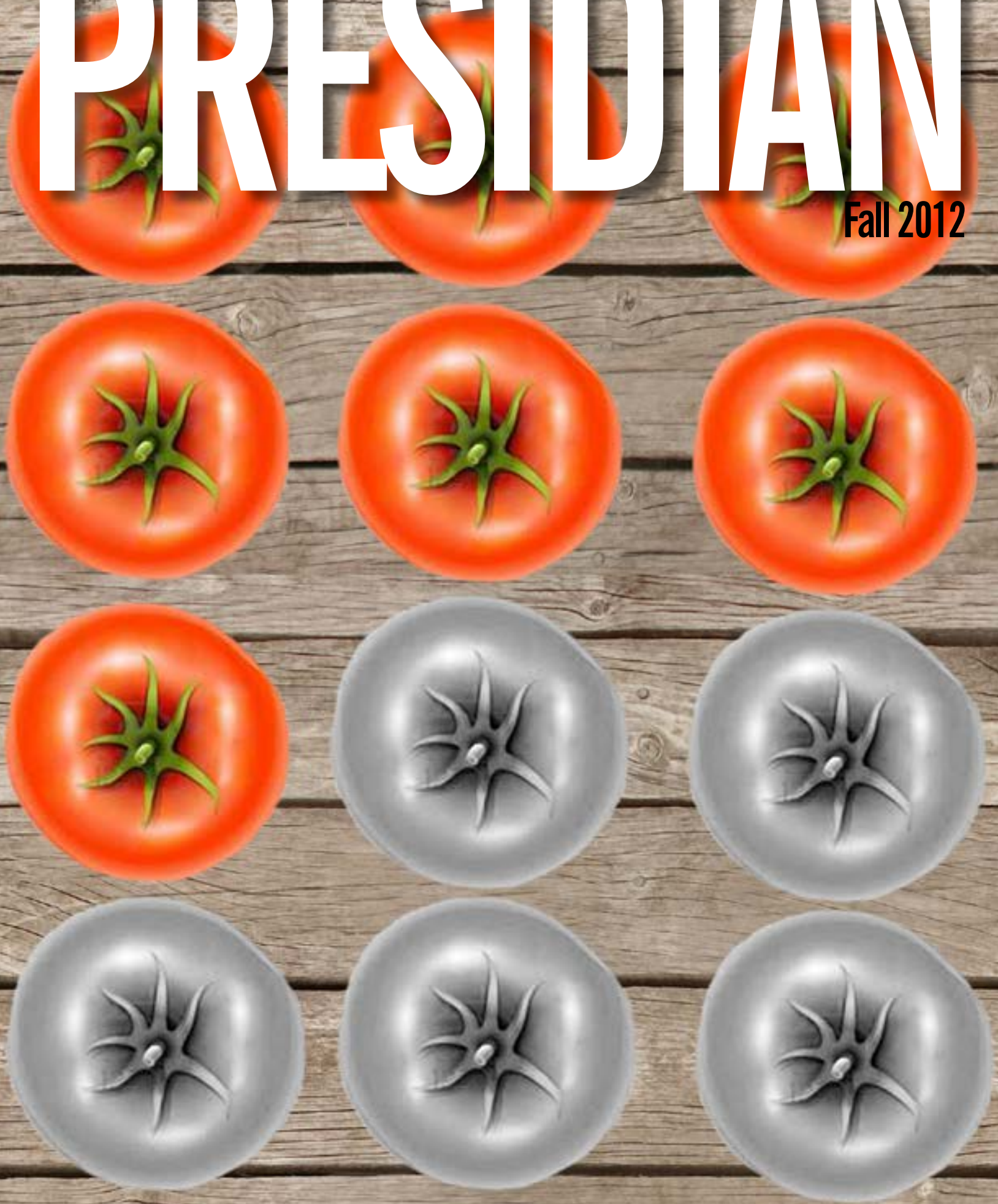


# PRESIDIAN

Fall 2012





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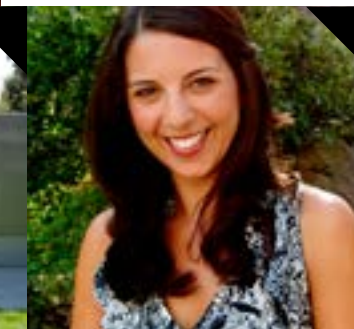
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**FEATURED ARTICLE**

40% of the world's food is discarded as waste. Want to do something about it? Meet an alumnus who is.





