

## **Sustainable Living Coalition Board of Advisors**

**October 7, 2018**

### **Kenneth J Ross**

Ken Ross-MBA, Finance and IT. Strategic Advisor at FoodChain ID, formerly Global ID Group. Former CEO Global ID Group, President, Fourth Street Partners offers consultancy and advisory services to both large and small businesses in overall business strategy, operations, pricing models, funding strategies and exit strategies. Member of the Board of Directors Fairfield Economic Development Association. Member of the Board of Directors The ProTerra Foundation, Netherlands. The ProTerra Foundation is a multi-stakeholder NGO that supports the ongoing development and implementation of the ProTerra Standard for sustainable and socially responsible agriculture. Ken resides in Fairfield, Iowa

### **Dee Sandquist**

Dee Sandquist, MS, RD, LD, CDE has over 20 years of leadership and management experience as a director and manager in hospitals in Iowa and Washington state. Fellow of The Academy of Nutrition and Dietetics, and served as a national spokesperson for the Academy for nine years. Dee is a Jefferson County, Iowa Supervisor. She works locally to help alleviate hunger and food insecurity. Dee farms east of Fairfield with the goal of preserving soil and water health for future generations.

### **John Ikerd**

John Ikerd, Professor Emeritus of Agricultural Economics, University of Missouri, Columbia, with BS, MS, and Ph.D. degrees in agricultural economics. He worked in private industry and 30 years in professional positions at four state universities. He has authored and published six books on regenerative agriculture and economics. In 2014, Ikerd was commissioned by the Food and Agricultural Organization of the United Nations to write the regional report, "Family Farms of North America," in recognition for the International Year of Family Farming. John currently resides in Fairfield, Iowa.

### **Francis Thicke**

Francis has a Ph.D. in soil fertility and served as National Program Leader for Soil Science for the USDA-Extension Service in Washington, D.C. Francis has served on the Iowa Environmental Protection Commission, Iowa Food Policy Council, USDA State Technical Committee, ISU Extension Advisory Committee. His awards include the 2009 Spencer Award for Sustainable Agriculture from the Leopold Center for Sustainable Agriculture, Sustainable Agriculture Achievement Award from Practical Farmers of Iowa, Steward of Land Award from the Iowa Sierra Club, and the Friend of Extension Award from the ISU Extension Service. In 2010, Francis published "[A New Vision for Iowa Food and Agriculture, Sustainable Agriculture for the 21st Century.](#)" Francis with wife Susan, own and operate an 80-cow, grass-based, organic dairy near Fairfield, Iowa.

### **Appachanda Timmaiah**

Dr. Timmaiah is an expert in climate smart agriculture promoting low-carbon green approaches for rural development. Through constant innovation and research, he has developed many low-cost farming solutions utilizing natural resources which are benefiting thousands of farmers in different countries. Globally he has played a leading role in the development, coordination, implementation of strategies, programs and policies addressing the issues of food security, climate smart sustainable agriculture, rural poverty

reduction, sustainable development, and Gross National Happiness(GNH). He has advised various international organizations, agri-business corporations, governments and NGO's in India, Nepal, Bhutan, Sri Lanka, Italy, Holland, and Costa Rica. In Bhutan he developed the National Organic Standards of Bhutan, zero-cost certification systems, training manuals, strategies and other documents to empower poor farmers and facilitate the nation to be 100% organic and carbon neutral. Dr. Thimmaiah is also a Board Director of Demeter Association Inc. of US.

### **Scott Vlaun**

As a permaculturist and father, Scott sees a profound need for change in the way we do business and to rapidly relocalize our economy so that the next generations will have a chance for a high quality life. Climate change, peak oil, and economic instability threaten the future of our youth and the health of our planet. For those reasons he is committed to working for resilient local food systems, community-based renewable energy, public and human-powered transport, and affordable green housing. Scott is a professional photographer and writer and spent many years doing documentary photography in South and Central America. After many years working for the organic seed industry, Scott settled in Maine on his land to begin growing food and saving seeds for himself and his community.

### **Russ Conser**

Russ was born and raised in Omaha, Nebraska, educated as a Mechanical Engineer at Iowa State University, then logged a 30 career in the oil and gas industry at Shell. In the first half of that career, he was a Petroleum Engineer specializing in measurement and analysis of the physical properties of the deep earth as part of the exploration and production of oil and gas around the world. Russ later became a founding leader of Shell Technology Ventures, and then led Shell's "GameChanger" innovation program where he had the privilege of investing in pioneering entrepreneurs with ideas that could change the game of energy. Russ was a frequently invited speaker, panelist and writer at a wide array of fora regarding the future of energy and corporate innovation.

