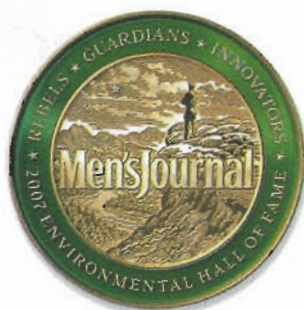


THE MJ 2007 HALL OF FAME

FIFTEEN UNSUNG HEROES FIGHTING
TO SAVE OUR DAMN PLANET



Here's something we definitely did not foresee: On the eve of the 37th Earth Day – Sunday, April 22, 2007 – the single most important leader in America on environmental issues is the former Mr. Universe in charge of California. And if you'd told us a year ago that a movie about a PowerPoint slide show on global warming starring the loser of the 2000 Florida recount would win an

Oscar, we'd have managed something polite about the power of your imagination. Yet here we are, and both Al Gore and Arnold Schwarzenegger stand as undeniable examples of what determined men can achieve on behalf of the natural resources we all need to survive. So, too, do the men in the pages that follow. Never content to whine about the status quo, they unite outlaws and establishment players, new-agers and red state sportsmen in order to find and implement solutions. Each in his way is making good on the adage that the best way to predict the future is to create it.

THE RAIN FOREST ENFORCER

PAULO ADARIO

IN THE ONGOING WAR ZONE THAT IS the Amazon rain forest, renegade loggers and farmers fell almost five million acres of jungle per year, and the few activists who try to stop them have a tendency to disappear. So you could be forgiven for questioning Adario's sanity. As Greenpeace's Amazon campaign coordinator, the 57-year-old former journalist has emerged as the jungle's most visible defender and has traveled with bodyguards or disguised himself in drag when he's had a bounty on his head. Adario's fought

mahogany poachers and cattle ranchers, but recently he took on a more surprising foe: the soy producers so loved by stateside health food nuts. The low-fat, post-yoga boomlet in soy lattes has been murder on the Amazon, where millions of acres of lush forest have been scorched so farmers can sow soybeans. Last May, in protest of Big Soy's destructive practices, Adario and a group of activists occupied the Santarém, Brazil, production facility of Cargill, the American agribusiness giant. Adario and friends shut down Cargill's opera-

tions for more than three hours. They were arrested and led off in handcuffs, but the action gained a good deal of attention, and by July Cargill, American giant Archer Daniels Midland, and two other major soy producers agreed to stop buying soy from newly deforested lands. "We're negotiating politely with the companies we were fighting one year ago," Adario says, pleased with the progress, but modest as ever about the personal risk involved. "I got a few death threats after the soy campaign, but I haven't had to use bodyguards for a while now. Just the armored cars."

Despite the soy victory, Adario still can't rest easy. Enforcing a tree-clearing ban in a Europe-size jungle with few rangers will keep him running.

—ABRAHAM STREEP



THE MUCKRAKER

ANDREW C. REVKIN

TO TELL THE STORY OF global warming, *New York Times* reporter Revkin frequents the world's coldest locales. In the last few years he has sent groundbreaking Web dispatches from Greenland's ice shelf, he's tailed gonzo scientists diving beneath sea ice at the

North Pole, and he once found himself in -30 degree temperatures and 24-hour darkness on Alaska's North Slope.

Even so, the 51-year-old is best known for his work from deep inside the Beltway, where he uncovered Bush pawn Philip Cooney's manipulation of gov-

ernment climate reports and tangled with Senator James Inhofe, who made uninformed criticisms about Revkin's children's book, *The North Pole Was Here*.

"The idea that we're not influencing climate is ancient history," says Revkin. "But the question of how best to respond is very real, and it's not a science question anymore. Science has done its job." —A.S.



THE WINDBREAKER

DAVID CALLEY

NOT EVERYONE CAN — OR should — be as wind crazy as Calley. The 43-year-old founder of Flagstaff, Arizona-based Southwest Windpower built his first turbine at age 12, to run a tape deck in his bedroom. Soon, thanks to Calley and company — makers of small, affordable turbines for individual houses and businesses — we'll all have the option of running our homes off the breeze, an essential development if wind is to crack the mainstream power grid. For Calley, who bikes 30 miles round-trip from his solar- and wind-powered home to work every day, going green has paid off: Southwest's revenues topped \$10 million in 2006. —A.S.



THE LUMBERJACK

CHRISTOPHER GODSALL

TRITON LOGGING CO-founder Godsall (center) and company give "deep ecology" new meaning. Located on Vancouver Island, the start-up harvests forests drowned by reservoir and hydroelectric dams with a 3.5-ton submarine cutter called a Saw-

fish and inflatable airbags to float logs to the surface. Triton claims there are 300 million trees submerged by dams worldwide, with an estimated market value of \$50 billion. Even if that's optimistic, Triton proves there's upside in already dead wood. —BRAD WIENERS

CRITICAL MASS
Carbon-Neutral Rock 'n' Roll

Rock stars are stumping for the environment big-time in 2007. The year's hottest event: Al Gore's intercontinental **LIVE EARTH** party, headlined by the Red Hot Chili Peppers, Snoop Dogg, and Sheryl Crow. A call to arms on global warming, it's far from the only green ticket in music. **NEIL YOUNG** tours the country in biodiesel-powered buses, **GREEN DAY** recently teamed up with the Natural Resources Defense Council to recruit more than 10,000 activists, and the **DAVE MATTHEWS BAND** became the first "carbon neutral" group, buying enough carbon credits (investments in renewable energy projects) to offset the fossil fuels consumed on their most recent world tour.