# Presidio Graduate School

William Shutkin, President & CEO

Bethany Baugh, Director of Admissions

Stephen Boni, Director of Communications

Cat Aboudara, Events & Special Programs Manager

Ryan Cabine, MPA Program Chair & Faculty Director, PresidioPRO

Nick Cederlind, Assistant Director of Admissions

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Lily Dixon, Academic Affairs Coordinator

Isa Dyer, Program Coordinator, PresidioPRO

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Taryn Olson, Student Affairs Manager

Santhi Perumal, Chief Financial Officer

Edward Quevedo, Interim Deam of Faculty & Director, PresidioPRO

Jennifer Taylor, Chief Operating Officer



Dear Presidians,

With the start of a new academic year at Presidio, we want to welcome you to the inaugural issue of *Presidian*, our brand-new magazine featuring news and highlights from the students, faculty, staff, alumni, and partners who make Presidio tick. Published three times a year, our aim is not to fill your inbox with yet another e-journal. Instead, we want to provide you with occasional yet timely information about the school and our unique, inspiring, and growing community of sustainability leaders and innovators.

Each issue includes News, Events, and Spotlight sections to give you a glimpse of the people, ideas, and activities that define the Presidio experience. In this issue, you'll find stories on a variety of topics, from our new Master Classes to faculty research, from conferences to alumni careers, from our Experiential Learning Program to student clubs.

As suggested by the magazine cover, we're also featuring sustainable agriculture and food systems as our inaugural theme. It seems everybody these days is talking about food, especially our students, many of whom are or want to be working in food-related enterprises across the value chain,

whether a farm, manufacturer, restaurant, non-profit or government program. And what better place than the Bay Area where, thanks to pioneers like [Alice Waters](#), [Amy's Kitchen](#), and [Greens](#), the terms "organic" and "local" were practically born.

Sustainable agriculture and food systems is one of Presidio's four new academic focus areas, converting the interest, expertise and passion of our community into a robust research agenda aligned with the sustainability marketplace and what we believe will be the dominant sustainable industries in the 21st century. The other three areas are Cleantech and Renewable Energy, Sustainable Urban Development and Smart Cities, and Impact Investing. In October, Presidio is co-hosting [Meeting of the Minds](#) the leading Smart City conference in the world, attracting over 300 business and government executives from over a dozen countries. This is one of our early steps into the sustainable urban development research field. Likewise, our new Impact Investment Internship program, launched earlier this year with a grant from the Jesse and Betsy Fink Foundation, has placed six Presidio students in three leading impact investment firms. We want to be the premier training ground for the impact investment industry. Period.

Many thanks to our Director of Communications, Stephen Boni, and our Communications Manager, Rachel Fus, for making *Presidian* come to life. There are so many stories worth telling and so many audiences worth reaching. With this inaugural issue, we're on our way.

I wish you all a healthy, productive, and energizing autumn.

Best Regards,

A handwritten signature in dark ink, appearing to read "William Shutkin". The signature is fluid and cursive, written in a professional but personal style.



# Innovation All-Stars

Gov. Howard Dean and Van Jones launch PresidioPRO Master Class series.

The second week of September was a busy one for PresidioPRO; the Center for Professional Development kicked-off its Master Class Program with lectures from two top-shelf thought leaders.

Former Vermont Governor Howard Dean inaugurated the series with a town-hall style seminar on September 11th and was quickly followed by Van Jones, acclaimed author of Rebuild the Dream, who delivered a traditional keynote address. Both classes were sold out.

“Taking time off work to attend PresidioPro’s Master Classes was a great decision,” said Rebecca Nako (MPA C17), who attended both. “The classes gave me access to these transformative leaders in an intimate setting, where I was inspired by their stories and insights and empowered by their appreciation for our desire to join them in their quest to move our society into a



healthier, more sustainable era.”

