

01268-EPA-3650

Richard Windsor/DC/USEPA/US
03/11/2010 07:17 AM

To "Robert Goulding"
cc
bcc
Subject Fw: Delivery Status Notification (Delay)

I can fill you in on who he is tomorrow.

----- Original Message -----
From: Michael Martin [mm@musicmatters.net]
Sent: 03/10/2010 10:16 PM CST
To: Richard Windsor
Subject: Re: Delivery Status Notification (Delay)

Thanks Richard!

I will be on the road, so if possible, please have Robert call me on my cell tomorrow, my number is: (b) (6) Privacy

Thanks.

Michael Martin
Founder and CEO

Michael Martin • Chief Effect Officer • EFFECT Partners™, Inc. • 4208 Park Glen Road, Minneapolis, Minnesota 55416 • www.effectpartners.com • w. 952.426.7800
Effect Marketing • Strategy and Field Execution • MusicMatters™

Reduce. Reuse. Recycle. Respond. Please think twice before printing this email.

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> From: <Windsor.Richard@epamail.epa.gov>
> Date: Wed, 10 Mar 2010 21:53:01 -0500
> To: michael martin <mm@musicmatters.net>
> Subject: Re: Delivery Status Notification (Delay)
>
> Michael,
>
> Robert Goulding will call you tomorrow. Sorry. I'm just now seeing this.
>
>
>
> ----- Original Message -----
> From: Michael Martin [mm@musicmatters.net]
> Sent: 03/10/2010 04:27 PM CST
> To: Richard Windsor
> Subject: Re: Delivery Status Notification (Delay)
>

>
>
> Hi Richard,
>
> Thanks for your help in getting this information to Lisa this last week.
>
> Hey, I have a quick, minor, but important piece of information for you.
>
> If you are still there, could you please call me at (b) (6)
>
> Thank you!
>
> M
>
>
> Michael Martin
> Founder and CEO
>
> Michael Martin □ Chief Effect Officer □ EFFECT Partners□, Inc. □ 4208 Park
> Glen Road, Minneapolis, Minnesota 55416 □ www.effectpartners.com □ w.
> 952.426.7800
> Effect Marketing □ Strategy and Field Execution □ MusicMatters□
>
> Reduce. Reuse. Recycle. Respond. Please think twice before printing this
> email.
> --
>
>
>
>> From: <Windsor.Richard@epamail.epa.gov>
>> Date: Thu, 4 Mar 2010 10:43:23 -0500
>> To: michael martin <mm@musicmatters.net>
>> Subject: Re: FW: Delivery Status Notification (Delay)
>>
>> Will do. Tx
>>
>>
>>
>> From: Michael Martin <mm@musicmatters.net>
>>
>> To: Richard Windsor/DC/USEPA/US@EPA
>>
>> Date: 03/04/2010 10:38 AM
>>
>> Subject: FW: Delivery Status Notification (Delay)
>>
>>
>>
>>
>> Richard,
>>
>> Please pass this on to Lisa Jackson. For some reason, her personal
>> email does not seem to like to get emails from me!
>>
>> Thank you.
>>
>> M

>>
>> Michael Martin
>> Founder and CEO
>>
>> Michael Martin □ Chief Effect Officer □ EFFECT Partners□, Inc. □ 4208
>> Park Glen Road, Minneapolis, Minnesota 55416 □ www.effectpartners.com □
>> w. 952.426.7800
>> Effect Marketing □ Strategy and Field Execution □ MusicMatters□
>>
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>> this email.
>> --
>>
>> ----- Message from postmaster@musicmatters.net on Thu, 4 Mar 2010
>> 09:04:54 -0600 -----
>>
>> To: MM@EffectPartners.com
>>
>> Subject: Delivery Status
>> Notification (Delay)
>>
>>
>> This is an automatically generated Delivery Status Notification.
>>
>> THIS IS A WARNING MESSAGE ONLY.
>>
>> YOU DO NOT NEED TO RESEND YOUR MESSAGE.
>>
>> Delivery to the following recipients has been delayed.
>>
>> (b) (6) Privacy rivacy
>>
>>
>> Reporting-MTA: dns;mail.musicmatters.net
>>
>> Final-Recipient: rfc822; (b) (6) Privacy rivacy
>> Action: delayed
>> Status: 4.4.7
>> Will-Retry-Until: Fri, 5 Mar 2010 20:57:56 -0600
>>
>> ----- Message from Michael Martin <mm@musicmatters.net> on Wed, 03 Mar
>> 2010 20:57:54 -0600 -----
>>
>> To: "(b) (6) Privacy rivacy
>> <(b) (6) Privacy rivacy
>>
>> Subject: Some thoughts for your speech
>>
>>
>> Lisa,
>>
>> It is great to get to know you a little bit. I am so glad we ran into
>> each other last week.
>>
>> The speech you are going to give on Monday can be a pivotal moment for
>> our nation's environmental progress. Seriously. In response to our
>> conversation, please allow me to provide you with a point of view from
>> an insider that has been part of the 'green + business movement' for
>> over two decades. I think some of these observations and facts might be

>> helpful as you are assembling your speech. This topic has been the core
>> of our work at Effect and I look forward to being part of the change
>> that helps shape the future of sustainability.

