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 states quo they unite outlaws and establishing players, new- ergers and red state sportsmen in order to find and implement solutions. Each in his toay is making good on the adage that the best way to predict the future is to create it.

THE RAINFOREST ENFORCER

PAULO ADARIO

In the ongoing war zone that is the Amazon rain forest, rogue loggers and farmers till almost five million area 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 47-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'd had a bounty on his head. Adario, bought mahogany poachers and cattle ranchers, but recently he took on a more surprising foe: the soy producers so loved by mainstream health food nuts. The low-fat, post-9/11 boomlet in soy beans has been mucked 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 prac- tices, Adario and a group of activists occupied the Santarem, Brazil, production facility of Cargill, the American agri-business giant. Adario and friends shut down Cargill opera-

tions for more than three hours. They were arrested and let off in handcuffs, but the action gained a good deal of attention, and by July Cargill, American giant Amsey Daniels Mid-
land, and two other major soy producers agreed to stop buying soy from newly deforested lands. "We're negotiating politely with the companies we are fighting one year up," Adario says, pleased with the progress, but modest as ever about the personal risk involved. "I got a few death threats after the soy cam-


THE WINDBRAKER

DAVID CALLEY

Not everyone can — or should — be as wind
crazy as Calley. The 43-
year-old founder of
Hydrow, Arizona-based
Southwest Wind
Power built his first turbine at age 12, to not be a
tick tock in his bedroom.

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influencing climate is
ancient,” says Revis.

But the
question of how best to
respond is very real, and
it’s not a
Science has done its
job.”

CRITICAL MASS

Carbon Neutral Rock ’n’ Roll

Rock stars are championing the environment and the effort to stop
global warming. Johnny Depp, Bob Dylan, and Paul McCartney are
among the celebrities pushing for environmental causes.

THE LUMBERJACK

CHRISTOPHER GODSALL

Though logging co-
founder Godsall (center) and
company give “deep
logging” a new meaning.
Located in
Vancouver Island, the start-up has
themselves forested by
a forest
management system that leaves
fish and invertebrates to
 flour
ish in the water. 

THE MUCKRAKER

ANDREW C. REVIK

To tell THE STORY OF
global warming, New York Times reporter Revis reports
about the world’s coldest
places. In the last few years, he
talked to scientists
living beneath sea ice at the
North Pole, and he once
found himself in -20 degree tempera-
tures and 24-hour darkness on
Alaska’s North Slope.

Even so, the 51-year-old is
best known for his work from
depth’s inside the Bering Sea, where
he accompanied Bush press
Philip Conroy’s manipulation of
government climate reports and tuned
in by Senator James Inhofe, to
make unorthodox criticism
about Revis’s children’s

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- A.K. -