Ryan Cabinte, PresidioPRO’s Faculty Director agreed that one of the main reasons the Master Classes are so important to the Center for Career Development was the ability to see such monumental innovators in person.

“We can compare the characteristics they display to those that we are trying to cultivate at Presidio and are looking for in ourselves,” said Ryan.

While Gov. Dean focused on sustainability in the field of public administration, Mr. Jones appealed more to the business side of Presidio

and focused on the emerging collaborative economy. Although the talks had vastly different premises, several themes were consistent throughout both including the power of the individual to create change.

“I love that [Mr. Jones] spoke to the fact that we can all be enablers to accelerate transformational change within our economy,” said Vanessa Roscoe (MBA C15). “It gives me great hope especially about what we’re about here at Presidio.”

Both speakers also touched on advancements in technology and the Internet for allowing a broken system to be circumvented in favor of one that is entirely new.

“Effecting change is more than just turning the knobs of the current system,” said John Lehnert (MBA C12) shortly after the Gov. Dean class. “We need to do the work by other means than the previous generation.”

Crowds leaving both talks were reminiscent of audience members who have just seen an seeing a Academy Award-winning film: excited and full of ideas.

“For most of us who have been doing what is now called sustainability work for over 30 years you can get pretty jaded,” said Holly Kaufman, a PresidioPRO faculty member. “It’s inspiring to hear from someone like [Mr. Jones] who is so inspirational while still reminding you of what is at stake in terms of the survival of people and the planet.”

As Mr. Jones said in his lecture, however, “Hope is easy - change is hard.”

“There’s got to be someone with a big picture view,” said Gov. Dean. “Maybe that’s going to be you.”

The next lecture in the PresidioPRO Master Class series takes place Friday, October 12th. Jed Emerson, chair of ImpactAssests 50, will teach an introductory class on impact investing, followed by an interactive discussion of critical issues and topics currently being debated by those in the field.

“Impact investing is one of the areas we focus on at Presidio,” said Ryan. “Who better to learn from than the founder of the field?”

*Tickets for upcoming Master Classes are available online; \$35 for Presidians and \$50 for general admission.*

## Sharing Economy Toolbox

- *TaskRabbit*
- *Airbnb*
- *Kickstarter*
- *Indiegogo*
- *Kiva*
- *Couchsurfing*
- *Lyft*
- *GetAround*
- *ZimRide*
- *TimeBanks*
- *Rentalic*
- *Yards to Gardens*
- *TechShop*
- *TrustCloud*
- *SideCar*
- *SkillShare*





# TEDxPresidio 2012



*Clockwise from far left:* Chief Operating Officer Jennifer Taylor introduces the first set of speakers with the help of Presidio President and CEO William Shutkin. | Marc Lesser, CEO of SIYLI (Search Inside Yourself Leadership Institute) delivers a talk about the benefits of meditation with Google's Jolly Good Fellow Chade-Meng Tan. | Assistant Director of Experiential Learning Programs Caroline Luscombe (center) talks to other Presidians and TEDxPresidio attendees. | TEDxPresidio attendees use post-it notes to write down which ideas and speakers inspired them most during the day. | Associate Director of Alumni and Student Affairs Sonya Kendall (center) poses with Rebekah Helzel (MBA C10) and Board of Directors Vice Chair Eva Auchincloss at the TEDxPresidio Speakers Reception the night before the big event.

**O**n September 8th people from across the Bay area and around the world gathered at the Palace of Fine Arts in San Francisco for a day of sharing ideas and motivation.

TEDxPresidio was like other independently organized TEDx events except that it was centered on the theme of Re-Inventing Capitalism. Many speakers touched on the topic of sustainability as well as the significance of technological advancements.

Presidio Graduate School co-sponsored the event with Social Venture Network.







*Top:* Sam Mogannam, founder of the Bi-Rite Family of Businesses, delivers his talk with the help of a salad. Mr. Mogannam brought two of each ingredient, one from his grocery store and one from a national chain, and compared them before adding them to the bowl.

**46,000**  
people watched via the Internet

**750**  
people attended the event

**25**  
amazing speakers presented

**9**  
hours of ideas worth sharing

# Weren't able to join us?

Watch videos of the talks on the [TEDxPresidio website](#).