>> 1) It is clear from recent research that consumers WANT companies to
>> do the right thing for the planet.

>> a. All things being equal, 70% of consumers will choose brands
>> that are doing good things for people and the planet. (Cone
>> Communications, 2009)

>> b. 74% of Americans believe companies should do more to
>> protect the planet. (NMI Research, 2009)

>> c. 57% of Americans will look for environmentally friendly
>> attributes of a product in their next purchase decision. (USA
>> Today Research)

>>

>> 2) From the corporate point of view, 82% of corporate executives
>> believe that good corporate citizenship helps the bottom line. (Boston
>> College Report, 2009)

>>

>> 3) The notion that doing the right thing for the planet will increase
>> shareholder value is just starting to take hold. This model (what we
>> call 'EFFECT Marketing') is what we've worked under for over a decade.
>> The power of capitalism can be harnessed to actually leverage point #1
>> to achieve point #2. This is happening today and my company is helping
>> this happen with some of America's largest companies.

>>

>> I believe if you can shine a positive spotlight on this reality for
>> companies, you will be able to turbocharge the movement towards doing
>> what is right for the planet AND the bottom line simultaneously. Free
>> market forces are really the only long-term way to create sustainability
>> in a capitalistic framework. The 'bad guys' are only 'bad guys' because
>> they are looking at the old models (profits OR planet) and do not yet
>> see how they can actually make more money by operating in a more
>> sustainable manner. You and I know this perspective all too well.
>> Multiple that by tens of millions individuals and that is how we get the
>> environmental problems we now face

>>

>> The good news is a slightly changed perspective by corporations can be
>> multiplied by those same tens of millions of individuals who ultimately
>> can help solve the problem through their actions and buying behavior.

>>

>> Here are some other examples to support this point:

>>

>> Consider Climate Counts. Since 2007, ClimateCounts.org has been using
>> its corporate Climate Scorecard to bring consumers and companies
>> together to address the climate crisis. The idea behind Climate Counts
>> is simple -- let the market drive the kind of innovation that leads to
>> large-scale reduction in greenhouse gas emissions. When consumers make
>> it very clear they want to support companies that take climate change
>> seriously, companies will respond in dramatic ways to earn their
>> business. Then, when those consumers find what they were looking for,
>> businesses begin to realize a return on their investments in climate
>> action. That's the market working to solve this incredible challenge.

>>

>> We have a roster of clients that are reaching stride at addressing the
>> issues of sustainability:

>>

>> 1) Procter and Gamble's 'Future Friendly' brand is being formally
>> launched in the U.S. next week. As part of P&G's corporate
>> sustainability commitment, they have created an internal campaign to

>> encourage all of their brands to identify steps that can be taken to
>> reduce their environmental impact. The first examples include: Tide
>> Cold water detergent, Dawn Direct Foam (a no-water soap), Duracell
>> rechargeable batteries and PUR water filters. Over 3 billion people a
>> day touch P&G products worldwide so by creating products with less
>> environmental impact, just through regular use, P&G will literally take
>> millions of tons of CO2 out of the atmosphere and hundreds of tons of
>> waste out of landfills. The upcoming U.S. launch of Future Friendly is
>> designed to inspire more sustainable consumption behaviors for
>> mainstream consumers. The purpose of Future Friendly is to make
>> conservation of natural resources, specifically energy, water and waste,
>> more user friendly for mainstream consumers.

>>
>> 2) The General Mills oat milling facility in Fridley, Minn., will soon
>> become the company's first biomass-powered plant. Construction has
>> begun on a biomass burner that will consume about 12 percent of the oat
>> hulls left over from the milling process to make food like Cheerios. The
>> energy produced from the burning of the oat hulls will be enough to
>> produce 90 percent of the steam needed for heating the plant and making
>> oat flour. Not only will this reduce the plant's carbon footprint by an
>> estimated 21 percent, it will also save more than \$500,000 in natural
>> gas costs every year. Their Green Giant brand has dramatically
>> reduced their use of pesticides, chemicals and water by focusing on
>> their sustainable farming practices.

