

DOWN TO EARTH



AN ENVIRONMENTAL SUMMIT FOR EVERYDAY PEOPLE

JANUARY 28-29, 1994



FEATURING:

Jean-Michel Cousteau, Oceanographer
Richard Leakey, Director, Kenya Wildlife Service
Tom Lovejoy, Smithsonian Institution
The World Wildlife Fund, The Wolf Fund,
Ben & Jerry's Homemade, Inc., Patagonia, Captain Planet



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St. Thomas University, University of Miami: Rosenstiel School

Organized by Miami Metrozoo and the The Zoological Society of Florida

For More Information Call 305-255-5551

Special Pull Away Section



Down To Earth: An Environmental Summit For Everyday People

For people who wish they were more informed about environmental issues, The Zoological Society of Florida and Miami Metrozoo present *Down To Earth: An Environmental Summit For Everyday People* Friday, January 28 and Saturday, January 29, 1994.

Down To Earth will be a series of talks and field trips led by international, national and local experts. Its goal is to give a global view of conservation in a forum that is enjoyable, easy to understand and entertaining.

Highlighting the two-day program will be an evening with oceanographic expert Jean-Michel Cousteau and Kenya's Director of Wildlife Services Richard Leakey on Friday, January 28 at 8:00 p.m. at the James L. Knight Center. This *Down To Earth* "double bill" will be the first time these two scientists have appeared on the same program. It will also be Leakey's first U.S. speaking appearance since his near-fatal plane crash last February.



Down To Earth Gets Down To Business

Businesses are the dominant institutions on the planet and they have an essential role in the environmental effort. *Down To Earth* is the place for South Florida business leaders to share environmental partnership ideas with one another, with national and international conservationists, and with representatives of multi-million dollar businesses that are successfully integrating social, ethical and environmental principles. Get down to business Friday afternoon, January 28 from 1:00-5:30 p.m. See schedule on inside back cover for details.



A Habitat Sampler

Sample a variety of unique South Florida natural habitat zones during a special *Down To Earth* family event. Our magical habitat tour includes sections of the Everglades, hardwood hammock forests and coastal beaches. We'll be guided by local expert field researchers and naturalists who will explain the connection between global conservation concerns and local wildlife issues. All participants should bring their own picnic lunch packed in reusable containers. Beverages and a fabulous picnic setting are included with admission. We'll depart from Metrozoo at 11:00 a.m. and return to Metrozoo by 4:00 p.m.

All *Down To Earth* sessions are open to the public. Zoo members, students and groups of 10 or more receive a 20% discount. To register use the form on the inside back page. For more information and telephone reservations, call 305-255-5551.



Down To Earth Schedule of Activities

Friday, January 28

Morning Sessions

10:30 a.m.

Book Signing

South Dade Regional Library
Free

Richard Leakey helps to rededicate The South Dade Regional Library, restored since Hurricane Andrew.

1:00 p.m.

Earth Beat

International
James L. Knight Center
\$5 per student

MTV International celebrates the Earth in music at this event for students age 12-17. Earth Beat International features guest celebrities in a multimedia presentation.

Noon-1:00 p.m.

Brown Bag Lunch

Hotel Inter-Continental
Miami
\$15 per person

Glenn Ekey, Executive Director of The Zoological Society of Florida
"The Evolution of Zoos and Their Response to the Conservation Crisis."

1:00-5:30 p.m.

Down To Earth Gets

Down To Business

Hotel Inter-Continental Miami
\$25 per person

Learn how an environmental outlook is good for people, products and profit.

Tom Lovejoy, Keynote Speaker, Moderator. Lovejoy talks about how uniting environmentalism and business has benefited South and Central American economies and ecosystems; and how such programs could be applied to domestic environmental challenges.

Paul Tebbel, Patagonia

"Building A Business Around Your Environmental Ethic"

Andrea Asch, Ben & Jerry's Homemade, Inc.

"Action Steps for Environmentally Managed Businesses"

Renee Askins, The Wolf Fund "Think Locally. Act Locally: A New Paradigm and Meaning for Conservation Efforts"

Invited guest **Russell Train, World Wildlife Fund, US**
"What Makes A Business/Environmental Partnership Work"

Joseph Browder, Dunlap & Browder, Inc., Moderator
"Why Strong Environmentalism Means a Strong Economy in South Florida." With panelists: **Arsenio Milian, Milian Swain & Associates; Nancy H. Roen, Florida Power and Light Company; Arthur E. Teele, Jr., Dade County Commissioner**

Friday, January 28

Evening Sessions

5:30 p.m.

Earth Cocktail

The International Place:
Sky Lobby (Across from the Knight Center)

This private reception is for patrons and sponsors of *Down To Earth*. If you wish to become a supporter of *Down To Earth*, call John Reynolds at 305-255-5551.

8:00 p.m.

