

BROWN AND WILMANN'S ENVIRONMENTAL, LLC

WWW.BWENVIRONMENTAL.COM

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Michael S. Brown, Eric Wilmanns, and Vered Doctori-Blass have nearly 40 years combined experience in environmental management leading efforts to establish cutting-edge performance in industry, nonprofits, and government. Client services include:

- Development of environmental management policies, strategies, and programs
- Technical evaluations of activities, products, and services, including life cycle assessment
- Establishment of environmental performance metrics and standards
- Assessing the economic and environmental performance of product end-of-life strategies
- Evaluation of corporate social responsibility performance
- Environmental and social responsibility reporting

REPRESENTATIVE PROJECTS

- For direct sales company: developed corporate environmental principles, major short and medium term goals, implementation strategies, metrics for measuring environmental performance.
- For manufacturer with wholesale/retail distribution: assessed corporate environmental and social performance, benchmark analysis against peer companies, tiered recommendations for improvement.
- Created “sustainability scorecard” tool to evaluate environmental performance of broad product range, allowing flexible approach to overall product line improvement.
- Conducted life cycle assessment of signature product highlighting improvement opportunities and providing a streamlined analytical template for product lines throughout the company.
- Assessed residential and retail construction projects for impacts on indoor air quality and general life cycle impacts; researched and identified preferred alternatives
- Analyzed global warming impacts associated with multiple variations of a new product to assess the optimal combination of product and environmental performance.
- Created a materials rating tool for fibers and polymers incorporating critical company values to simplify evaluation and comparison of alternative materials in product development.
- Prepared corporate social responsibility reports including data gathering and analysis, assessment of major issues, and preparation of draft reports.
- Developed energy efficiency plan and a report to decision-makers on major issues associated with energy.
- Evaluated proposed development projects for potential risks to future occupants from contaminated properties and hazardous substance associated with surrounding industrial uses.
- Reviewed environmental and social responsibility attributes of a wide variety of products and services for consistency with client values.

PARTIAL CLIENT LIST

Aramark, Aveda, Ben and Jerry's, Cartridge World, City of Irvine, CA, Clif Bar, Kinko's, Columbia Sportswear, Good Housekeeping Research Institute, Lubrizol, Made-By, Mo'olelo Theatre, New Balance, Nike, Norm Thompson Outfitters, Patagonia, The Energy Coalition, Timberland, Yolo Colorhouse

MICHAEL S. BROWN

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PROFESSIONAL EXPERIENCE

Principal, Brown and Wilmanns Environmental, LLC, Santa Barbara, CA, 2006-present.

Principal, Michael S. Brown and Associates, Santa Barbara, CA, 1999-2006.

Adjunct Faculty, Antioch University, Santa Barbara, CA, 2000-2003.

Director of Environmental Research and Development, Patagonia, Inc., Ventura, CA, 1993-1999.

Manager of Environmental Affairs, Office of Environmental Affairs, City of Irvine, Irvine, CA, 1990-1992.

Director, Office of Safe Waste Management, Massachusetts Department of Environmental Management, Boston, MA, 1986-1990.

Program Manager, Office of Safe Waste Management, Massachusetts Department of Environmental Management, Boston, MA, 1985-1986.

Research Associate, Center for the Study of Drug Development, Tufts University, Boston, MA, 1984-1985.

Research Analyst, Program on Science, Technology, and Society, Cornell University, Ithaca, NY, 1981-1984.

Regulatory Analyst, Office of Toxic Substances, U.S. Environmental Protection Agency, Washington, DC, 1980-1981.

EDUCATION

Ph.D., Cornell University, City and Regional Planning, 1984

M.R.P., Cornell University, City and Regional Planning, 1980

B.A., University of California at Santa Cruz, Politics, 1974

SELECTED PUBLICATIONS

D. Nelkin and M. Brown, *Workers at Risk: Voices from the Workplace*, Chicago: University of Chicago Press, 1984.

M. Brown, "Going a Deeper Shade of Green," *Organic Processing* 5(3):32-42, May-June 2008.

D. Smith and M. Brown, "Sustainability and Corporate Evolution: Integrating Vision and Tools at Norm Thompson Outfitters," *Journal of Organizational Excellence* 22(4):3-14, Fall 2003.

M. Brown and E. Wilmanns, "Quick and Dirty Environmental Analyses: What Do We Need to Know?" *Journal of Sustainable Product Design*, Issue 1:28-35, April 1997. Available at <http://www.cfsd.org.uk/journal/archive>.

Y. Chouinard and M. Brown, "Going Organic: Converting Patagonia's Cotton Product Line," *Journal of Industrial Ecology* 1:1, Spring 1997.

M. Brown, "Irvine's Balancing Act with CFCs," *Los Angeles Times*, July 30, 1994, p. B7.

M. Brown and A. Hart, "Reducing the Use of Ozone Depleting Chemicals: The Irvine, California Ordinance," *Journal of the Air and Waste Management Association* 42(4):429-432, 1992.

M. Brown and K. Lyon, "Holes in the Ozone Layer: A Global Environmental Controversy," in D. Nelkin (ed.), *Controversy: Politics of Technical Decisions*, Beverly Hills, CA: Sage Publications, 3rd. Ed., 1992.

SELECTED REPORTS

- “South Coast Regional Impacts of Growth Study,” Santa Barbara Region Economic Community Project, Fall 2003 (co-author).
- “Sustainability Toolkit,” Norm Thompson Outfitters, Spring 2002.
- “CERES Report,” 1999, 2000, 2001/2002 2003/2004 Aveda Corporation, (research and draft preparation).
- “Environmental Assessment Report,” 1993/1994, 1994/1995, 1995/1996 Patagonia.

SELECTED SPEECHES AND PRESENTATIONS

- “Building a Carbon Footprint: Getting on the Low Carbon Path,” presented at Organic Exchange Annual Conference, October 2010.
- “How Sustainable is Sustainable: Assessing the Impact of Your Materials,” presented at Organic Exchange Annual Conference, October 2007.
- “Creating Environmental Value through Facility Management,” presented at Roche Facility Managers Meeting, March 2006
- “Integrating Environmental Value into Entrepreneurial Organizations,” presented at the UCLA Entrepreneur Association Conference, May 2003.
- “The Norm Thompson Sustainability Scorecard and Toolkit: Developing an Effective Approach for Moving Products Towards Sustainability,” presented at the Businesses for Social Responsibility Annual Conference, November 2002.
- “Industrial Design and Environmental Life Cycles,” presented at the California College of Arts and Crafts, October 2001.
- “Practical Metrics and Reporting,” presented at Portland State University, March 2001.
- “Sustainable Products and Life Cycle Analysis: The Patagonia Case,” presented at Sustainable Products Training Conference, March 2000.
- “Working with Suppliers to Improve Environmental Performance,” presented at the National Academy of Engineering International Conference on Industrial Environmental Performance Metrics, November 1998.

PROFESSIONAL ACTIVITIES

- Journal of Industrial Ecology*, Case Studies Editor, 1999-present
- University of Washington, Graduate School of Business, Environmental Program Advisory Committee, 1995-1997.
- EcoPartners, Co-Founder and Co-Facilitator, 1993-present
- USEPA, Life Cycle Analysis Advisory Committee, 1993-1994.

PROGRAM AWARDS

- California Integrated Waste Management Board, Waste Reduction, Patagonia, Inc, 1994.
- SCAQMD Clean Air Award, City of Irvine, 1992.
- United Nations Environment Programme, Irvine CFC Reduction Program, 1990.
- Commonwealth of Massachusetts Pride in Performance Award, Office of Safe Waste Management, 1988.