

# Rolling Friendly Along the Highway

Where Thoreau's Walden Stands Serene and the Buffalo Still Room

By Sue Mayfield-Geiger

CELEBRITY, STARDOM, WEALTH, HIGH-PROFILE, NEWSMAKER, BIGSHOT, FAMOUS - ALL CONJURE UP VISIONS OF THOSE WHO HAVE MADE IT IN LIFE. MONEY IS NO OBJECT; THEY LIVE IN FABULOUS MANSIONS, HAVE ADORING FANS, AND GET THEIR PHOTOS AND NAMES SPLASHED IN EVERY MEDIA GENRE OUT THERE. THEY ARE POWERFUL PEOPLE WHO HAVE REACHED THE PINNACLE OF THEIR CAREERS AND ARE BASKING IN THE GLORY OF ALL THE PERKS, WHISTLES AND BELLS THAT ARE THE FRINGE BENEFITS OF FAME. OFTEN TIMES, WE ARE ONLY AWARE OF THE SURFACE OF THESE PERSONALITIES AND NOT IN TUNE TO SOME OF THE CAUSES AND ISSUES THEY SUPPORT - CAUSES AND ISSUES THAT USUALLY GET LITTLE OR NO ATTENTION - THAT IS, UNTIL PEOPLE LIKE BONNIE RAITT, DON HENLEY AND TED TURNER SPEAK UP FOR WHAT THEY BELIEVE IN, PUT THEIR MONEY WHERE THEIR MOUTH IS, AND EVENTUALLY THE WORD GETS OUT. WE, AT *CHANGE*, TAKE THE OPPORTUNITY IN THIS ISSUE TO SPREAD THE WORD A LITTLE FURTHER.



**Bonnie Raitt** is a very busy lady these days. By the time you read this, she will probably be smack dab in the middle of her Spring/Summer tour, somewhere in Denmark (after wrapping up in the United Kingdom and the U.S.). But in June, she will be back in the states to dazzle her fans in Colorado, Tennessee, Georgia, Kentucky, Illinois, Ohio, New York, Massachusetts, Virginia, and Michigan (with parts of Canada thrown in). Then in the fall, she will start all over again with a September 9 performance at the Greek Theatre in L.A.

Thirty of her 39 shows, however, are offset with windpower, and the trucks and buses involved with her tour run on biodiesel fuel, a clean burning alternative fuel, produced from domestic, renewable resources. Biodiesel contains no petroleum, but it can be blended at any level with petroleum diesel to create a biodiesel blend. It can be used in compression-ignition (diesel) engines with little or no modifications; is simple to use, biodegradable, nontoxic, and essentially free of sulfur and aromatics. Chemistry lesson number one: Biodiesel is made through a chemical process called transesterification, whereby the glycerin is separated from the fat or vegetable oil. The process leaves behind two products – methyl esters (the chemical name for biodiesel) and glycerin (a valuable byproduct usually sold to be used in soaps and other products). Important fact you should know: It is not the same thing as raw vegetable oil!

Fuel-grade biodiesel must be produced to strict industry specifications in order to insure proper performance. Biodiesel is the only alternative fuel to have fully completed the health effects testing requirements of

the 1990 Clean Air Act Amendments, and is legally registered with the Environmental Protection Agency. Biodiesel is better for the environment because it is made from renewable resources, has lower emissions compared to petroleum diesel, is less toxic than table salt and biodegrades as fast as sugar. Since it is made in the USA from renewable resources such as soybeans, its use decreases our dependence on foreign oil and contributes to our own economy.

Born to a musical family, Bonnie Raitt is a nine-time Grammy winner and the daughter of celebrated Broadway singer John Raitt. Raised in L.A. amongst the arts, Quaker traditions, and a commitment to social activism, she has been hooked on music since the age of eight. As a Harvard/Radcliffe student majoring in Social Relations and African Studies, she attended classes and immersed herself in the city's turbulent cultural and political activities, but left after

three years. She learned first-hand lessons of life as well as invaluable techniques of performance from greats like John Lee Hooker and Muddy Waters. "I'm

certain that it was an incredible gift for me to not only be friends with some of the greatest blues people who've ever lived, but to learn how they played, how they sang, how they lived their lives, ran their marriages, and talked to their kids," she says.

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"I was especially lucky as so many of them are no longer with us."