# Upcoming Events

- Meeting of the Minds *October 9-11*
- Career Development Fair *October 17*
- Mindfulness for Midterms *October 20*
- Investing in Sustainable Cities *November 8*

## Mindfulness in time for Midterms!

On Saturday, October 20th, Adelaide Donnelley and Augusta Hopkins will join us as presenters at the October Community Event. Just in time for midterms, they will share their experience with mindfulness and facilitate simple exercises. Join them from 5:30pm to 8:00pm at the HUB San Francisco, 925 Mission Street.

### *A bit about the instructors:*

ADELAIDE DONNELLELY, MFCC, MA, CPCC worked as a licensed psychotherapist for 20 years. Currently a co-active life coach, she uses techniques from dream work, awareness practice, somatic integration, and visualization to help her clients create a life that is personally sustainable. Daidie has a bachelor's degree in theatre from [Vassar College](#) and an advanced degree in psychology from [John F. Kennedy University](#). She also received further training in clinical psychology at the [Wright Institute](#) and in co-active coaching at the [Coaches Training Institute](#).

AUGUSTA HOPKINS (MBA C7) is an experienced, colorful, creative instructor who is passionate about mindfulness practice. She began her

practice of movement and mindfulness when she was a young girl and has been formally studying since 1977. In addition to training in the United States, she has practiced mindfulness and movement in France, Japan, Korea, Thailand, and Vietnam. She is trained in Mindfulness Based Stress Reduction (MSBR) and began facilitating meditation groups in the San Francisco Bay Area in 2006, after returning from a soul searching odyssey that brought her from Thailand's Wat Suan Mokkh to Plum Village, France where she studied under Thich Nhat Hanh.

## Career Development Fair October 17

On Wednesday, October 17th from 3:00pm to 6:00pm, Presidio Graduate School will host its first Career Development Fair at the San Francisco Film Centre. The event is open to all current Presidio students and alumni.

"Given our current period of economic uncertainty, it's vital to embrace a range of tactics in an effort to land meaningful employment," said Dr. Mitchell Friedman, Associate Dean of Career Development and Student Affairs. "In-person contact remains indispensable if your aim is to make a favorable and lasting impression on a potential client or employer."

Organizations slated to attend include the City of San Francisco, Jones Lang LaSalle, Laundry Locker, Prescience International and more.

"This event will allow our students to meet one-on-one with representatives from both the public and private sectors who are recruiting to fill full-time positions and internships as well as discuss Experiential Learning partnerships," said Mitchell.

Attending the fair is free for Presidio students and alumni but [registration](#) (and business attire) is required. Organizations can register for the event by contacting Dr. Friedman directly.

"As always, I am happy to meet with students one-on-one," said Dr. Friedman, "...to help students prepare to reach their career goals through the fair and beyond."

Dr. Friedman can be reached by phone (415.655.8930) or email [Mitchell.Friedman@presidioedu.org](mailto:Mitchell.Friedman@presidioedu.org)

**Follow on Twitter**  
[@mitchellfriedmn](#)  
[#SustyCareers](#)



# Thought leaders convene to advance sustainable cities.

How do we make the world's urban environments more sustainable? As it becomes increasingly clear how much of the planet is becoming urbanized, it makes sense that sustainability practitioners, public agencies, and organizations working on the development of 'smart cities' are looking for even more innovative ways to accelerate the emergence of more efficient, healthy, and connected urban landscapes. In fact, innovation around 'smart cities' has become a main focus area within the MBA and MPA curriculum at Presidio.

Against this backdrop, some of the world's most forward-leaning organizations such as Cisco, IBM, and Toyota are coming together at this year's Meeting of the Minds conference in San Francisco. Thought leaders from schools and universities will be in abundance as well including Presidio Graduate School, a conference sponsor, University of California, Berkeley, and the University of Michigan.

An extraordinary dialogue is expected with Presidio Professor Nils Moe moderating a panel on key city environmental initiatives and Presidio President and CEO William Shutkin moderating a panel that looks at the building of 'smart cities' from a legal and policy point of view. This is a major conference that blends the expertise of private sector technology firms, city governments, foundations, nonprofits, and higher education institutions - all of which fits perfectly with the Presidio philosophy of breaking down walls between public and private, for-profit and nonprofit organizations, to build a more just, prosperous, and sustainable world. For even more info, check out the Cisco blog from earlier this year that featured Presidio Graduate School and its involvement in the conference.

