

Professor Terry L. Anderson (moderator)

Anderson received his Ph.D. in economics from the University of Washington in 1972. He is a professor of economics at Montana State University where he has won several outstanding teaching awards, and he is a senior fellow at the Hoover Institution at Stanford University. Anderson has been a visiting scholar at Oxford University, the University of Basel, and Cornell University Law School. He was also awarded a Fulbright Research Fellowship to Canterbury University. He is the author or editor of nineteen books on market approaches to the environment and the economic history of the American West. Anderson is the director of PERC (the Political Economy Research Center), a leading center for free market environmentalism and a forum for disseminating related research and information to a wide audience.

Dominic Careri Kulik

CEO of Dakai Enterprises & Board member of Investor's Circle

Dominic Careri Kulik, CEO of the private consulting firm Dakai Enterprises, has spent 16 years involved with early-stage, private equity ventures, focusing primarily on starting and managing portfolio companies in the media, consumer product and education industry segments. He was a Senior Associate of the Blue Dot Venture Fund in 1999, and has served as a Director for Investors' Circle since then. From 1992-1997, Dominic also served as Director of Business for Social Responsibility.

Denise Laine

Founder & CEO of American Transitech

Denise B. Laine is the founder and president of American Transitech, a remanufacturer of high-quality toner cartridges. Ms. Laine was one of the key developers of the technology in the late 1980s, when the recycled toner cartridge industry was still in its infancy. Under her leadership, the Mountain View company has enjoyed consistent growth and is now one of the largest manufacturers of recycled toner cartridges in California.

In the ten years prior to founding American Transitech, Ms. Laine held engineering management roles for major corporations. At Teledyne Microwave, Ms. Laine led a two-year engineering development venture for Texas Instruments, managing the project from technological development through production. As a project engineering for General Electric, she successfully brought two major power plants on-line.

She participates actively in business, environmental and entrepreneurial organizations. Her memberships include, Social Venture Network (SVN), Business for Social Responsibility (BSR), The American Society for Testing and Materials (ASTM), The Recycled Paper Coalition and is a member of and past Communications Director for The National Association of Women Business Owners-Silicon Valley (NAWBO-SV). Ms. Laine travels widely, and combines her explorations of diverse cultures with her personal interests in human rights, sustainability, and economic and business issues. Within the

past several years she has visited India, Machu Picchu, Brazil, Egypt, Bali, the Borneo Rain Forest, the Amazon, Galapagos Islands, and Costa Rican Rain Forests.

Ms. Laine holds a Master of Science degree from Stanford University in engineering management and Bachelor of Science degree in metallurgical engineering from the University of Utah. She speaks frequently on small business startup and practices to conferences and industry groups, and is a regular lecturer on small business topics in the MBA program at the Marriott School of Business at Brigham Young University, Provo, Utah.

Aaron Lamstein Founder of Worldwise

He was just 22 when he made the environment his business by co-founding Worldwise to offer the "average" consumer products made from recycled, reclaimed or certified organic materials. Thirteen years later, Aaron Lamstein has shaped Worldwise into a leading brand of environmentally responsible consumer products available at 15,000 stores nationwide, including retail leaders Wal-Mart, Target, Home Depot and Kroger.

By making products that are effective, attractive, affordable and accessible to value-conscious shoppers, Lamstein is helping change perceptions about the look, feel, price and performance of environmentally responsible products and has become a leader in the area of sustainable business.

One of the most formative and influential connections of Aaron's life was made when he only eight years old. As a "little brother" in Big Brothers/Big Sisters Program of Marin County, Aaron was matched with Phil Genet, an entrepreneur with an abiding concern for the environment.

Their friendship continued into adulthood and soon after Aaron graduated from UCLA with a degree in international political economy, his former Big Brother approached him with the idea of creating a business that would respond to intensifying consumer interest in environmental responsibility. Aaron's decision came easily and Worldwise, Inc. was born.

His unique success balancing environmental goals with business realities has established Aaron as a leader to learn from in the private and public sector. From the media to business groups, trade shows to schools, Aaron frequently speaks and writes about issues surrounding the manufacturing, distribution and marketing of environmentally responsible consumer products.

He sits on Wal-Mart's Environmental Advisory Board, the Steering Committee of the Environmental Education Council of Marin (EECoM), Worldwise's Board of Directors and is a member of the Social Venture Network.

Jeff Mendelsohn
Chairman & CEO, New Leaf Paper

As founder of New Leaf Paper in 1998, Jeff Mendelsohn has played a significant role in the paper industry over the last decade by creating a new standard for environmental papers. His vision is to create a sustainable paper industry by developing demand for better environmental papers and by focusing on creating cutting edge environmental papers that can be used for everyday business needs.

Under his leadership, New Leaf Paper has been recognized nationally for its role in the paper market. In 2001, Jeff was featured in an Inc. Magazine article entitled "Can Business Still Save the World?" The business has experienced dramatic growth, reaching \$17 million in sales in 2004. All staff members are committed to the mission and enjoy participating in the socially responsible business enterprise.

Jeff received a BA from Cornell University and studied international relations. He is very active in the socially responsible business community, and is a member of Social Venture Network and Business for Social Responsibility. Jeff loves the outdoors and enjoys rock climbing, surfing, backpacking, and hiking.

New Leaf Paper is a national recycled paper manufacturer and distributor dedicated to environmental responsibility. By demonstrating to their customers and the paper industry, that using environmentally sound paper is an economical as well as responsible choice, New Leaf Paper strives to provide their customers the added value of environmental stewardship at competitive prices.

New Leaf offers a complete line of high quality office and printing papers, using ultra-high post-consumer waste content, chlorine free bleaching and non-wood fibers. New Leaf unconditionally guarantees their papers measure up to the quality standards of comparable, less environmentally sound papers.

To learn more about New Leaf Paper, visit <http://www.newleafpaper.com/index.html>.
