



Making a difference for
WOMEN'S HEALTH
& *the* **ENVIRONMENT** 

12th Annual Conference

Sponsored by the Heinz Family Philanthropies

Friday, October 31, 2008

9:00 AM – 3:00 PM

Westin Waterfront

425 Summer Street | Boston, MA

SPECIAL GUESTS:

Nena Baker, Author of "The Body Toxic"

Diane MacEachern, Author of "The Big Green Purse"

Nancy Nichols, Author of "Lake Effect"

Please join us for this informative and free event.



For more information, please visit the conference website:
www.reginavilla.com/heinz2008.html

ONLINE REGISTRATION IS NOW OPEN

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Preliminary Program

FRIDAY, OCTOBER 31

- 8:00 AM **Registration**
- 9:00 AM **Welcome and Opening Remarks**
Teresa Heinz Kerry, *Chairman, Heinz Family Philanthropies*
- 9:15-10:00 AM **KEYNOTE ADDRESS: How the Hazardous Chemistry of Everyday Things Threatens Our Health and Well-Being**
Nena Baker, *Author of "The Body Toxic"*
- 10:15-11:30 AM **PANEL 1: Science: Understanding the Challenges**
Moderator: Beth Shelburne, NECN

Richard Wiles, *Executive Director, Environmental Working Group*
Susanne Rust, *Reporter, Milwaukee Journal Sentinel*
Stacy Malkan, *Author of "Not Just a Pretty Face"*
Gary Cohen, *Founder and Co-Executive Director, Health Care Without Harm*
- 11:45 AM **Lunch - Bag lunch provided**
- 12:15 - 1:00 PM **KEYNOTE ADDRESS: The Power of Your Purse: Using Your Dollars and Cents to Change the World**
Diane MacEachern, *Author of "The Big Green Purse"*
- 1:00 - 2:15 PM **PANEL 2: Taking Science to Solutions**
Moderator: Laura Schwartz, CNN

Catherine Orenstein, *Founder and Director, the OpEd Project*
Dori Gilels, *Executive Director, Women's Voice for the Earth*
Irma Munoz, *Mujeres de la Tierra*
- 2:15 PM **CLOSING KEYNOTE ADDRESS: Lake Effect: Two Sisters and a Town's Toxic Legacy**
Nancy Nichols, *Author of "Lake Effect"*
- 3:00 PM **Book Signing**
Nena Baker, Diane MacEachern, Stacy Malkan, Nancy Nichols

Speakers will remain after the program's conclusion to sign copies of their books.
Please visit the conference website for more information on how to order these books.

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Keynote Speaker Biographies



Teresa Heinz Kerry

Teresa Heinz Kerry is chairman of The Heinz Endowments and the Heinz Family Philanthropies, institutions dedicated to developing innovative strategies to protect the

environment, improve education, enhance the lives of young children, broaden economic opportunity and promote the arts.

Through her philanthropic work, she has helped create programs to educate women on the importance of pensions, savings, and retirement security and pushed state legislators to make prescription drugs affordable for older Americans and the uninsured. She created the H. John Heinz III Center for Science, Economics and the Environment, dedicated to the scientific and economic foundation for environmental policy through collaboration among business, government, academia, and environmental organizations. She used her philanthropy as venture capital to help create initiatives to examine the nexus between women's health and the environment and how toxins in our environment impact the lives of women and girls.

Mrs. Heinz Kerry and her husband, Senator John Kerry, published a book about the environment, *This Moment on Earth: Today's New Environmentalists and Their Vision for the Future*. She currently serves on a number of environmental boards. She has been published extensively on op-ed pages across America.



Nena Baker

Nena Baker is the author of *The Body Toxic: How the Hazardous Chemistry of Everyday Things Threatens Our Health and Well-Being* (North Point Press/Farrar,

Straus and Giroux, 2008), an eye-opening investigation of the chemical contaminants within each of us. About the book, *E: The Environmental Magazine* says, "This is it: The book that finally chronicles the chemical invaders tainting us and the environment—the phthalates and Bisphenol-A (BPA), the flame retardants and non-stick surfaces. And investigative journalist Nena Baker's book is enough to induce outrage."

As an award-winning newspaper journalist, Ms. Baker was the first U.S. reporter to investigate deplorable conditions at the Indonesian factories making Nike shoes. Her stories in *The Oregonian* helped improve worker conditions by putting pressure on Nike to reconsider its responsibility.