For Presidio, the dialogue about sustainable cities doesn't end there. The learning, debates, and experiments continue in Presidio MBA and MPA classes, and Presidio thought leadership around the issue moves on to Tulane University's School of

Architecture in New Orleans. Presidio President and CEO William Shutkin will be moderating a panel at Investing in Sustainable Cities on November 8th.

**What: Meeting of the Minds**  
**Where: Julia Morgan Ballroom, 465 California Street, 15th floor, San Francisco, CA**  
**When: October 9-11, 2012**

**What: Investing in Sustainable Cities**  
**Where: Lavin-Bernick Center 2nd Floor, Tulane University, New Orleans, LA**  
**When: November 8, 2012**

# A Tale of Three Bins

*First sponsored case study for Presidio.*

In their first semester, all Presidio MBA students go through the Principles of Sustainable Management course. The course teaches foundational systems thinking and is an eye-opener for many, kicking off an exciting period of rethinking assumptions and learning entirely new ways of looking at business. Getting a report back on how the application of those principles fared outside the classroom may be just as enlightening.

Sabre Holdings, Inc., the company that owns the popular Travelocity online retailer. When the software company, a three billion dollar firm with 3,000 employees, was looking to dramatically reduce the diversion rate of solid waste at its Southland, TX headquarters, its Senior Director of Sustainability Initiatives Leilani Latimer (an alum of the Presidio Executive Certificate program) turned to the principles she learned at Presidio.

36% to 80% within a year. Leilani was taken with the results and saw such a great opportunity to document the program's design and management that she reached out to professors Dariush Rafinejad and Dwight Collins, co-chairs of the Presidio faculty Research and Case Development Committee. They in turn brought Jenny Hoang (MBA C13), then a fourth semester student, to develop the case.

That's part of what is so exciting about the publication of *A Tale of Three Bins*, a Presidio case study sponsored by

The results of her and Sabre Holdings' efforts proved astonishing – an increase in solid waste diversion from

**Read the Case Study!**





# ZACH WORTHINGTON

*An enterprising life  
outside the  
Presidio bubble.*

A desolate, defunct gas station parking lot, abandoned and gathering cracks in a struggling local economy. Bayview, San Francisco. A lot of us see this kind of scene, hang our heads, and keep moving, quietly lamenting the forlorn places we feel powerless to help. If you're Zach Worthington, a 2012 Presidio MBA grad, you see something completely different. You see an opportunity landscape for the birth of a new kind of urban agriculture. What? Let me explain.

Building off of his Presidio Capstone project, Zach became the co-founder of the [California Aquaponic Design Institute](#) in March 2012, an organization that seeks to use hoop-houses (that's a greenhouse to you and me), water tanks, fish, and fish waste as fertilizer to grow organic vegetables above ground. He and his business partners envision just such a hoop-house sitting on this sad lot and providing vegetables to local food trucks that use it as a vending space. They even have a plan for

how excess food can be given away to the local community.

#### **Laying the Groundwork.**

To bring attention to their work and engage potential investors, Zach and team built their first aquaponic installation in Mill Valley, where it has garnered a lot of attention and admiration. No wide-eyed idealist though, Zach is aware of the challenges he'll face in obtaining the capital needed to get the venture off the ground.

"The upfront costs are high and the payback is difficult to quantify. But I know from my experience what impact it can have on a local economy. The value is there. The Mill Valley installation is a way to demonstrate that value and build momentum," said Zach.

Zach points to his Presidio education as a major contributing factor to his confidence. The "macro paper" he completed was instrumental in

helping him develop the ability to look at an entire industry and see where the opportunities and limitations are located. He also cites how his Presidio MBA taught him to ask and answer the fundamental questions that support a strong business plan.

"The best way to learn about an industry is to actually go places, talk to people, touch and feel the same things as the people who are engaged in the space," said Zach. "The info I get by doing this is far beyond what I can get through months of research on the Internet."

