

## RMSLA Board of Directors Bios – January 2009

### Jodie Riesenberger – National Parks Conservation Association

RMSLA President



Jodie is a program director for the National Parks Conservation Association (NPCA), a national non-profit organization dedicated to protecting our national parks for future generations.

Jodie's career to date has focused on various aspects of the dynamic between humans and the environment. She has a background that includes both programmatic, and fundraising work in international development, population and conservation. Prior to joining NPCA, she worked at the Centre for Development and Population Activities (CEDPA) where she was responsible for foundation relations for the women-focused development organization working throughout the world. Prior to that she worked at Population Action International and Conservation International on population, health and environment issues.

### Stuart Conway – Trees, Water & People

RMSLA Vice-President



Stuart is the co-founder and International Director of Trees, Water & People, based in Fort Collins, Colorado. Previously he served for eight years as the Director of the Washington D.C. based New Forests Project where he initiated reforestation and watershed protection projects in Guatemala, El Salvador, Honduras, Haiti, Ethiopia and the Philippines. He also established two Regional Agro-forestry Training centers in Guatemala and El Salvador. Stuart received an ***E-chievement*** award in 2001 from ***E-town***, a nationally renowned PBS radio program, for his tree planting and forest conservation efforts in Central America with TWP.

### Jennifer V. Orgolini - New Belgium Brewing

RMSLA Treasurer



During Jenn's 15 years with New Belgium, she's moved from the packaging line to the C-Suite, becoming NBB's first CFO and COO during her tenure. Since 2007, she's been crafting New Belgium's first executive-level sustainability position, ensuring that the brewery continues to be a green business role model.

As Sustainability Director, Jenn recommends strategy, advises decision-makers on the environmental impact of their choices,

presents New Belgium's sustainability accomplishments and philosophies outside the brewery, and steers project teams.

Jenn received a B.A. in Humanities from Washington College in Maryland. She has an MBA in Finance from Regis University and completed the course work for a Masters in Applied Ethics from Colorado State University.

**Lucinda Smith – City of Fort Collins Natural Resources**  
RMSLA Secretary



Lucinda Smith has worked in public service (federal then local government) for over fifteen years. She has worked for the City of Fort Collins since 1996, where she manages the City's air quality program. She also coordinates the City's Sustainability Team and oversees the City's greenhouse gas reduction efforts. In this capacity, she works to raise awareness and build bridges to support sustainable actions. She serves on the Steering Committee for the Rocky Mountain Climate Organization. Prior to that, she

coordinated a federally funded research project to monitor ecosystem impacts from climate change on Bureau of Land Management wild lands.

She has long been interested in environmental protection, and has volunteered on conservation issues locally with the Sierra Club. She also volunteered in the community delivering meals to homebound citizens for several years. She periodically commutes to work by bike, loves outdoor activities, and seeks to live an increasingly sustainable lifestyle with her husband and two dogs in Loveland, Colorado.

**John R. Long – Blue Sun Biodiesel**  
RMSLA Member at Large



As a grad student at CSU, John organized the very first Sustainable Living Fair in May 2000, attended by 300 people in the basement of the Student Center. In 2001 and 2002, John led the organizing committee to host the Sustainable Living Fair at the Lincoln Center in Fort Collins.

In November 2001, John and three other partners incorporated SunFuels, Inc. doing business as Blue Sun Biodiesel. John served as Director of Business Development for Blue Sun through 2007, focusing on regional expansion and distribution, retail pump openings, conference organizing, and speaking at seminars and events around the country. In March of 2007, John and two other partners formed ZeroHero Events, a company dedicated to providing zero-waste management services, biodiesel deliveries, educational programming, and carbon offsetting options for music

festivals, conferences, and other events. ZeroHero focuses on large music festivals, where their impact can be the greatest, but they also work to make smaller events more sustainable. John is also a founder of ThermoSolar Technologies (TST), a project developer and technology provider focusing on solar thermal storage technologies, landfill gas projects, and other waste-to-energy projects.

John has served on the Board of Directors for the Rocky Mountain Sustainable Living Association since its formation in 2003, as President from 2003 through 2007.

**Jacob Castillo – Economic Development**  
RMSLA Member at Large



Jacob began a career in economic development in 2002 following his graduation from Colorado State University. Most recently he served as the Vice President for the Northern Colorado Economic Development Corporation where he was focused on implementing a comprehensive business development and strategic marketing program. Jacob's goal is to work in international economic development in emerging economies, with a focus on agricultural and environmental health and social justice.

Jacob has served on the Larimer County Workforce Investment Board, the Small Business Development Center Advisory Board, the Northern Colorado Clean Energy Cluster Advisory Board, and the Steering Committee for the Latino Action Council. Jacob received a Bachelor of Arts in Economics, a Bachelor of Arts in Foreign Language & Literature in Spanish, and a Bachelor of Science in Agricultural Business. Jacob speaks Spanish fluently. He resides in Fort Collins with his wife.

**Charisse McAuliffe – GenGreen**  
RMSLA Member at Large



Charisse McAuliffe started GenGreen in the Spring of 2007 with the intentions of creating a website that would bring together the green businesses and organizations around the state of Colorado for environmentally conscious consumers to find them locally and support them more easily. In under one year time, GenGreenlife.com grew to cover this information in all 50 states in the US, and by the fall of 2008, with over 35,000 listings it is the largest resource online for people looking to live a environmentally conscious lifestyle with a local focus.

With a passion for collaboration McAuliffe continues to expand the business model of GenGreen and her own life personally by forming strong strategic partnerships with local and national organizations significant to the

environmental movement. It is her belief that the solution to our planet's struggle lies in the strength we will find in one another. Charisse was recently named one of the top 40 business leaders of under 40 for 2008 by the Northern Colorado Business Report and was a 2007 International Femtor Awards Emerging Leader Finalist. When Charisse is not working to save the planet, she's spending time with her two wonderful daughters, Kylah and Abigail.

**Emily Elmore – Keller Williams Real Estate**  
RMSLA Member at Large



Emily has a BA in Community Development, and a background in Non-Profit fundraising, development and volunteer coordination. In 2005 Emily started her own business in Real Estate sales with Keller Williams Realty. She has a strong interest in Community-based Real Estate deals and Green Building. Emily plans to be a LEED AP before 2009.

Born and raised in Larimer County, Emily's main interests include: Sustainable Community Development, Smart Growth, to planning cities around local food, local business, multi-modal transportation and knowing your neighbor! My goal is to help Larimer County be a progressive leader as a Relocalized community. Emily started volunteering with RMSLA in 2006, and has served on the Fair Steering Committee since 2007. She also devotes weekly time to other local efforts such as The Food Policy Council Task Force, Eat Local, and Happy Heart Farm.