>>
>> 3) Sellars Absorbent Materials (a small manufacturing company based in
>> Milwaukee) developed a technology that allows them to produce a paper
>> towel made out of recycled fibers that has a lower raw material cost,
>> lower environmental impact, and a higher absorbency than virgin fiber.
>> A product that is better for the environment, higher performing, that is
>> lower cost than existing product options. This product is rolling out
>> in grocery stores nationally this quarter.

>>
>> 4) Stonyfield yogurt has reduced costs and waste by eliminating the
>> use of plastic tops on their yogurt lids, saving 100 million tons of
>> solid waste annually and increasing their profits in the process.

>>
>> 5) Artists such as Jack Johnson and Dave Matthews Band have changed
>> how they tour to be green and have grown their businesses as a result of
>> these programs.

>>
>> Additionally, there are the well-documented cases of companies taking on
>> a sustainability focus that has created economic and competitive
>> advantages for them: Walmart, Toyota Prius, General Electric, etc. Or
>> companies such as Terracycle, Native Energy, Pangea Organics that have
>> embedded sustainability into their core business model from day 1.

>>
>> In addition to working with the leading companies on sustainability and
>> social change marketing, I lecture at universities around the country
>> and am writing a book about Effect Marketing. Here is my summary: The
>> planet operates on a path of sustainability. The current form of
>> capitalism focuses on quarterly growth. The delta between the two
>> represents the hole we are in, as a people and a planet. We, as a
>> society, need to close that gap, ensuring that companies can still
>> flourish thereby encouraging additional actions, and providing future
>> generations with a world they can thrive in.

>>
>> At the core, these examples above all look at the premise of full-cost
>> accounting. Business leaders aren't ready to embrace full-cost
>> accounting but, because consumers support those companies doing the

>> right thing for the planet and consumers drive the capitalism equation,
>> the solution to make a free market -based sustainable economic model
>> goes as follows:
>>
>> 1) Educate consumers on what is best for the planet.
>>
>> 2) Provide transparent and honest information to consumers as to which
>> companies are doing the right thing for the planet.
>>
>> 3) Consumer will gravitate towards those responsible companies.
>>
>> 4) Companies will produce products that are environmentally superior
>> because consumers show they want them.
>>
>>
>> Thank you for allowing me to share my experience and passion for this
>> topic and, I am available if you have any other questions or want to
>> discuss this in greater detail. You can reach me at this email address
>> or via phone at (b) (6),
>>
>> All the best,
>>
>> Michael Martin
>>
>> PS: I have another couple of examples coming your way tomorrow but need
>> to get company's approval first. Stand by!
>>
>>
>> Michael Martin
>> Founder and CEO
>>
>> Michael Martin □ Chief Effect Officer □ EFFECT Partners□, Inc. □ 4208
>> Park Glen Road, Minneapolis, Minnesota 55416 □ www.effectpartners.com □
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>

01268-EPA-4617

LisaP Jackson/DC/USEPA/US To "Sunstein, Cass R."
Sent by: Richard Windsor cc Robert Goulding
02/12/2009 02:51 PM bcc Lisa Heinzerling
Subject Re: lunch?

Hi Cass,

Of course it's OK. In fact, please jot down my cell number as well (b) (6) Privacy

Let's shoot for lunch Thursday. Noon? I am cc-ing my office director so he can adjust my schedule around that as need be.

I know Lisa has kept you up to speed on the immediate regulatory issues in the air/climate world but I look forward to finding ways we can be helpful to each other.

Lisa

"Sunstein, Cass R." Hi Lisa-Any chance for lunch one... 02/12/2009 02:06:18 PM

From: "Sunstein, Cass R." <(b)(6) Privacy>
To: Richard Windsor/DC/USEPA/US@EPA
Date: 02/12/2009 02:06 PM
Subject: lunch?

Hi Lisa—Any chance for lunch one of these days? At the White House? Maybe next Thurs or Fri? And let me know if/how I can be helpful with anything these days? – Cass (PS I have your special email from my friend Lisa H. – hope that's ok!)

01268-EPA-185

"Depass, Michelle"
<M.Depass@fordfound.org>
06/19/2009 11:06 AM

To Richard Windsor
cc
bcc
Subject RE: CEQ

Cool thanks. I sent Diane a little inquiry too this morning.

*Michelle DePass
Program Officer
The Ford Foundation
Community and Resource Development
320 East 43rd Street
New York, N.Y. 10017
Tel:212-573-4641
Fax:212-351-3659
m.depasse@fordfound.org
For questions about scheduling, please contact my Administrative Assistant, Brian Mori (b.mori@ fordfound.org).
For questions about a current grant, please contact my Grants Administrator, Rowena Nixon
(r.nixon@fordfound.org).*

From: Windsor.Richard@epamail.epa.gov [mailto:Windsor.Richard@epamail.epa.gov]
Sent: Friday, June 19, 2009 11:03 AM
To: Depass, Michelle
Subject: Re: CEQ

I think its a fine idea and can only help EPA in the long-run. I'll check with Diane.