#### **Bringing social value to e-commerce.**

Zach is also a practical soul. While he does the advance work he needs to do to launch his aquaponics venture, he's also working with e-commerce startup [Huckberry](#), a members-only curation site and blog for men's apparel and accessories. Launched two years ago and building momentum quickly with a lot of traffic and repeat customers, Huckberry is a project Zach

is excited to bring his social value lens to. Recently, he's been working with a local beekeeper to introduce thoughtfully-produced small batch Bay Area honey to the site's product lineup and combine this offering with content explaining the importance of bee health in the food chain.

"Anyone can work in the 'green circle' and have the same conversation. The real challenge is in bringing your values to a project and leading others to where you are," said Zach. "Opening that world to other people

in a very graceful way is something I learned through my leadership training at Presidio."

Back to aquaponics, what Zach is moving his venture forward through more primary research. He attended the Aquaponic Association Conference in Denver on September 21st, where he got that all-important macro view of the space, as well as some fantastic networking opportunities.

**We can't wait to see where his hoop-houses pop up next! Follow Zach's progress on [Facebook](#).**







# Making sustainability Presidio Alumnae head Sustainability Efforts for Facebook **social**

We recently caught up with Alyssa Holt (MBA 2011) and Lyrica (Hammann) McTiernan (MBA 2011), two Presidians who are making an impact in the heart of Silicon Valley. Alyssa and Lyrica are members of Facebook's sustainability team. We put some questions to them and here's what they had to say.

**Presidian:** What are some of the tangible skills you got from your Presidio experience that are helping you succeed in your role(s) at Facebook?

**Lyrica:** Because of my liberal arts background, I didn't have much experience with finance or accounting

when I started Presidio. The [finance course](#) with [Professor Steve Crane](#) gave me a number of tools that I now use at Facebook on a regular basis. For example, in 2011 I was part of a team that was considering onsite solar installation options. While assessing several types of technology, we used

financial analysis to drive the process of comparing alternative proposals. Based on this analysis, we selected a solar co-generation system, which now provides solar electricity and hot water to our fitness center.

**Alyssa:** I was working for a bank in San Francisco at the beginning of the financial crisis and grew interested in better understanding the broader causes of the meltdown – where did different pieces of the system break down? We talked a lot at Presidio about the “sustainability lens” – looking at traditional business problems and incorporating sustainability pillars into solutions. Being able to apply a sustainability lens to more traditional business practices was one of my most tangible takeaways. At Facebook, I like that I can shift between different perspectives in order to think through social, environmental and economic implications for different pieces our operations.

**Presidian:** What are some of the less tangible things you got from your Presidio experience that you're applying to your work at Facebook?

**Alyssa:** The way that Presidio courses are structured – with a standard set of 16 classes - means you need to actively engage and in many cases, choose a focus. I felt encouraged to include personal interests as part of the coursework and I liked seeing how other students shaped their academics around personal passions. This environment created an opportunity for me to learn about other fields, including the tech space. I still lean back on the community for insight and support.

**Lyrica:** Students choose Presidio for so many different reasons. Being surrounded by a diverse group of peers was really interesting and a great reminder that sustainability isn't just one idea. Rather, it's a remarkably diverse set of concepts with applications as varied as the individuals and industries that embrace it. Spending time in class with students from a range of backgrounds gave me good insight into the different angles from which I can approach sustainability.

**Presidian:** What's the biggest focus of your day-to-day work at Facebook?

**Lyrica:** I'm currently leading the charge on calculating [our carbon footprint](#), so I'm very focused on environmental metrics. We were proud to release Facebook's 2011 carbon footprint this summer. The next step for me is to craft a strategy that makes our data collection process more robust. This will allow us to visualize and share data in a way that's easy to absorb and will allow us to more effectively use these data as tools to aid decision-making. Our goal is to use real-time data to motivate positive action. I'm excited about where we are headed.

**Alyssa:** We're really just at the beginning of Facebook's sustainability journey. I'm looking at operational sustainability related to our data centers and servers. We're thinking through the places where we have opportunity to reduce our impact. I'm also supporting existing energy efficiency initiatives at Facebook. One example is the [Open Compute Project](#). Last year, Facebook open sourced a set of data center and

server specifications as part of the [Open Compute Project](#), an effort to encourage the broader community to innovate on the specifications and help drive more energy efficient infrastructure throughout the industry. We're seeing a lot of momentum.

