

Jonathan Schechter “Corpus Callosum” Column
Jackson Hole News&Guide – May 7, 2008

I am stupid-busy right now – far too many things going on and only myself to blame. The good news is that these things are the coming-to-fruit of goals I’ve been pursuing for months, if not years. The bad news is that all this busy-ness means I don’t have time to do any sort of detailed analysis for this week’s column. Instead, I’ll talk about some things I’m up to which I think are pretty cool – I hope you agree. They’re listed in chronological order.

May 1 – 1% for the Tetons

As readers may know, *1% for the Tetons* is a project of the Charture Institute, the non-profit I run. *1% for the Tetons*’s 2008 grants application cycle opened on May 1, and will close June 13 at 5:00 pm MDT.

Member businesses donate one percent of their annual sales to *1% for the Tetons*. *1%* aggregates those donations and grants them to fund projects focusing on the long-term sustainability of the Tetons region, particularly our extraordinary natural resources.

1% for the Tetons began in June 2006. In August 2007, we made our first grants, funding ten different projects: eight in the Jackson Hole valley and two in the Teton valley. Last year, contributions from our 45 members allowed us to grant out slightly more than \$100,000. This year, as we close in on 70 members, we anticipate being able to grant significantly more.

In 2007, *1% for the Tetons*’s \$100,000 in grants triggered additional funding to recipients: \$137,000 in cash and \$123,000 in in-kind donations. This total of \$260,000 represents significant leverage: for every \$1.00 granted by *1% for the Tetons*, recipients received \$2.60 in additional support.

This occurred in part because *1% for the Tetons* looks to fund projects supported by multiple organizations, working across both jurisdictions and economic sectors. Here are three examples.

Food composting pilot project

For the past several months, instead of throwing away their food waste, the Jackson Whole Grocer and five commercial kitchens, – the Blue Lion, the Four Seasons, the Journeys School, the Mangy Moose, and the Teton Mountain Lodge – have separated that waste and had it turned into compost. *1% for the Tetons* was the primary funder of this project, which is led by Terra Firma Organics.

During the height of the ski season, these six locations diverted 2.5 tons of food waste every week. Now that things have slowed down, they’re down to “only” 1.5 tons per week, but anticipate diverting 5 tons/week during the summer. As a result, in under a year, Teton County will ship 100 fewer tons of food waste to Sublette County. In addition, we will reduce the amount of compost we have to ship in.

This pilot project has proved so successful that its sponsors anticipate expanding it five-to-six fold in 2009.

Want to learn more? Come by the *1% for the Tetons* booth at Saturday’s Eco-Fair and pick up your free one-gallon bag of compost.

Stop aquatic hitchhikers

The Snake River and its tributaries are at risk from “aquatic hitchhikers,” non-native species of flora and fauna that attach themselves to boats and rafts which put into local rivers after floating elsewhere. These invasives

present a major potential problem because, once injected into the local ecosystem, they often out-compete native species.

To address this problem, *1% for the Tetons* provided funding to the Snake River Fund and its partners for three power washers to be installed at the county's major boat launches. This will allow owners to wash off their boats in advance of put-in, greatly reducing the risk of contaminating local water ways. These power washers will debut at the Summit on the Snake on May 31.

Pronghorn migration signage

The pronghorn migration from southern Wyoming to Grand Teton National Park is one of the longest mammalian migrations in the world. Unfortunately, it's being placed in jeopardy by gas field development in Sublette County.

To draw attention to the migration route and its importance to western Wyoming (both ecologic and economic), the Wyoming Department of Game & Fish is leading a coalition of 22 organizations and agencies to erect educational signs along the migration route. *1% for the Tetons* paid for the three signs that will be located in Teton County.

For more information on any of these projects, go to 1PercentTetons.org.

May 1 – TetonInfo.org

On May 1, Charture launched TetonInfo.org, a new, free web-based community calendar website serving the entire Tetons region: Jackson Hole, Teton Valley, and Star Valley. Its goal is to provide residents and visitors with a one-stop, internet-based calendar listing all activities in the region.

We set four criteria for the TetonInfo.org website: that it be free, easy, useful, and comprehensive.

