

# CleanMed 2006

Seattle, WA • 18 - 20 April, 2006

## Keynote Speakers

### **Paul Hawken**

Paul Hawken is an environmentalist, entrepreneur, journalist, and best-selling author. At the age of 20, he became fascinated with the relationship between human and living systems. His concerns extended from health to farming, from commerce to social justice. He started several ecological businesses, writes and teaches about the impact of commerce upon the environment, and consults with governments and corporations on economic development, industrial ecology, and environmental policy.

He is author and co-author of dozens of articles, op-eds, and papers, as well as six books including *The Next Economy* (1983), *Growing a Business* (1987), and *The Ecology of Commerce* (1993). *The Ecology of Commerce* was voted in 1998 as the #1 college text on business and the environment by professors in 67 business schools. His latest book, *Natural Capitalism: Creating the Next Industrial Revolution* (1999) with Amory Lovins, is published in fourteen languages and has been read and referred to by several heads of state including President Bill Clinton, who has called it one of the five most important books in the world today. His books have been published in over 50 countries in 27 languages and have sold over 2 million copies. *Growing a Business* became the basis of a 17-part PBS series, which Mr. Hawken hosted and produced. His piece on the Seattle WTO protest entitled "N30" was published on more than 100 websites and by 13 magazines. He is currently writing a book and producing a documentary film, each entitled *Blessed Unrest*, about the growing worldwide movement resisting the corporatization of the commons and the growing movement toward a sustainable economic system.

Mr. Hawken has founded or co-founded several companies, including Groxis, a graphic information delivery provider for search engines, libraries, scientific repositories, and databases; Metacode, a software company specializing in proprietary content management tools; Smith & Hawken, the garden and catalog retailer; and several of the first natural food companies in the U.S that relied solely on sustainable agricultural methods. He has most recently founded PaxIT, PaxTurbine, and PaxFan, three companies associated with Pax Scientific—a California-based research and development corporation focused on proprietary technologies involving but not limited to fluid dynamics, convection, flow form geometry, propulsion, and thermodynamics. Mr. Hawken founded and directs the Natural Capital Institute, a research group dedicated to researching principles and practices leading to social justice and environmental restoration.

Mr. Hawken has publicly addressed the topic of business and the environment for twenty years, keynoting hundreds of events and consulting with dozens of organizations throughout the world. He has also served on the boards of several environmental organizations including The Trust for Public Land and the Point Foundation (publisher of the Whole Earth Catalog).

Mr. Hawken has received numerous awards and commendations, including the Green Cross Millennium Award for Individual Environmental Leadership in 2003, and the Golden Peacock Award for Global Ecological Sustainability in 2002 from the World Council for Corporate Governance and the World Environment Foundation.



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### **Tyrone B. Hayes, PhD**

Dr. Tyrone Hayes, professor of Developmental Endocrinology at the University of California, Berkeley, received his B.A. in Biology from Harvard in 1989 and Ph.D. in Integrative Biology from UC Berkeley in 1993. He is a specialist in the developmental endocrinology of amphibians. Dr. Hayes is renowned for his groundbreaking work on atrazine, the most widely used pesticide in the United States – and for standing up to Syngenta, the Switzerland-based agribusiness giant that manufactures atrazine. Dr. Hayes was originally paid by Syngenta to study atrazine, but when his research turned up damaging effects on frogs, the company moved to stall and suppress the research. Dr. Hayes went public with his studies that found feminized effects in male frogs exposed to low doses of atrazine.

One of Dr. Hayes's key interests is how threats to environmental health translate into threats to public health. For example, the mechanisms through which atrazine harms amphibians are observed in every vertebrate class examined, and occur in humans as well. Another of his main goals is developing effective means to disseminate emerging science to the general public. Dr. Hayes is especially interested in making information available to underrepresented minorities and people of low-income status who are more likely to be exposed to such health threats, but who have less access to information and health-care solutions.

Dr. Hayes's current research focuses on the role of steroid hormones in amphibian development, and to that end he conducts both laboratory and field studies in the U.S. and Africa. His two main areas of interest are metamorphosis and sex differentiation, but he is also interested in growth (larval and adult) and hormonal regulation of behavior. His work addresses problems on several levels including ecological, organismal and molecular questions. His main goal is to synthesize ecological/evolutionary, organismal/physiological, and biochemical/molecular studies to learn how animals translate changes in their external environment to internal changes, how these internal changes are coordinated, what molecular mechanisms are involved, and, in turn, how changes at the molecular level affect an animal's ability to adapt to the changes in its external environment and affect evolutionary trajectories.

Dr. Hayes received the National Geographic Emerging Explorer Award in 2004 and the Bartholomew Award for Outstanding Young Physiologist in 1998.