

The Natural Step Network USA and Town and Country RC&D present:  
Powerful Messages in Unnatural Times - Webinars to Change the World **CM I 6 (pending)**



Behind every successful endeavor, there is a well-planned process. And like every other initiative your organization will undertake, you need a powerful message and skills to create motivated teams to effect change.

Sustainability champions, we've listened to you. Join us for our 2011 webinar series - interact with six amazing and motivational leaders in the industry. You will learn from their successes (and failures) on topics like powerful messaging tactics, community transformation catalysts and ways to build group commitment and energy.

TNS-USA is pleased to announce that we are now a Certification Maintenance Provider for the American Planning Association. Credits available for full series.



Certification Maintenance



***Change We Can't Live Without***  
**Bob Doppelt**  
Executive Director,  
The Resource Innovation Group  
February 17, 2011



***Going for the Gut: Sustainability Framing and Messaging Strategies***  
**Anna Fahey**  
Communications Strategist,  
Sightline Institute  
March 17, 2011



***Enlisting Others: Bringing About Participation in Sustainable Community Planning***  
**Sarah James**, Co-Director,  
The Institute for Ecomunicipality  
Education & Assistance  
May 26, 2011



***Respecting the Principles of Sustainability***  
**John Ikerd**  
Professor Emeritus of  
Agricultural Economics,  
University of Missouri  
July 21, 2011



***Hidden Assets in Plain Sight for Sustainability***  
**Bob Pavlik**  
Executive Director, High Wind  
Foundation and Director,  
Institute for the Transformation of  
Learning, Marquette University  
September 15, 2011



***Why Storytelling is the X Factor in Harnessing Your Sustainability Efforts***  
**Jeff Leinaweaver**  
Natural Step Associate and  
Founder of Global Zen  
November 17, 2011

Series cost is \$48 for TNS Members and Town and County Members,  
\$60 General admission

Register at: <http://tnswebseries2011.eventbrite.com>  
Contact The Natural Step Network USA at (503) 241-1140 or  
[april.knudsen@thenaturalstep.org](mailto:april.knudsen@thenaturalstep.org)

