



TalentPlus GREEN



TalentPlus GREEN News

November 2008

TalentPlus GREEN
Welcomes...

Dr. May Berenbaum
Dr. Jeffrey Bonner
Adam Leith Gollner
Peter Knights
Mark Lynas
Dr. Richard Murphy
Andrew Revkin
Sandy Skinner
Dr. Tom Swetnam
Dr. Ingrid Visser
Dr. David Wolfe
Chef Marc Felix

(More information to
follow)

Meet Our Team!



CO-FOUNDERS
Paul Zemitzsch
Sharon Tucci



STAFF
Lisa Laird
Nanci O'Dea

TalentPlus GREEN has seen unprecedented growth over the past two months with a dozen top eco-experts joining the already powerful roster of our greater green family. The diversity of these experts is impressive, ranging from food and fashion to climate change, eco-journalism and species insights from trees to microorganisms.

We have also completed the design of a new speakers series called "The Global Garden." Six TalentPlus GREEN experts will begin a national tour at the award-winning Missouri Botanical Garden which is celebrating its 150th anniversary in 2009. The speakers will present at the Garden throughout the year and we plan on traveling the concept to other botanical gardens and science venues across the country. If you or your clients have interest in a broad range of topics relating to horticulture: medicinal plants, colony collapse, food resources, the effects of climate change, mega-fires and more, please contact Lisa Laird in our office.

Thanks as always for your continued support and enjoy meeting some of our new members and reading about many exciting achievements of our entire team.

Chris Kilham



Medicine Hunter **Chris Kilham** was joined by NBC environmental reporter **Anne Thompson** on an expedition to the Amazon in search of botanical remedies. The segment aired on NBC Nightly News. Click [HERE](#) to view the video.

Peter Knights



Eco-Cop **Peter Knights** and his organization, WildAid, was featured in a segment of "Planet in Peril" on CNN, anchored by **Anderson Cooper**. The topic was WildAid's efforts to stop shark finning around the world. To see the segment, click [HERE](#).



Susan McPherson
(New York)
Susan Nickells
(Los Angeles)

TalentPlus GREEN offers creative development of strategic alliances between eco-experts and corporations and associations to build best responsible practices and brand positioning.

Dr. Laurie Marker



Dr. Laurie Marker has been named a 2008 Tech Awards Laureate by the Tech Museum of Innovation in California. She is one of 25 innovators from around the world recognized for applying technology to benefit humanity. Marker has spearheaded a plan to clear invasive bush and convert it to a clean-burning and economical alternative fuel log to existing firewood and charcoal. Clearing invasive bush helps restore thousands of hectares of Namibian savannah to its original state and improves the habitat for both cheetah and their prey. Plans are underway to use invasive bush to power electricity plants.

Laurie was also nominated for The Indianapolis Prize, the largest individual monetary award for animal species conservation in the world. The award is given every other year to an individual who has made extraordinary conservation efforts involving a single or multiple animal species. The award's ceremony was hosted by film stars **Jane Alexander** and **Sam Waterston**.

Joel Reynolds



The U.S. Supreme Court heard arguments this October on an environmental case involving two TalentPlus GREEN clients. The court will decide whether to uphold a ban on the Navy's use of sonar near the California coastline that has been determined to injure and kill marine mammals. One of the plaintiffs is **Jean-Michel Cousteau** and the case has been guided by NRDC attorney **Joel Reynolds**. Reynolds has prevailed in the case through the Ninth Circuit U.S.

Court of Appeals.

(Editor's Note: On the eve of this newsletter, a divided Supreme Court reversed the Federal Court ruling. For Joel, the battle to protect marine mammals goes on.)

Jon Bowermaster



Adventurer **Jon Bowermaster** has authored a new book, *Descending the Dragon*, which chronicles his two-month-long, 800-mile exploration of Vietnam's coastline by kayak. The book, published by National Geographic Books, is an intriguing tale of people and places along this mysterious nation with security forces following him daily. To order Jon's book, go to: www.jonbowermaster.com/books.

Jon also scored two major magazine profiles in *Men's Vogue* and *National Geographic Adventure's* November editions. *Vogue* praises Jon's adventures for "providing a unique sea-level view of local cultures." Nat Geo Adventure's article is penned by Jon, documenting his team's remarkable 600-mile kayak expedition around the frigid waters of Antarctica to highlight the effects of global warming on the continent.

SeaLife



"SeaLife", a DVD video and board game co-created by **Jean-Michel Cousteau's** Ocean Futures Society, has won two top honors for educational games. *Creative Child Magazine* honored SeaLife with its 2008 Game of the Year Award, and iParenting, a Disney Internet media site for parents, ranked the game in its "Outstanding Toys" category. TalentPlus GREEN negotiated the deal between Ocean Futures Society and Identity Games of the Netherlands. To order

SeaLife, click [HERE](#).

Celine Cousteau



Celine Cousteau has recently returned from a tour of China on behalf of La Prairie cosmetics. *Travel & Leisure Magazine* highlighted Celine in their "Cool Jobs" category in their November issue. And, now she is gearing up for a new expedition after signing an agreement with the upscale travel company Butterfield & Robinson to lead a "Destinations At

Risk" eco-trip to the Amazon in February 2009. TalentPlus GREEN negotiated both the La Prairie and Butterfield & Robinson deals. For details about joining Celine on the Amazon trip, go to:

<http://butterfield.com/dar>.

Fabien Cousteau



Fabien Cousteau has lent his name and support to the Lexus Eco Challenge, an educational program and contest that inspires and empowers middle and high school students to learn about the environment and take a stand to improve it. Lexus partners with *Scholastic Magazine* to promote the annual program. For more on the Eco Challenge, go to:

<http://www.scholastic.com/Lexus/>. Tune in to the Today Show November 16th and 17th as Fabien takes host **Matt Lauer** diving in Belize.

Chris Palmer



Chris Palmer has been honored with the International Wildlife Film Festival's Lifetime Achievement Award for Media. This prestigious award is given to the individual whose life's work best represents the mission of the film festival: To promote awareness, knowledge and understanding of wildlife, habitat, people and nature through excellent film, television and other media.

Festival Director **Janet Rose** called Palmer, "A shining example of this important mission." The award will be presented in May 2009 at the IWFF Awards Gala in Missoula, Montana. Palmer is the Distinguished Film Producer in Residence and Director, Center for Environmental Filmmaking School of Communication at American University. He is also President of the MacGillivray Freeman Films Educational Foundation.

Ron Cogan



Ron Cogan will be in Washington D.C. Feb. 2, 2009 for the Green Car Summit, moderating panel discussions with **Warren Brown** of the *Washington Post*.

Additional Speakers



Sea Change
Reversing the Tide



Dr. Kathryn Clark
NASA Scientist



Jean Michel Cousteau
Explorer



Dr. Heidi Cullen
Climate Expert



John Schuster
Leading Green



James O Fraioli



Ed Viesturs
Peak Performer



Dr. Gladys Gorillas
in her Midst



Dr. Joe Macinnis
Sea Explorer



Jacquelyn Ottman
Eco-Innovation



Dr. Peter Raven
Hero for the Planet



Terri Reilly
Recycling on the Go

Contact Us!

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