

LAST YEAR, the publisher of *Sockeye Magazine* came to Ecotrust with an offer: to guest edit an issue devoted to “sustainability.” We gladly accepted the opportunity, inviting essays from a wide range of leaders in the field – people who, like Ecotrust, are working to foster a more reliable prosperity.

Thanks to all the friends who contributed to this issue of *Sockeye Magazine*:

Frank Ackerman
Jeremiah Baumann
Nancy Becker
Russell Butkus
Kanchan Chopra
Herman Daly
Alan Durning and Amy Chan
Peter Huhtala
William Jaeger
Keith James
Dick Roy
Elizabeth Sawin and the Sustainability Institute
Michael Shuman
Johnny Sundstrom
Brian Walker and David Salt

Please join us in the conversation!



Citizen of Salmon Nation

Ecotrust is a conservation organization committed to strengthening communities and the environment from Alaska to California. We work with Native peoples and in the fisheries, forestry, and food sectors to build a regional economy based on social and ecological opportunities.

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A TOP-NOTCH PUBLIC AFFAIRS MAGAZINE

Ron Tammen
Director Mark O. Hatfield School of Government

Oregon's Future

David Roth founded this magazine as Oregon's Future in 1996. This year, he decided to step down from the magazine's Board of Directors. Here, in David's words, is his vision for the magazine and for Oregon.

"The original purpose of the magazine was to address Oregon's political crisis in the mid 1990s. For the previous 25 years or so, Oregon's politics had been dominated by a progressive and more-or-less bipartisan agenda that had made our state famous.

Faced with this deeply fractured political situation, we designed the magazine as a forum for rational, non-partisan discussion that would lead toward a new political consensus, one that would enable our communities and our state to deal effectively with the practical difficulties that confronted them every day."

On behalf of the Board of Directors, staff, and readers of the magazine, we want to thank David for his vision and years of hard work.

archive

the archive of past issues is available at
www.sockeyemagazine.org

SOCKEYE

DISCUSSION DELIVERED

SUSTAIN THE VISION

We believe that topics explored in-depth by interesting writers will foster debate across party lines.

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We stand for broccoli. For Pilates. And dental floss. We believe in the treadmill and its siblings StairMaster® and elliptical. In SPF 30 we trust. We stand for seat belts and stopping HIV. And we believe fruit makes a wonderful dessert. We have faith in optimism. In laughter as medicine as well as penicillin. And we pledge allegiance to one nation, indivisible, with resistance and cardio for all. We believe in physical therapy, psychotherapy, even music as therapy. All hail cold turkey, the gum, and the patch. We're anti-addiction. Pro-antioxidant. And have never met a vegetable we didn't like. We believe there is art to medicine as well as science. And we believe health isn't an industry, it's a cause. We are Kaiser Permanente and we stand for health. May you live long and thrive.

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To meet the challenges we face today it is essential to engage business, government, non-profit organizations and citizens in collective action. Oregon Solutions creates the place to come together.

- Governor Ted Kulongoski

Oregon Solutions convenes business, government, and non-profits in a 5-step governance system. Resources are integrated and leveraged among public, private and civic partners to achieve goals defined by the community. A few of our projects:



Solving Community Problems

in a New Way

- The **Reduced Truckstop Idling** project will electrify 600 commercial truck parking spaces along Interstate 5, saving energy and reducing greenhouse gas emissions
- The **Lakeview Biomass** project will build a 15-megawatt biomass power plant that also improves the health of our forests
- The **Delta Ponds** project in Eugene achieved watershed and habitat restoration along the Willamette River, creating a 150-acre urban natural area

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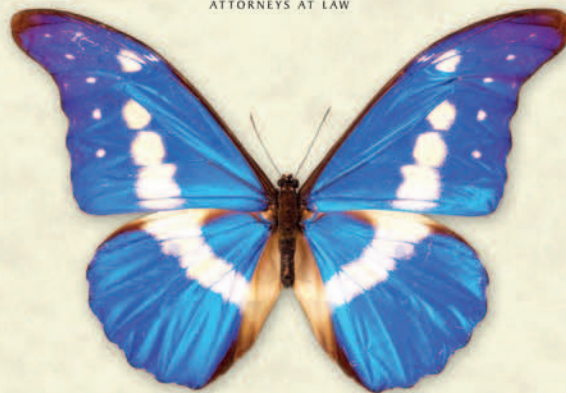
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