Word spread quickly of Bonnie's soulful, unaffected way of singing, and her uncanny insights into blues guitar. Warner Brothers tracked her down, signed her up and the rest is history. Throughout her career, Bonnie has devoted herself to playing benefits and speaking out in support of an array of worthy causes, specifically working for environmental protection and for the rights of women and Native Americans. Her numerous awards, Grammys, albums, hit songs and guest appearances attest to the fact that this soulful singer with the flaming red locks is one of the most talented artists of today. However, she rolls along the highway thinking green, every mile of the way.

In 2002, Bonnie initiated **Green Highway**, a traveling eco-village providing information to concertgoers about alternative energy solutions (solar and wind power), displaying Honda Hybrid vehicles, and connecting fans to local environmental issues and

organizations. Today, during all of Bonnie's concerts, fans are encouraged to arrive early and explore the information tables and displays. The Green Highway features exhibits of products and organizations that are working in harmony with the environment. Wind power, once considered a small sideshow in the energy scene, has become the cheapest and fastest-growing source of new electricity. Biodiesel is fast becoming one of the most environmentally friendly and accessible fuels to get us where we need to go.

**CONTINUED...**



Bonnie Raitt maintains a busy touring schedule that combines her music with her message. Her travelling eco-village provides concert goers with information about products & organizations working in harmony with nature.

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Don Henley grew up in East Texas and spent much of his time outdoors learning to appreciate nature. He has been instrumental in leading efforts to preserve Caddo Lakes (below), a 30,000 acre Bald Cypress Savannah eco-system bordering NE Texas & NW Louisiana.

Thanks to the success of Green Highway, an off shoot called **Reverb** was born, an organization seeking to spread the eco-village model to new tours and audiences throughout North America. Director Lauren Sullivan explains: "The Reverb eco-village is a completely self-sufficient complement to a musician's tour. All funding, set-up and breakdown is done by Reverb staff. Traveling to each venue along the tour, this environmental bazaar consists of alternative energy technologies, local and national non-profits, enviro-friendly products, voter registration, and any other elements that the musicians would like to include. The aim of the eco-village is to enhance the overall concert experience while educating, invigorating, and inspiring fans." So far, participating artists include the likes of Bonnie Raitt, The Dave Matthews Band, Alanis Morissette, Avril Lavigne and others.

When we hear the name **Don Henley**, we think of that famous rock band, *The Eagles*, and all the mesmerizing lyrics that came from their albums over the last several decades. If the words to "Desparado," "Lyn' Eyes," or "Take it to the Limit," are running through your head

right now, note that Henley has done a lot more than just pen and record exceptional songs. Raised in Linden, Texas, he was the only child of hardworking parents, who credits his character to "growing up outdoors." Henley worked with his father in their garden and spent much of his free time learning to appreciate nature. He became an activist during the '70s, holding his first benefit concert for the Chumash Indians, a tribe native to Southern California. That set the wheels in motion.

In 1990, Henley founded the **Walden Woods Project**. At that time, sixty percent of Walden Woods – a 2,680-acre ecosystem surrounding Thoreau's Walden Pond – was already protected from development. However, two large tracts of land were

endangered when developers sought to construct an expansive office building and condominium complex in the mid-1980s. These commercial developments posed such a significant threat to the area that the National Trust for Historic Preservation twice listed Walden Woods as one of America's Eleven Most Endangered Historic Places.

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In response, the Walden Woods Project embarked on a national campaign to raise public awareness and the funds necessary



to purchase and preserve the endangered areas. In January 1991, the Project bought the 25-acre tract that had been slated for the development of condominiums. A few years later, the second tract of land was acquired at Brister's Hill. **The Thoreau Institute at Walden Woods** opened in 1998. The Institute is a center for research and education focused on Henry David Thoreau, his literary achievements and philosophy, and his influence on environmental and social movements. Through its technology center, education programs and the most comprehensive Thoreau research collection in the world, the Thoreau Institute at Walden Woods provides opportunities for lifelong learning about Thoreau's life and work.

In 15 years, the organization has protected nearly 150 acres in and around Walden Woods and provided quality programming for more than 200 high school teachers and students. Over the past seven years, the Institute has hosted scholars from 21 states and six countries.

