



FACT SHEET 2008

OUR MEAL

The Visionary Dinner, presented by Southface and the Metro Atlanta Chamber of Commerce, is a sensuous, organic meal with a message. Atlanta chefs collaboratively create and prepare the courses, which are then paired with sustainably produced wines. The chefs select regionally harvested, organically grown ingredients for this exquisite gourmet meal. The message of the evening, told through the dining experience, is about preserving a healthy quality of life by supporting businesses, organizations and industries that are working to preserve and restore our natural environment. In addition, the evening features a keynote address by a visionary speaker on business and environmental issues and the presentation of The Argon Award for Success in Sustainability.

OUR AUDIENCE

Southface brings the Atlanta region's business and environmental leaders together for the highly anticipated annual event. The Visionary Dinner audience includes regional business executives, environmental leaders, elected officials, building industry professionals and members of the media.

A large percentage of our audience members are principals and management in architectural, construction and engineering firm in the region. Others join us because of their passion for the environment, and their interest in doing more to protect our quality of life, elected officials familiar with our policy work, or people who have received our technical services on residential or commercial construction projects. The audience demographics range in age from mid-twenties to mid-sixties, with income in the middle to upper brackets.

Outreach through the culinary networks attracts a third audience group. Approximately 10 percent of our attendees are interested in Slow Food, organic farming and food and wine pairings.

OUR MISSION

Southface is a non-profit organization that has spent almost thirty years teaching responsible solutions for environmental living. The inaugural Visionary Dinner, hosted by Southface in 1999, served as a kick-off event for the organization's annual green building conference, *Greenprints: Sustainable Communities by Design*. Since then, Southface has continued to bring world-renowned, visionary speakers to Atlanta for The Visionary Dinner. The event has evolved into a gala for Southface, bringing the Southface mission of promoting sustainable homes, workplaces and communities through education, research, advocacy and technical assistance to the region's foremost business leaders.

The dinner also features the presentation of The Argon Award recognizing a Georgia-based business leader or institution that has demonstrated environmental stewardship and success in sustainability. Past winners include Ray Anderson, Chairman of Interface, Inc.; Arthur Blank, Co-Founder of The Home Depot; R. E. "Ted" Turner, Chairman, The Turner Foundation; Pam Sessions, President, Hedgewood Properties; Jim Jacoby, Founder and CEO, Jacoby Development and Sam Williams, President, Metro Atlanta Chamber of Commerce, and Edward Callaway and Callaway Gardens.

PAST YEARS' VISIONARY DINNER HIGHLIGHTS

1999 Speaker: Paul Hawken

Environmental author and co-founder of Smith and Hawken, Hawken wrote *Ecology of Commerce*, articulating a self-serving responsibility of private enterprise to reverse and ultimately restore the ecological balance of the earth's natural systems. Hawken suggests the air we breathe and water we use are free of charge when derived from nature, but the expense to restore them artificially would likely collapse the entire capitalist system.

2000 Speaker: Amory Lovins

Lovins founded Rocky Mountain Institute, which fosters the efficient and restorative use of resources to create a more secure, prosperous and life-sustaining world. Familiar with renewable energy, clean transportation and green building technologies as they relate to business, Lovins co-authored *Natural Capitalism: Creating the Next Industrial Revolution* with Paul Hawken.

Inaugural, 2000 Argon Award presented to Ray Anderson, Founder and CEO, Interface, Inc.

2001 Speaker: William McDonough

McDonough, acclaimed for his creative building designs and ecologically intelligent architecture, was named a "Hero for the Planet" by *Time Magazine* for his insight that cities and buildings can be designed to mimic living systems and effectively eliminate pollution. His hopeful message indicated that as the future needs of our environment, economy and society become more balanced, a standard business practice called "eco-effectiveness" is possible.

2001 Argon Award presented to Arthur Blank, Co-Founder, The Home Depot

2002 Speaker: Ray Suarez

Renowned journalist Ray Suarez, currently reporting on The NewsHour with Jim Lehrer, spoke about the growth of Atlanta and other cities as it relates to his book *The Old Neighborhood: What We Lost in the Great Suburban Migration: 1966-1999*. Suarez examined cities, neighborhoods, demographic trends and social networks, capturing a crucial chapter in the American experience.

2002 Argon Award presented to Atlanta's Emory University

2003 Speaker: Lester Brown

Title Sponsor: The Coca-Cola Company

Called "One of the world's most influential thinkers" by *The Washington Post*, Brown's remarks emphasized the economic vitality, or Eco-Economy, of our region as it relates to the perception of resources such as water as an issue of public importance. Brown signed copies of his book *Eco-Economy: Building an Economy for the Earth*.

As an added bonus in 2003, Fetzer President Paul Dolan made opening comments regarding Fetzer's organic wines and harvesting practices, progressive environmental initiatives regarding renewable energy, water harvesting and recycling. Fetzer Culinary Director Chef John Ash also spoke about the food and wine pairings.

2003 Argon Award presented to Ted Turner, Former Vice

Chairman, AOL Time Warner; Chairman, The Turner Foundation

2004 Speaker: Paul Dolan

Title Sponsor: The Home Depot Foundation

A fourth-generation California winemaker who became president of Fetzer Vineyards in 1992, Dolan has built Fetzer into one of the largest, best known wineries in the United States. His 2004 Visionary Dinner Keynote highlighted the six guiding principles he discovered and developed at Fetzer, which can help managers everywhere build and grow stronger, more sustainable companies. He signed copies of his new book, *True to Our Roots: Fermenting a Business Revolution*.

Argon Awards presented by Mayor Shirley Franklin to Jim Jacoby, Chairman, CEO and Founder, Jacoby Development and President, Atlantic Station and Pam Sessions, President, Hedgewood Properties.

2005 Speaker: Ray Anderson

Title Sponsor: AGL Resources

Recognized as one of the world's most environmentally progressive industrialists, Ray Anderson founded Interface, a company that stands at the forefront of a new industrial revolution. The company has reduced its environmental footprint by more than one third, redesigning processes and products, pioneering technologies and reducing or eliminating waste and harmful emissions while increasing the use of renewable materials and energy.

2005 Argon Award presented to the Metro Atlanta Chamber of Commerce.

2006 Speaker: Jonathan Lash

Title Sponsor: The Home Depot Foundation

Jonathan Lash is president of the World Resources Institute (WRI), a global environmental think tank that goes beyond research to provide practical solutions to problems of environment and development. During the past ten years under his leadership, WRI has pioneered the use of digital technologies to solve environmental problems, engaged the business community in helping to foster development that is sustainable, and created new mechanisms to empower civil society groups.

2007 Argon Award presented to Martin Melaver & Melaver Development

2007 Speaker: Quayle Hodek, CEO of Renewable Choice Energy, a national leader in the development and marketing of alternative fuels, who delivered an address entitled "The Renewable Energy Future, Market-Driven Solutions."

2007 Argon Award presented to Edward Callaway and Callaway Gardens