While at *The Arizona Republic*, she investigated the financial dealings of sports mogul Jerry Colangelo, the plan for public financing of a new Arizona Cardinals football stadium, and the coverup of sex abuse by Catholic priests in Arizona. Earlier in her career, Ms. Baker was a national financial reporter for United Press International in New York and a Davenport Business Journalism Fellow at the University of Missouri.

Her work has appeared in *SELF*, *Town & Country*, *Mademoiselle* and *Seventeen*. She lives in Portland, Oregon.

"...we are safer today because activists, scientists and others dared to challenge the status quo and their actions have made an indelible difference in all of our lives."

— Teresa Heinz Kerry, 2006 Conference

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Keynote Speaker Biographies



Diane MacEachern

Diane MacEachern is the founder and CEO of Big Green Purse and the best-selling author of *Big Green Purse: Use Your Spending*

Power to Create a Cleaner, Greener World and *Save Our Planet: 750 Everyday Ways You Can Help Clean Up The Earth*. A successful entrepreneur, award-winning communications strategist, and sought-after public speaker, Ms. MacEachern has launched the only company in the U.S. focused specifically on harnessing women's enormous consumer clout for the benefit of the environment. Her website, www.biggreenpurse.com, encourages women to "use your purse" to green the marketplace by choosing products whose use or manufacture offer the greatest environmental impact.

Through her books, articles and speeches she motivates women to take actions that will make their money matter. She advises companies on strategies to develop more effective green marketing campaigns. She also helps environmental organizations engage more women as members, activists, and donors.

Her work has been featured on NBC, CNN, NPR, and Fox Network News, as well as in *Glamour*, *InStyle*, *The Washington Post*, *The Christian Science Monitor*, *The Baltimore Sun*, *Reader's Digest*, *Family Circle*, *Redbook*, *Sierra*, *National Wildlife*, *Body & Soul*, *Plenty*, and dozens of blogs. www.biggreenpurse.com was acclaimed the "best green website" by FutureNow in 2007. A mother of two, Ms. MacEachern and her family live outside Washington, D.C. in the energy-efficient, environment-friendly home they helped build in 1985.



Nancy Nichols

Nancy A. Nichols is a journalist, editor, and broadcaster whose writing has appeared in *The Chicago Tribune*, *The New York Times Book Review*, *The Harvard Business Review*, and *The Nation*,

among other publications.

On her deathbed, Ms. Nichol's sister, Sue, asked her for one thing: to write about the connection between the industrial pollution in their hometown and the rare cancer that was killing her. Fulfilling that promise has been Ms. Nichols' mission for more than a decade.

Lake Effect is the story of her investigation. It reaches back to their childhood in Waukegan, Illinois, an industrial town on Lake Michigan once known for good factory jobs and great fishing. Now Waukegan is famous for its Superfund sites: as one resident put it, asbestos to the north, PCBs to the south.

Drawing on her experience as a journalist, Ms. Nichols interviewed dozens of scientists, doctors, and environmentalists to determine if these pollutants could have played a role in her sister's death. While researching Sue's cancer, she discovered her own: a vicious though treatable form of pancreatic cancer. Doctors and family members urged her to forget causes and concentrate on cures, but Nichols knew that it was relentless questioning that had led to her diagnosis. And that it is questioning—by government as well as individuals—that could save other lives.

"I firmly believe that what we do to the environment always has implications—always—for our own health—whether it's oceans, whether it is air, whether it is pesticides, whatever it is.

And this is clearly true."

— Teresa Heinz Kerry, 1996 Conference

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REGISTRATION:

There is **no charge** for the conference. Registration will be accepted on a first come, first served basis until **October 10, 2008**. Due to overwhelming response, we cannot accept registration by telephone. You can register by mail, fax or on the internet.

MAIL: Heinz Foundation Conference
c/o Regina Villa Associates
51 Franklin Street, Suite 400
Boston, MA 02110-1301

FAX: 617-357-8361

ONLINE: www.reginavilla.com/heinz2008.html

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Bring a Friend!

Make photocopies of this registration form or visit our website www.reginavilla.com/heinz2008.html and download additional registration forms.

For More Information:

For additional details about this year's conference, including directions to the Westin Waterfront, please visit our website at www.reginavilla.com/heinz2008.html.

On behalf of the members of our community with multiple chemical sensitivities, we request that participants kindly refrain from wearing fragrances to the event.

www.reginavilla.com/heinz2008.html