Closer to home, Henley was instrumental in organizing and underwriting the **Caddo Lake Institute**. Caddo Lake, a 30,000-acre Bald Cypress Savannah ecosystem, borders Northeast Texas and Northwestern Louisiana; Henley went boating and fishing there as a child. Four watersheds supply Caddo Lake: Little Cypress Bayou, Big Cypress Bayou, Black Cypress Bayou and Jeems Bayou. The role of the Institute is to act as an "ecosystem-specific" sponsor and technical support entity, underwriting local wetland science and conservation expertise and training, as well as cultural and ecological research and monitoring. Its mission is to "protect and improve the ecological and cultural integrity of the Caddo Lake ecosystem."

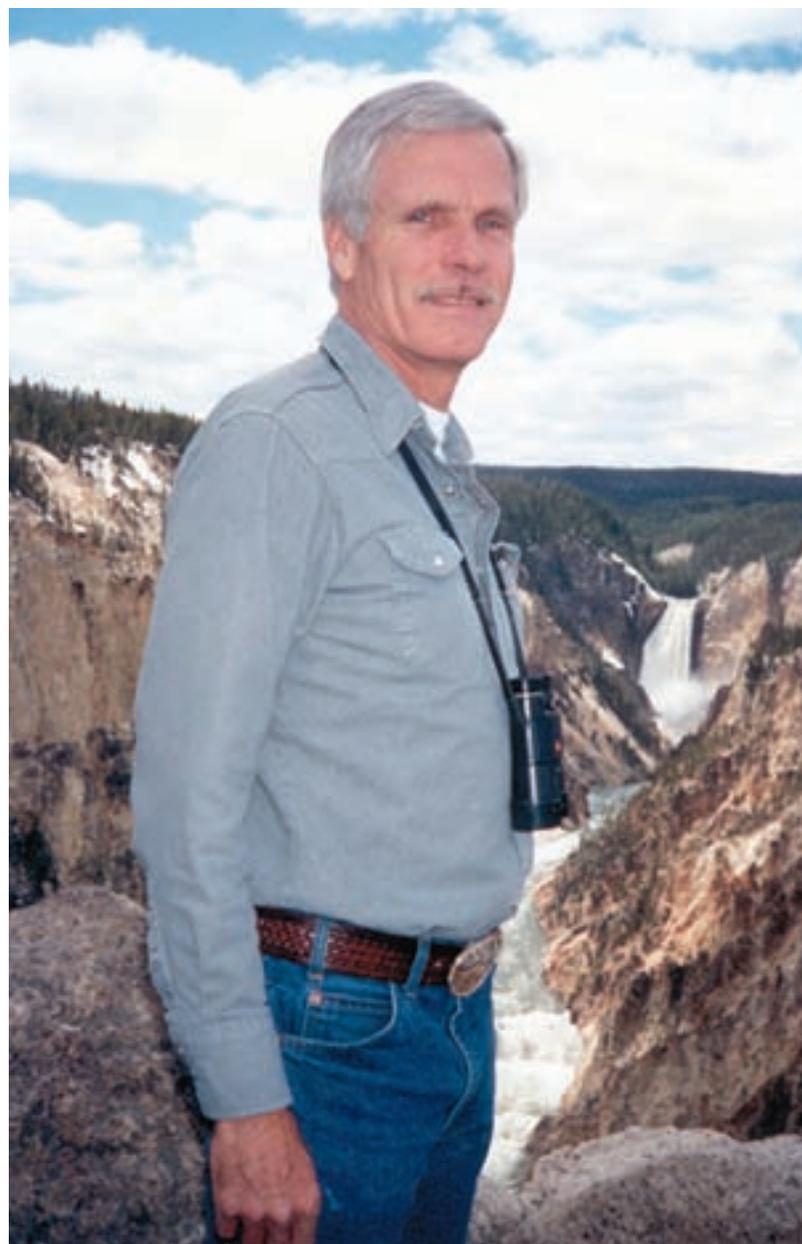
**CHANGE**

*Ted Turner is dedicated to maintaining the earth's natural resources and improving the quality of the natural systems that sustain us all.*

**The Greater Caddo Lake Association** had already been formed in the 1970s by local citizens wanting to preserve the area, but Henley's involvement provided the necessary resources for concerned residents to rally together when two very threatening issues arose. One was a heated controversy involving a few Marshall, Texas businessmen wanting to use 2,000 acres of land near Caddo Lake as a potential industrial site. Caddo Lake supporters vehemently protested, plus this land was already in the throes of being established as part of a wildlife refuge. Fortunately, the Harrison County Commissioners Court voted 3 to 2 opposing the industrial site. Another battle involved the proposed pumping of 5.5 million gallons of water daily from Cypress Bayou to Entergy Power Ventures for power plant use. Entergy eventually backed off and agreed to use treated wastewater from the City of Longview, but the City of Marshall is continuing to seek industrial water from the lake and the case is now in the State Supreme Court.