James L. Knight Center

An Evening With Jean-Michel Cousteau and Richard Leakey
\$15 per person

Two experts on conservation of huge wildlife systems: Cousteau knows oceans through a lifetime of exploration in, on and around the seas. Leakey faces the task of sustaining thousands of square miles of wild land in Kenya. Their individual presentations will be followed by a dual Q&A session with audience participation.



Saturday, January 29

Time and location to be announced.

Jean-Michel Cousteau

Book Signing

Free

11:00 a.m.-4:00 p.m.

Field Trips to Florida's

Unique Habitats

Departing from Metrozoo
\$10 per adult/\$5 per child (age 12 and under) Includes beverages. Bring Your Own Picnic.

An afternoon of learning and fun that takes *Down To Earth* explorers to some of the world's rarest, most fascinating habitats - right here in South Florida

The *Down To Earth* schedule is subject to change.

For More Information Call 305-255-5551

Down To Earth Registration

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

I am a Zoo Member -Membership # _____ I am not a Member

Individual Tickets

Name of sessions you wish to attend	# of Tickets Desired	Price/Tickets	Subtotal
Earth Beat International			
Brown Bag Lunch			
Down To Earth Gets Down To Business			
Cousteau/Leakey Evening			
Habitat Field Trips			

All seating will be on a first - come, first-served basis. Zoo members, students and groups of 10 or more receive a 20% discount on admission prices.

Total Individual Tickets: \$ _____

Member/Student/Group discount if eligible, Subtract: (_____)

Grand Total: \$ _____

Method of Payment

American Express

MasterCard

VISA

Card # _____

Expiration Date: _____

Signature: _____

DOWN TO EARTH



Down To Earth Featured Speakers



Jean-Michel Cousteau, Oceanographer, joins

Richard Leakey on the Knight Center stage January 28 for a first-time-ever environmental double bill. The Cousteau name is synonymous with adventurous nature programs. Many of us grew up watching the Cousteau family travel the oceans in search of fascinating marine creatures large and small. Jean-Michel Cousteau carries on his family tradition, on both land and sea. He is an internationally recognized spokesperson for the marine environment.



Richard Leakey, Director, Kenya Wildlife Service,

shares the podium with Cousteau January 28. " Since 1989, Leakey has taken the offensive against government corruption and poaching. His actions have been both controversial and effective: since 1989 poaching of elephants and rhinos in Kenya has virtually stopped. He is currently assembling a team of biologists, lawyers, engineers and accountants to forge a new approach to sustaining large-scale wildlife park systems. In February, 1993 his single engine plane crashed in Nairobi resulting in the loss of both his legs. He has made an amazing recovery and his appearance at *Down To Earth* will be his first U.S. engagement since the accident.

Tom Lovejoy, Assistant Secretary of External Affairs, The

Smithsonian Institution, is keynote speaker and moderator on Friday afternoon, January 28. An exceptional scholar and field researcher, he originated many groundbreaking and influential programs. He created the PBS TV series "Nature," and also conceived of "debt-for-nature" swaps in which developing nations' international debts are forgiven in exchange for preservation of wild lands. Since 1965 he has worked in the tropical regions of South America, conducting landmark research that has brought to the public eye the plight of the rainforest.

Joseph Browder is an international consultant on economic development and environmental protection. More than 25 years ago he helped organize campaigns to restore Everglades National Park's water supply and establish Biscayne National Park and Big Cypress National Preserve. He was the first Conservation

Director for Friends of the Earth and founded the League of Conservation Voters. Browder moderates a panel discussion that also includes Arsenio Milian, President, Milian Swain & Associates; Nancy H. Roen, Director, Environmental Affairs Department of Florida Power and Light Company; and Arthur E. Teele, Jr., Chairman of the Dade County Board of Commissioners.

Invited guest **Russell Train of World Wildlife Fund U.S.** will bring his global conservation experience to our discussion of what makes environmental/ business partnerships work. Dr. Train was the first administrator of the U.S. Environmental Protection Agency. He helped found WWF U.S. in 1961 and served as the organization's president until 1986. He now serves as Chairman of the Board of WWF U.S.

Ben & Jerry's Homemade, Inc. has been described as "America's premier socially responsible company," proving through its actions that environmentalism and profitability are not mutually exclusive. Andrea Asch, Ben & Jerry's Manager of Natural Resources Use, is responsible for waste minimization, regulatory compliance and education.

Patagonia, an international outdoor gear company, was founded by people who wanted to put their personal environmentalism into action. Their employees are involved in global and grassroots conservation, and the corporation commits 1% of sales to environmental causes. Paul Tebbel is responsible for administering Patagonia's environmental programs.

Renee Askins, Executive Director of The Wolf Fund, heads an organization that is redefining the way in which environmentalists approach local conservation challenges. The Wolf Fund is a single issue organization that focuses on restoring the wild wolf population to Yellowstone National Park. It exemplifies a kind of effort that could be effective for our region.

Captain Planet, the popular environmental hero created by Turner Program Services, gives *Down To Earth* field trippers a proper send off Saturday, January 29.



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