Free – Anyone can enter an event; anyone can look up an event; no one has to pay.

Easy – Entering an event takes only a minute; looking up an event takes just seconds. Events can be searched or sorted by date, location, or type of event.

Useful – Listings on TetonInfo.org include every type of activity going on in the Tetons region: arts, civic affairs, meetings, services, and more. Plus, QuickLinks mean users are just one click away from current movie and garage sale information.

Comprehensive – TetonInfo.org includes the entire Tetons region: Jackson Hole, the Teton Valley, and the Star Valley. Hundreds of events have already been listed by over 50 participating organizations.

Three partnerships make the TetonInfo.org calendar special. First, TetonInfo.org has partnered with Frank Londy, owner of the Jackson Hole Cinemas, to provide a dynamic on-line source of Jackson Hole movie information.

Second, Vertical Media, which runs the region's busiest marketing websites, carries the TetonInfo.org calendar. As a result, events posted on TetonInfo.org instantly become available to the millions of unique visitors attracted to AllJacksonHole.com, AllGrandTeton.com, and other Vertical Media sites. This provides participating organizations with a huge, new, and free marketing opportunity for their events.

Third, TetonInfo.org has partnered with many of the region's major businesses, non-profits, and government agencies, including the Jackson Hole Mountain Resort, Grand Targhee Resort, the Jackson Hole Chamber of Commerce, the Community Foundation, the Center for the Arts, the Grand Teton Music Festival, the National Museum of Wildlife Art, the Teton Science Schools, the Jackson Police Department, Jackson Hole

Fire/EMS, and the Teton County Library. As a result, all of their events will be posted on the TetonInfo.org calendar, providing TetonInfo.org users with a one-stop portal for finding out all major events going on, not just in Jackson Hole, but throughout the region.

As a final benefit, because so many events are posted on TetonInfo.org, organizations and individuals looking to schedule an event will be able to use the TetonInfo.org calendar to see whether other events may conflict with their planned date.

The TetonInfo.org calendar was designed by Jackson resident Dave Baxa, of Baxa Marketing+Technology. Like all good ideas, many folks had a hand in inspiring, supporting, and shaping TetonInfo.org – huge thanks to Tammy Christel, Francine Carraro and the other many participants in Sustaining Jackson Hole, , Tim Bradshaw, Toby Byrum, the 310 Collective guys who run the way-cool J-List, Jack Shea, the Community Foundation, the Center for the Arts, and the Jackson Hole Chamber.

For more information, go to TetonInfo.org.

May 8 and 9 – “The Future of Conservation” conference

On May 8 and 9, Charture and the Northern Rockies Conservation Cooperative (NRCC) are co-hosting a conference entitled *Conservation 2.0: Conservation in the Greater Yellowstone Region: Past, Present, & Future*.

In 2007, Charture and NRCC published the Greater Yellowstone Conservation Organization Directory, which identified over 220 government and non-profit conservation organizations are active in the Greater Yellowstone region.

Finding out there were so many conservation organization sparked numerous questions, including: What are all these organizations doing? How effectively are they doing it? Will they be doing similar work in the future?

These and other questions about the state of conservation in the Greater Yellowstone led us to organize this week’s conference. It will be held tomorrow afternoon and all day Friday at Spring Creek Resort, and will feature a variety of speakers sharing views on conservation in the Greater Yellowstone. Conference registration is \$125, and includes all four meals. Anyone interested conservation in the Greater Yellowstone is welcome.

What especially interests me is a two-part reality. Part one is that the concept of “conservation” was conceived in the first half of the 19th century, and first put into practice with the founding of Yellowstone National Park in 1872. As a result, Yellowstone and the surrounding region can be considered the cradle of conservation as currently practiced worldwide; call this “Conservation 1.0.”

Part two is that today, within the Greater Yellowstone region, it’s pretty clear how most land will be owned and used in the future. As a result, Conservation 1.0 has, in many ways, run its course. Given that reality, whither the future of conservation? Starting to explore that question is a main focus of the *Conservation 2.0* conference.

For more information, go to gycd.org.

So that’s what I’ve been up to. I hope your world has been similarly productive.