**Presidian:** What's your hope for the future of innovation at Facebook in tech?

**Alyssa:** I think there's an enormous opportunity at the intersection of sustainability and technology. The unique challenges in this space present room for innovation and creativity. We need people who can think systemically about how technology tools can increase environmental awareness and advance sustainable business.

**Lyrica:** The first step is visualizing carbon as a real-time data stream that informs decision making and project prioritization. But I'm also really excited about working on the platform side. In addition to keeping our own house in order, how can we bring the millions of people using Facebook into the conversation? How can we help organizations with innovative sustainability ideas better engage with Facebook users? When other organizations leverage the Facebook platform to create more sustainable value, that's where we have an opportunity for truly massive impact.

**Check out  
Green on  
Facebook.**



# Blinded by the Light

## Clean Tech Club spends a day in the sun of Silicon Valley

On the morning of September 18th, a group of Presidians left the fog of San Francisco for Silicon Valley in search of more than just sunshine. Their mission: to be inspired by two local companies currently living the sunny-dream of renewable energy.

"I love getting to go out in the real world and tour these companies," said Theresa Fremon (Dual C17). "To see the possibilities of what we could be doing after school is really exciting."

The first-ever Clean Tech Club (CTC) Company Crawl consisted of 17 current students and alumni across both the MBA and MPA degree programs. Stops were made at [Bloom Energy](#) and [Tesla Motors](#).

"If you think about local clean tech companies, I think [Bloom and Tesla] are two that are really doing interesting things, offering very different products," said Clean Tech Club Chair Danielle Ginach (MBA C15). "These two stand out from the pack even within the electric arena."

### Martian Tech for Earthlings

Bloom Energy, located in Sunnyvale, CA, was founded in 2001 by Dr. K.R. Sridhar. Based on research from NASA's Mars program, Bloom's innovative fuel cell system operates without combustion, is water positive, and is almost completely emission free when using [biogas](#).

"Although sustainability is one of the

first reasons companies start looking at Bloom, it usually comes back down to hard economics," said Alexandra Moser, a Senior Sales Associate with Bloom and the CTC's tour guide for the day.

Having an uninterrupted power source and predictable prices were among Alexandra's supporting arguments for choosing a Bloom power system. She also noted Bloom's government team, which helps companies utilize government incentives and educates lawmakers on renewable energy.

### "Drive Quickly, Tread Lightly"

After a quick lunch, the group toured Tesla Motors headquarters in Palo Alto. Although the main factory is across the bay in Fremont, students were able to walk the floor of the smaller production site.



Tesla Motors was founded in 2003 with a mission to develop an automobile that was sustainable and stylish. The result was the Roadster, a completely electric sports car. Today, Tesla creates and distributes emission-free vehicles to more than 37 countries.

In addition to the tour and standard company presentation, CTC members had the opportunity to speak with a Tesla employee who knew exactly where they were coming from.

"Will Leberherz, a Presidio Alum (MBA C8) [and Recruiter at Tesla], discussed the company culture and told us a bit more about Tesla," said Danielle. "It was great insight into the company and, overall, a really enjoyable day."

### Post-Grad Preparedness

In addition to aligning with the club's mission to educate and increase student awareness, one of the club's biggest motivations for facilitating the

Company Crawl was networking.

"Meeting companies in SF and in the Valley is not only fun but essential for finding a job after graduation," said CTC Co-Chair Christina Soeiro (MBA C15).

A graduate of the MBA program at Columbia University, Alexandra had two pieces of advice for Presidians as they prepare for their post-graduate school job search.

"Cater yourself to the position," said Alexandra, "...and networking is huge."

To learn more about the Clean Tech Club contact Danielle at [Danielle.Ginach@presidiomba.org](mailto:Danielle.Ginach@presidiomba.org) or sign up for their mailing list on [eLearn](#). You can also follow them on [Twitter](#).