Expressing how "we as humans need to reformulate our definition of 'community,' to include all of the natural world rather than just humankind," Henley continues to bring much-needed attention to matters such as these.

Media mogul **Ted Turner** is indeed an entrepreneurial icon. But aside



from CNN, Time Warner, buying up sports teams, and winning the America's Cup, his philanthropic endeavors are just as impressive. Turner is Chairman of **Turner Foundation, Inc. (TFI)**, an organization dedicated to maintaining the earth's natural resources and improving the quality of the natural systems that sustain the human race.

"How much pollution is acceptable, or how many more species will we allow to pass into extinction?" Mr. Turner asked when he founded the orga-

"How much pollution is acceptable, or how many more species will we allow to pass into extinction?"

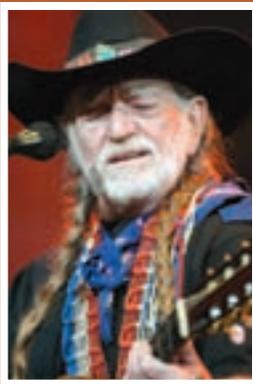
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nization, which he also  
personally chairs. "Are  
we willing to answer that  
now, in preventing the  
problem, or are we com-  
fortable with nature de-  
ciding for us?"

The organization  
supports efforts for  
improving air quality,  
protecting water, reducing  
toxins in the environment,  
maintaining wildlife  
habitat protection, and  
developing practices and policies to curb  
population growth rates. TFI has provided  
support for the following efforts: 1) clean  
water and toxics reduction; 2) clean air  
through improved energy efficiency and  
renewables; 3) wildlife habitat protection;  
and 4) the development of equitable  
practices and policies designed to reduce  
population growth rates. Turner has  
made grants to hundreds of organizations  
including: Advocates for Youth, Alliance  
for Affordable Energy, American Bird  
Conservancy, Coosa River Basin Initiative,  
Global Green USA, Georgia Campaign for  
Adolescent Pregnancy Prevention, Montana  
Land Reliance, National Audubon Society,  
National Public Radio, National Safe Energy  
Communications Council, Pacific Rivers  
Council, Planned Parenthood Federation  
of America, Sierra Club Foundation,  
Union of Concerned Scientists, Upper  
Chattahoochee Riverkeeper, and the World  
Watch Institute. In addition, the Turner  
Community Youth Development Initiative  
provides support for locally designed  
youth development programs in 30 rural  
communities near Turner's properties.

The Turner Endangered Species Fund is

"There is no  
greater legacy  
that we can  
leave our  
children and  
grandchildren  
than a peaceful  
and safer world."

a core grantee of the Turner  
Foundation, which works  
to conserve biodiversity  
by emphasizing efforts on  
private land, particularly  
on the Turner properties.  
Endangered species, which  
have been reintroduced or  
restored, include black-  
footed ferrets, desert  
bighorn sheep, prairie  
dogs, Mexican wolves, red-  
cockaded woodpeckers  
and West Slope cutthroat

trout.

Turner has given one billion dollars to  
the United Nations Foundation, launched  
the Nuclear Threat Initiative (NTI), and  
through Turner Enterprises, manages the  
largest commercial bison herd in North  
America, with approximately 40,000-head  
spread amongst 14 ranches in Colorado,  
Kansas, Montana, Nebraska, New Mexico,  
Oklahoma and South Dakota. In addition,  
Turner owns property in California, Florida,  
Georgia, South Carolina and Argentina.  
The mission of **Turner Enterprises** is: to  
manage Turner lands in an economically  
sustainable and ecologically sensitive  
manner while promoting the conservation  
of native species.

Turner says, "There is no greater  
legacy that we can leave our children and  
grandchildren than a peaceful and safer  
world."

Bonnie Raitt, Don Henley and Ted Turner  
are all very aware that their celebrity status  
and worldwide acclaim have given them  
the resources that help to accomplish their  
environmental and educational goals. They  
ask that you do your part; we certainly thank  
them for theirs.