



## League of Women Voters of the Bay Area



VOTER  
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### SAVE THE DATE!

BAY AREA LEAGUE DAY - *Reduce, Reuse, Recycle*  
Saturday January 29, 2011, 9 am – 2:10 pm  
MetroCenter, 101 Eighth Street, Oakland, 94607

League of Women Voters Bay Area presents *Reduce, Reuse, Recycle: Taking it to the Next Level* featuring a keynote address by Dan Reicher, the Executive Director of a [new interdisciplinary center for energy policy and finance](#) at Stanford University. There will be three panels of regional and state experts on what government is doing, what science is doing and what you can do to reduce your carbon footprint and *Reduce, Reuse, Recycle*.

Cost: In advance: \$30 (\$20 without lunch); at the door \$35 (\$25 without lunch). To register please write a check payable to “LWVBA” and mail with your name and any guest names to LWVBA, 1611 Telegraph Avenue, Suite 300, Oakland, CA 94612. Registration is also available online through January 20 via PayPal at [www.lwvbayarea.org](http://www.lwvbayarea.org). For more details, call (510) 839-1608 or send an email to [editor@bayareamonitor.org](mailto:editor@bayareamonitor.org).

### \* MARGARET GORDON PURPOSE PRIZE



There is a life after 60 – and Margaret Gordon is an excellent example. She is a 2010 winner of the Purpose Prize. It is a great title for an award that provides a remarkable investment in those who combine passion and experience for social good. The program is

only 5 years old, and it is "the only large scale investment in people over sixty – encore careers that are creating new ways to solve tough social problems."

Who is Margaret Gordon? She is woman who has grown up in West Oakland, and she has asthma, which is not an unusual condition for people living there. She used to work as a housekeeper, and fortunately it was for someone involved in environmental issues. She started reading the environmental magazines, and then asking the tough questions: "why was the asthma rate higher here and how can we fix that?"

Red Star Yeast was a sore issue for West Oakland and in 2002 Margaret got involved by picketing the company and advocating that the Bay Area Air Quality Control District enforce emissions standards. Red Star Yeast left town in 2003 "due to a combination of market economics and challenging California environmental conditions," the company said.

Gordon's first taste of fame was the East Bay Community Foundation's award of \$5,000 for being "the Most Effective Volunteer." That took her to the next step – cofounding the West Oakland Environmental Indicators Project (WOEIP) with Brian Beveridge in 2005. WOEIP's research helped to get air filtration systems installed in senior housing. Gordon received a grant from Intel for a "prototype cell phone outfitted with a computer chip to monitor air quality."

The next big step for Gordon in 2007 was the appointment by Mayor Ron Dellums to the Oakland Board of Port Commissioners. This position is giving Gordon the continued opportunity to ask the tough questions and search for answers.

Gordon's cofounder of WOEIP Brian Beveridge said of Gordon's Purpose Prize award: "This is really special thing, not only well-deserved by the recipient, but truly reflects the style of work that Margaret has done over the years. Educating people, empowering people with knowledge and exposing them physically" to the West Oakland environment.

What are Gordon's next steps? The prize will allow her to go back to college and buy medical insurance!

Sandy Threlfall  
LWVBA Board Member

### **Interleague Network Committee Meetings:**

**North: December 8:** LWV BAE Office  
1414 University Ave., Suite D  
Berkeley, CA, 94702

**South: January 13, 2011:** LWV Palo Alto Office  
953 Industrial Ave., Suite 113, Palo Alto Ca 94303

**North: February 23, 2011:** LWV BAE Office  
1414 University Ave., Suite D  
Berkeley, CA, 94702

**Natural Resources/Water Committee Meeting:**

December 13<sup>th</sup>: EBMUD office @ 375 11<sup>th</sup> Street, Oakland - Mezzanine Training Room:

**SALTWORKS DISCUSSION**

For Cargill: David Smith, Senior Vice President, DMB Associates (the developer partnering with Cargill)

For Save the Bay: Stephen Knight, Political Director, Save the Bay