Russ moved on from Shell to focus on the broader world of entrepreneurship at the intersection of food, water and energy. Along the way, he stumbled into the realization that these topics converge precisely in agriculture – the world's oldest solar energy business that not only produces food, but also drives water cycles. Ironically, having spent 30 years taking carbon out of the ground, he came to see that the magic was in putting carbon back to work in soil – especially (but not only) in grasslands. Russ now believes that regenerative agriculture is the next big solar energy business. He has now co-founded a new business, Standard Soil, to put these ideas into real-world practice at scale.

### **Austin Frerick**

Austin is a Research Fellow at [Open Markets](#) and a contributor at [Forbes](#). He has been quoted in the [New York Times](#) and [Mother Jones](#), written for [SlowFoodsUSA](#), [Bleeding Heartland](#), [Civil Eats](#), and the [Des Moines Register](#), and profiled in [The Intercept](#), [Dissent](#), [Civil Eats](#), [In These Times](#), and [Bloomberg BNA](#). I've also published researched in the [National Tax Journal](#), [Tax Notes](#), and [U.S. Department of Treasury](#) and my research has been cited in [The Washington Post](#).

### **Reginaldo Haslett Marroquin**

Regi is the Chief Strategy Officer and principal architect of the innovative poultry-centered regenerative agriculture model that is at the heart of The Main Street Project. As CSO, his focus is

on the development of multi-level strategies for building regenerative food and agriculture systems that deliver social, economic and ecological benefits. He leads Main Street's engineering and design work and currently oversees the implementation of restorative blueprints for communities in the US, Mexico, Guatemala and Honduras.

A native Guatemalan, Regi received his agronomy degree from the Central National School of Agriculture, studied at the Universidad de San Carlos in Guatemala and graduated from Augsburg College in Minneapolis with a major in international business administration and a minor in communications.

Regi began working on economic development projects with indigenous Guatemalan communities in 1988. He served as a consultant for the United Nations Development Program's Bureau for Latin America and as an advisor to the World Council of Indigenous Peoples. He was a founding member of the Fair Trade Federation in 1994.

Regi served as Director of the Fair Trade Program for the Institute for Agriculture and Trade Policy from 1995 to 1998, and led the creation, strategic positioning, start-up and launch of Peace Coffee, a Minnesota-based fair-trade coffee company.

### **Tera Johnson**

Tera Johnson is a serial entrepreneur whose mission is to create the next generation of regenerative food and farming businesses. The founder of teraswhey, Tera participated in the full arc of creating and selling a successful investor-financed food company. Now the founder of the [Food Finance Institute](#) (FFI) at the University of Wisconsin System and winner of the UW-Extension [Chancellor's 2017 Wisconsin Idea Award](#),

Tera is a frequent speaker, teacher and financial consultant to sustainable food and farming businesses, social venture funds and investors. FFI recently launched the first component of its learning platform, a podcast series called [Edible-Alpha](#) that features Tera interviewing a wide range of food entrepreneurs, funders and technical assistance providers on how to make money in food. FFI also [trains technical assistance providers](#) to work with food businesses to build financially viable enterprises using financial and operational business model metrics, market research data and best practices in financial management and leadership.

Formerly the Board President of Slow Money Wisconsin, she currently sits on the selection committee for the [Nutrition Capital Network](#) and on other corporate boards. In 2014, Madison Magazine recognized her on their [M- List of leading Innovators](#) in the city. Her business was named the 2010 Innovator of the Year by WEDC. Also in 2010, she received the Dairy Business Innovation Center's Innovation Zone Award and the Wisconsin Department of Commerce and the WEN network named her company a Wisconsin Company to Watch. Her factory received the 2009 gold medal in the Green Building category from the Associated Builders and Contractors of WI.

### **Dean Goodale**

Dean is one of the most successful and experienced organic farmers in Jefferson County, Iowa. He is founder of [New Legacy Pork](#). Goodale's new company connects sustainable, traditional hog producers with national and international markets through food giant [Daymon International](#). Goodale launched and managed [Maharishi Vedic Organic Farms](#)' greenhouses for 10 years.

**Vince Yeager**

Vince is Jefferson County's largest organic farm operator with over 1000 acres in production. He is also a partner in Abundant Biology, a Jefferson County based company that produces high quality humic compost at commercial scale.