From: "Depass, Michelle" [M.Depasse@fordfound.org]
Sent: 06/19/2009 08:03 AM AST
To: Richard Windsor
Subject: Fw: CEQ

In Shalini's role at Resources for the Future, she has been attending meetings at CEQ. This week they mentioned that they were negotiating some Rockefeller money to bring people on temporarily. I told her she could quietly tell them that she is moving through the system for OIA so they would back off. Below was their response.

What do you think?

Shalini is an expert on adaptation and we were planning on making that a signature piece of our Copenhagen and beyond climate push. So, it does figure that they are trying to get her their (thankfully, we got her first-phew!)

On the other hand it could be helpful for OIA in the future for her to stake our claim their. Also, no idea how far Shalini's paperwork is right now.

Thanks,

Md

Sent from My BlackBerry

----- Original Message -----

From: Vajjhala, Shalini <Shalini@rff.org>
To: Depass, Michelle
Sent: Fri Jun 19 07:27:26 2009
Subject: CEQ

Hi Michelle,

I chatted with Jason Bordoff at CEQ again after we talked yesterday. I mentioned (quietly) that I was planning to join OIA and the paperwork was moving through the system.

He was glad to hear it, and opened up the chance to spend a short time at CEQ (as a detailee, still on RFF's payroll and staff) until the move to EPA was finalized.

CEQ is trying to tackle international climate adaptation finance and coordination issues with (USAID, MMC, NOAA, OSTP and others). He framed it as a chance to get in at the ground level on the White House adaptation working group and then carry any conversations straight to OIA.

What do you think? Am I missing something here? I don't want to do anything that would interfere with the move to EPA, but it seems like a really exciting opportunity, and a great lead-in to dealing with a lot of the international climate, EJ, and related trade/finance issues that are already part of the OIA portfolio.

Of course, I still need to make sure that RFF is okay with paying me to be at the White House for a short while. That said, any suggestions on how to proceed?

Thanks!
Shalini

01268-EPA-186

"Depass, Michelle"
<M.Depass@fordfound.org>
06/19/2009 11:17 AM

To Diane Thompson, Richard Windsor
cc (b) (6) Privacy
bcc
Subject RE: CEQ

Thanks Diane, I will wait a day or two to see if we hear from Mary Grace, but will suggest that timing also.

*Michelle DePass
Program Officer
The Ford Foundation
Community and Resource Development
320 East 43rd Street
New York, N.Y. 10017
Tel:212-573-4641
Fax:212-351-3659
m.depass@fordfound.org
For questions about scheduling, please contact my Administrative Assistant, Brian Mori (b.mori@ fordfound.org).
For questions about a current grant, please contact my Grants Administrator, Rowena Nixon
(r.nixon@fordfound.org).*

From: Thompson.Diane@epamail.epa.gov [mailto:Thompson.Diane@epamail.epa.gov]
Sent: Friday, June 19, 2009 11:16 AM
To: Windsor.Richard@epamail.epa.gov
Cc: (b) (6) Privacy Depass, Michelle
Subject: Re: CEQ

My thought exactly. The more inside connections the better. I have Marygrace going back to White House personnel on timing, but it is always hard to predict. Should could propose short-term thru July 27 when Michelle is going to start, or until she is cleared, whichever comes later. DT

Diane E. Thompson
Chief of Staff
U. S. Environmental Protection Agency
202-564-6999

From: Richard Windsor/DC/USEPA/US
To: "Michelle DePass" <m.depass@fordfound.org>
Date: 06/19/2009 11:02 AM
Subject: Re: CEQ

I think its a fine idea and can only help EPA in the long-run. I'll check with Diane.

From: "Depass, Michelle" [M.Depass@fordfound.org]
Sent: 06/19/2009 08:03 AM AST
To: Richard Windsor
Subject: Fw: CEQ

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Thanks,

Md

Sent from My BlackBerry

----- Original Message -----

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To: Depass, Michelle
Sent: Fri Jun 19 07:27:26 2009
Subject: CEQ

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What do you think? Am I missing something here? I don't want to do anything that would interfere with the move to EPA, but it seems like a really exciting opportunity, and a great lead-in to dealing with a lot of the international climate, EJ, and related trade/finance issues that are already part of the OIA portfolio.

Of course, I still need to make sure that RFF is okay with paying me to be at the White House for a short while. That said, any suggestions on how to proceed?

Thanks!
Shalini