## Clean Tech Club Upcoming Events

- Clint Wilder of Clean Edge to present at 4th residency
- Mixer with the Stanford University Clean Tech Club (hoping to include Haas & Dominican as well)
- Volunteering at the [CleanTech Open](#)
- Spring Company Crawl



# Reflections from an EL Partner

*By Shana Rappaport  
Education for Action Program  
Director At Bioneers*



Presidio Graduate School, with its MBA and MPA programs in Sustainable Management, is certainly an emergent leader in the burgeoning area of experiential learning. The way the school actively leverages and maximizes its students' skills in a unique and creative format – their [Experiential Learning Program](#) – creates great value both for the students and the company partners who participate.

As someone for whom sustainability in formal education is at the heart of my work, engaging with a team of EL students this past spring semester was not only a pleasure, but also an experience filled with great learning and growth. At [Bioneers](#), the organization in which I serve as Education for Action Program Director, our work is primarily about identifying, highlighting and disseminating breakthrough solutions to our world's most pressing environmental and bio-cultural challenges. The purpose guiding my work through our formal education program is, in many respects, about supporting the development, replication, and scaling of successful educational models precisely like that which the EL Program at Presidio offers.

From empirical data to first-hand testimonials, the implications are glaringly evident: The richest kind of learning simply doesn't happen when students are

asked to memorize and regurgitate information. These new, emergent models of experiential education represent, from my perspective, the imperative direction in which we must head as a global society if formal education is to adequately prepare its students to take on, and excel, at meeting the challenges of the 21st century.

Participating in the Presidio Experiential Learning Program provided me a unique opportunity to further develop both my understanding of why innovative programs and courses such as this are so important, and my evolving vision for the program I'm designing at Bioneers to directly support and advance such models.

Early in my experience working with the Presidio team, it became clear just how invaluable it is to work with students who not only care about the issue or mission

their project is serving, but who take ownership of their individual learning experiences throughout the process. The team I worked with was consistently accountable and thorough. The purposeful clarity with which they framed questions supported me in providing information that ultimately resulted in a more useful, valuable project for my organization.

From my organizational partner perspective, the primary piece of insight - or "recommendation" - I would offer to those considering having your company or organization participate is to make sure you're ready to engage and listen fully. Having a team of intelligent, committed, creative minds working in the service of your mission is a unique opportunity and one that deserves being approached with open eyes, ears, and hearts. Developing a shared understanding of expectations and desired outcomes from the beginning will maximize the potential return on your investment in this program – and being receptive to hearing and adopting those recommendations that work for you is essential.

It's an honor to now be working with Presidio Graduate School in a number of additional capacities, and I sincerely hope to see the great institution's potential realized through the continued development and expansion of innovative programs like this for both MBA and MPA students.

# Prominent firms to sponsor Capstone & Presidio Presents

The amazing work that Presidio Graduate School students and alumni have been doing has captured the attention of two extraordinary firms. [Wilson Sonsini Goodrich & Rosati](#), a Bay Area law firm that has made a point of directing a significant amount of its legal business towards creative enterprises and innovative startups, has offered their sponsorship of the Presidio Presents speaker series. This is exciting news not just for Presidio, but the entire Bay Area community, as it will give the school an even greater ability to bring the most relevant and exciting panelists into the series. Presidio Presents panelists carry with them treasure troves of insight and inspiration to take the risks, handle the setbacks, and enjoy the successes of pursuing new ideas in business and public affairs. The next Presidio Presents is on November 1st and features Peter Graf of [SAP](#), Justin Lokitz of [Autodesk](#), and Gordon Feller of [Cisco](#). Tickets are available through [Eventbrite](#).

[Jones Lang LaSalle](#) has also chosen to support Presidio Graduate School activities. The firm, which specializes in commercial real estate services and investment management, will be sponsoring

both the Presidio Presents speaker series and the entrepreneur-focused Presidio Capstone course, in which student teams convene to create ideas for new ventures or public programs. As a part of the course, students build out business plans, collaborate on product design, and develop marketing strategies in a school-wide competition to present their work at the Capstone Venture Showcase. Capstone teams often compete deep into major global business plan competitions; last year's [InFoods](#) team won the top prize in the prestigious [Madrona League](#) business plan competition and members of that team have pursued the project as a venture after graduation.

Presidio is excited to work with these new partners in advancing the goal of training leaders to create a more just, prosperous, and sustainable world.



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