warner Audio Publishing, he acquired Renew America, a mail order catalog of green products, which eventually became Seventh Generation. His record of sustainable achievements and thought leadership is unparalleled in the business world.

Jeffrey currently the founder and senior strategist at Jeffrey Hollender Partners, a business strategy consulting firm and an Adjunct Professor for sustainability and social entrepreneurship at New York University.

Jeffrey is also the Co-Chair of the Greenpeace US Board of Directors; co-founder and Board Chair of the American Sustainable Business Council, a coalition of 150,000 business leaders committed to progressive public policy, and on the Boards of Practice Green Health, Health Care Without Harm, and Verité, a leading workers' rights organization. He divides his time between Charlotte, VT, and New York City.

### **ELIZABETH GILCHRIST**

Liz is a progressive political activist who has spent her life working with cutting edge NGOs that are about creating social change. For the first 15 years of her professional life, she worked as a civil rights and legal services lawyer in Mississippi, primarily as a federal litigator. She joined the Greenpeace fund raising staff in 1993, and in her capacity as Major Gifts Manager, spent the next seven years leading a team that helped establish the major donor and planned giving

programs as vital components of the organization's overall financial health. After Greenpeace, Liz became the Gift Planning Director for the National Organization for Women (NOW), the largest grass roots feminist organization in the country with over 650,000 contributing members. Liz is currently Vice President, Operations and Administration, for Advanced Energy Economy, a national network of businesses that provide energy solutions that are affordable, clean and secure over the long term.

In addition to serving on the Greenpeace Fund board, Liz has been a member of the National Board of the American Civil Liberties Union (ACLU) for the last seven years. She also serves on the board of the Virginia ACLU and on the Executive Board of Virginia NOW.

### **ELLEN MCPEAKE**

Ellen McPeake has spent most of her working life in the nonprofit sector in Washington, DC. She co-founded and co-directed the Green Door, a program for people with chronic and serious mental illness. She has headed the administrative and financial operations of such national organizations as the Center for Law and Social Policy, the Mental Health Law Project, and Public Citizen. She worked at Greenpeace and was its chief operating officer until 2007, when she left to assume the same position at the Center for Public Integrity until she left that position in 2012.

### **JOHN PASSACANTANDO**

John Passacantando's career has taken him from Wall Street to philanthropy to a leading role in the global fight to stop climate change. He worked for Jude Wanniski -the "high priest" of supply side economics in the US - and is a committed practitioner of non-violent civil disobedience as taught by Mahatma Gandhi and Martin Luther King, Jr. He has a master's degree in economics from New York University, as well as a record of a dozen arrests for engaging in peaceful protest. He has been quoted in every major newspaper, appeared on most major news programs and has been a regular commentator on environmental issues for Fox News programs.

Passacantando completed eight years as executive director of Greenpeace USA in 2008, the longest serving director in the history of the organization. Prior to Greenpeace, Passacantando founded and ran Ozone Action (1992-2000), the country's first national non-profit focusing exclusively on global warming. He also served as the executive director of the Florence and John Schumann Foundation (1989-1992), where he directed resources to the grassroots renewal of democracy.

Passacantando now runs a non-profit venture, the Eco-Accountability Project, providing coordination and resources to bolster the opposition research lacking in environmental campaigns. The Eco-Accountability Project is a networked team of opposition managers focused on exposing the misinformation of the fossil fuel industry. He also provides training in opposition management at American University's School of International Service and has served on the advisory board of the National Association of Environmental Managers.

### **ADELAIDE GOMER**

Adelaide Park Gomer is President of the Park Foundation and served as a Vice President since 1995. In that capacity, she reviews and rewards grants for scholarships, independent media, and the environment. In addition to this work, the Park Foundation helps meet the needs of underserved populations in Tompkins County, New York to help alleviate the impact of poverty. The Foundation has also initiated a grants program focusing on implementing sustainable practices in Tompkins County with the intent of establishing this community as a model for the Northeast.

Adelaide is also involved with the Foundation's environmental program which concentrates on the quantity and quality of water east of the Mississippi. The Park Foundation is focused on establishing water as a commons, not as a commodity, and feels that water should be publicly supported and available for everyone. Adelaide has initiated reforms in the Foundation's investment policies, which now more closely align its mission with its capital assets.

Adelaide is heavily involved at Ithaca College where the Park Foundation established a scholarship program, which offers up to 20 undergraduate communications students full scholarships. These students are trained to become leaders who engage critically, act globally and perform ethically. Adelaide started the Independent Media Center at Ithaca College and brought in the current director Jeff Cohen, the creator of Fairness and Accuracy in Reporting or FAIR. This program has a progressive speaker and internship program. Adelaide was also the force behind the construction of a LEED platinum building that houses the Center for Business and Sustainable Enterprise. Adelaide has been on the Board of Ithaca College for 12 years.

Adelaide has also been on the Board of Defenders of Wildlife for nine years. While there, she was chair of the Communications Committee. Moreover, she has also served on the Board of Rachel's Network, a national women's environmental NGO. She is a member of the Threshold Foundation, a group of national donors committed to creating a more just and sustainable world.

In 2009, she was honored as the Conservationist of the Year by the Finger Lakes Land Trust in upstate New York. She is being recognized by Common Cause with their Civic Advocacy Award at their annual awards dinner in New York City for sounding the alarm to resist hydro-fracking in New York State and convincing the Park Foundation to lead this charge.

Adelaide's independent philanthropy is focused on protecting democratic ideals and preventing political corruption by focusing on the impact of corporate and neoconservative money in politics.