

**Panel and Presenter Biographies**  
**“Making the Case for Less Paper” Seminar**  
**June 11, 2008**

**Julie Colehour, PR and Communications Specialist, Resource Venture**

Julie believes that individual actions can change the world. She is an expert in integrated marketing campaigns and social marketing. She has spent the last 16 years managing integrated communications campaigns. These campaigns use research, advertising, web outreach, media relations and partnerships to encourage consumers to recycle, use water efficiently, look for the ENERGY STAR label, buy organics and get out of single-vehicle occupancy commuting. She holds not one, but two bachelors degrees from the University of Washington and is the co-author of *The Environmental Marketing Imperative* (Probus Publishing, 1994). Julie has earned five Silver Anvils from the Public Relations Society of America. In 2001 she was named one of *The Puget Sound Business Journal's* 40 under 40 young outstanding executives. Julie's firm, Colehour+Cohen manages the PR and communications for the Resource Venture program.

**Ross MacFarlane, Senior Advisor, Business Partnerships, Climate Solutions**

Ross brings more than 25 years of experience working on public policy and environmental issues. A lawyer by training, he was a partner at K&L Gates where he managed the environmental law practice and represented a wide range of public and private clients. He has been recognized as a “Super lawyer” in the areas of environmental, transportation and public law. He also served on the management team for an agency working to build urban mass transit. He has served on numerous boards, including Washington Conservation Voters. At Climate Solutions, Ross works to forge partnerships with businesses that are seeking to build the clean energy economy in the Pacific Northwest and helps promote strong climate and energy policy. A Northwest native, Ross is a graduate of Pomona College and University of Washington School of Law.

**Amity Lumper, Business Outreach Specialist, Resource Venture**

The City of Seattle's Resource Venture program provides free outreach, education, and technical assistance to businesses in order to conserve resources, reduce or prevent pollution, and become more sustainable. The program is a service of Seattle Public Utilities (SPU) and supports SPU's solid waste, water, and stormwater lines of business. Resource Venture began in the early 90's at the Greater Seattle Chamber of Commerce. SPU selected Cascadia Consulting Group in 2006 to manage Resource Venture.

With nearly a decade of experience in environmental management consulting, Amity has worked with over 50 major businesses in the Northwest to eliminate wasted resources. Adobe, The Home Depot, Seattle Seahawks, Starbucks Coffee Company, Kerry Group, Virginia Mason Medical Center, Zymogenetics, Marten Law Group, Starwood Hotels, GGLO Architects, and Sodexo represent the diversity of clients Amity has assisted in her nearly eight years at Cascadia Consulting Group. Amity offers her clients practical, bottom line-driven solutions that make a positive environmental impact, increase brand value, and maximize financial return. Amity holds a BA in Chemistry and Economics from Seattle Pacific University (2000) and a Masters in Sustainability and Leadership from the Blekinge Technical Institute in Karlskrona, Sweden (2005).

**Charlie Cunniff, Director, Seattle Climate Partnership**

Charlie is the Director of the Seattle Climate Partnership within the City of Seattle Office of Sustainability & Environment. The SCP is a voluntary effort among Seattle area businesses, organizations and institutions to measure and reduce their carbon footprint in accordance with the Kyoto protocols.

Charlie began his career as a private sector energy systems designer and energy conservation consultant. Previous to joining the City's team, Mr. Cunniff held the position of Executive Director at ECOSS- the Environmental Coalition of South Seattle. ECOSS was and is a ground-breaking NGO that makes the essential link between businesses, governments and communities on environmental and economic development issues.

Charlie holds a BA from The Evergreen State College and an MA from Seattle University.

**Ruth Bell, Project Manager, Resource Venture**

Ruth manages all aspects of the Resource Venture program. She has worked extensively on stormwater pollution prevention, recycling, and water conservation issues. Ruth has been working with businesses and institutions to conserve resources and recycle since 1988. Ruth was one of the principal architects of King County's Businesses for Clean Water program that recognizes businesses for stormwater best management practices. Ruth has led classroom and field educational programs as a Naturalist for King County Parks and the Pritchard Beach Wetland, is a board member of the Seward Park Audubon Environmental Learning Center and has received a Denny Award for her volunteer efforts in southeast Seattle parks since 1996.

**Mary Blazek, Seattle Office Administrator, DLA Piper**

DLA Piper has more than 3,700 lawyers located in 25 countries and 64 offices throughout Asia, Europe, the Middle East and the U.S. The Seattle office has 53 employees. DLA Piper is committed to reducing its impact on the environment. It is the first, global legal services provider to achieve ISO 14001 certification across all continents in which it operates. Mary has been DLA Piper's Seattle Office Administrator for over eight years. She oversees the sustainability initiatives for the Seattle office and is a member of her law firm's national sustainability focus group.

**Eve Rashby-Pollock, Legal Services Director and Chief Sustainability Officer, Marten Law Group**

Marten Law Group, a Seattle-based environmental law firm, advises clients on all aspects of environmental law, assisting companies and public agencies with their most challenging environmental, land use, and natural resource matters. Eve grew into her role as a leader in law firm sustainability after 20-plus years of experience as a litigation paralegal. Eve has concentrated on litigation in various fields of law including construction defect, land use and environmental law, and has managed several multimillion-dollar complex litigation cases. As a paralegal she has managed millions of pages of documents, and has witnessed first-hand the waste that has always been an inherent environmental issue for law firms. In her current role as Chief Sustainability Officer for Marten Law Group, she has created and implemented the firm's first sustainability plan and continues to guide the firm in its efforts to be a steward of the environment.

**Brenda Bole, Legal Secretary, Foster Pepper**

Foster Pepper is one of the largest law firms in the Pacific Northwest with offices located in Seattle and Spokane, Washington and Portland, Oregon. The 1988 merger of Foster Pepper & Riviera and Roberts & Shefelman brought together the Northwest's premier real estate and land use firm with the area's leading municipal government and public finance firm. The firm's tradition of service dates from early in the century, and it is proud to celebrate more than 100 years of service.

Brenda is a legal secretary at Foster Pepper and has chaired the firm's Green Team since its inception in the early 1990's. She participated in the Law Firm Waste Reduction Network and the subsequent production of the book "The Case for Waste Prevention" (a waste reduction and recycling guidebook distributed to all law firms in King County in 1995 with support of a grant from the City of Seattle and Seattle Public Utilities).

Brenda has fostered many successful environmental programs during her 22 years with Foster Pepper. She is also responsible for a new-hire green orientation and educates each new employee about the firm's environmental programs. In 2005, Brenda led the firm to first place for waste reduction and recycling in Resource Venture's BEST Awards. Brenda is also an integral part of Foster Pepper's Pro Bono Committee.