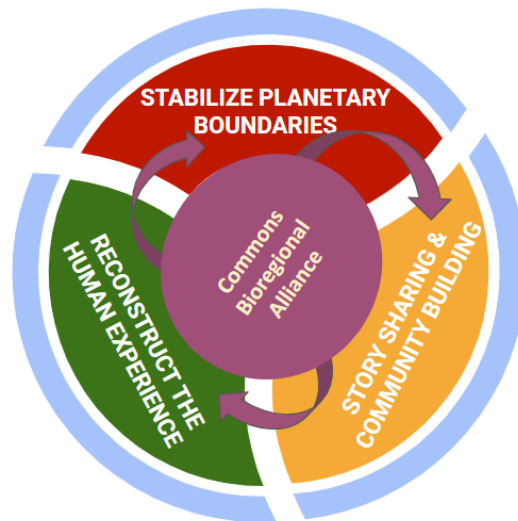


Exploring Possibility From Releasing “I” and Embracing “We”

July 2025

Imagined by [Tracey Rogers Brandt](#) and inspired by many life forms.

Overview: A proposal for creating a Bioregional Alliance of the Commons to enable Bioregionalism to become a fundable, viable, changemaking movement based on participation in caregiving and service of local landscapes and communities, and organized based on geographical coordinates, where human populations are relatable and called “Neighborhoods”.



Objective: To form a working group to explore options for funding prototypes and pilot programs, that road test technology, identity systems, frameworks, place based programming and community engagement, with intentions to become a global Bioregional Alliance and movement.

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Audience

This paper is intended for anyone exploring pathways to a future based on principles of equity, belonging and sufficiency, and who supports a built world transformation to become planet positive and life affirming.

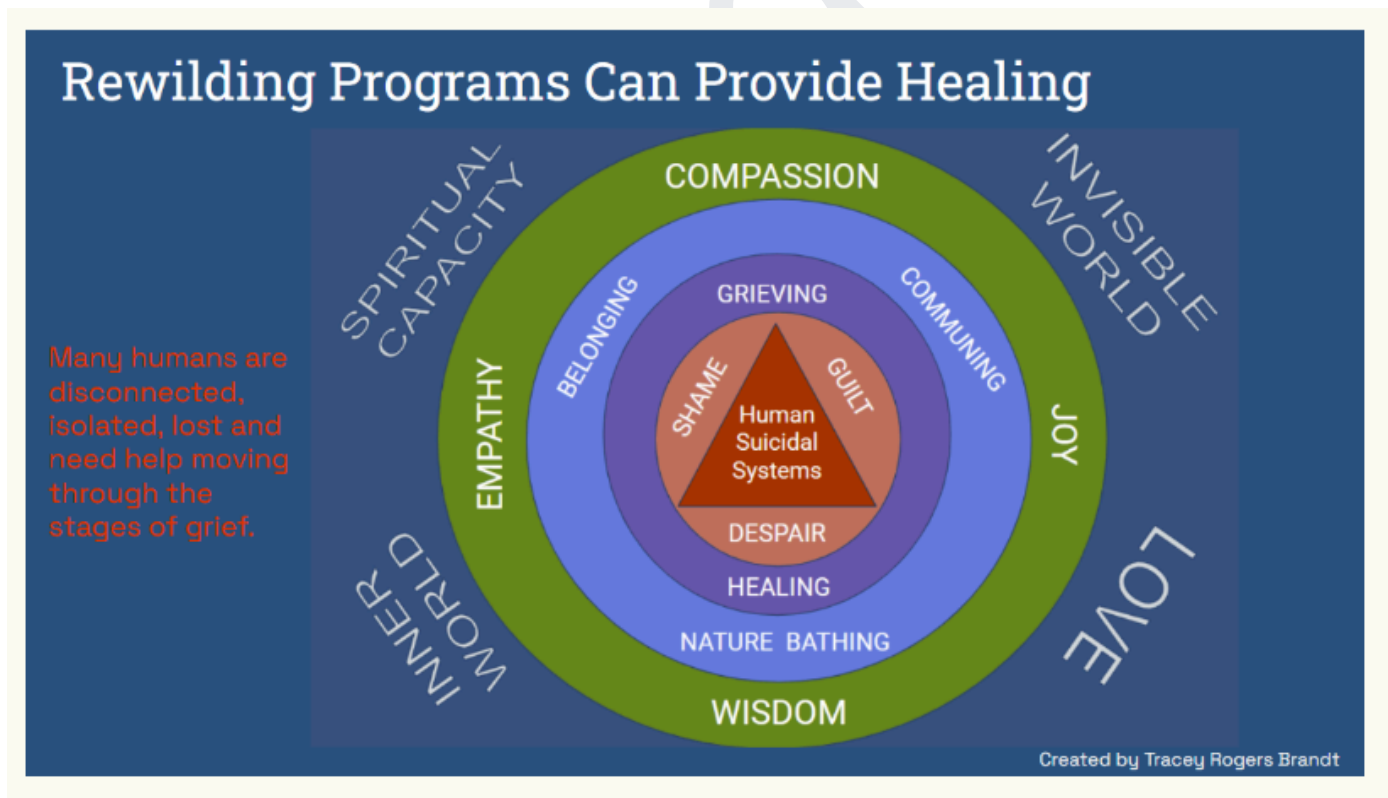
Introduction

Thesis

Many humans are disconnected, isolated, lost and need help moving through the stages of grief associated with recognizing the systems running our “built world” are destroying the natural world and sacred life cycle humans, and billions of other species, depend upon.

Inquiry

Could rewilding landscapes together, via place based programming supported by novel regenerative technology, enable communities to prepare for, and go through collapse together?



Assumptions

1. “Inner work” is needed by millions of humans and there is little evidence that “telling” them what to do is working.
2. Humans must move through the stages of grief, associated with participating in a built world that is destroying the natural world, to enable the conditions for the needed “inner work.”



3. Humans need to engage to self determine and direct their journey, through the stages of grief.
4. Our ability to engage billions of humans so they can process the weight of the moment, accept their participation and forgive their participation, will be far greater with place based programming that provides belonging, communing and nature bathing.
5. Our “acquisition rate” for growing membership in the Alliance will be far greater with offers for participation based inner work, grounded in community and care for local landscapes and planet Earth.



Imagineering

Please join me in imagining a “Mea Culpa” moment as a fellow homo sapien and read the following as part of the human “we,” as opposed to your particular experience on planet Earth up to this moment.

History and Possibility

If you are reading this, you were born a victim because you were born into a modern world that evolved from the crimes of colonization, capitalism, fascism and, all of the life destroying human constructs, that now enslave us humans inside the “Modernity Matrix” that honors acquisition of money and power, rather than honoring the caregiving and service supporting the web of life.

If you are reading this, you have suffered systemic disconnection, isolation, manipulation and if among the billions of marginalized humans, far worse has shackled your ability to thrive and flourish.

If you are reading this, you have suffered memory loss from the trauma of living in conflict with life, and understandably forgotten our species birthright as both a member and steward of the sacred web of life.

If you are reading this, you can learn how to remember and how to train your mind to reconnect to your biology and nervous system with somatic practices. If you are reading this, you can remember your wisdom and reconnect to your compassion. Joanna Macy explains the significance of these interdependent gifts, wisdom and compassion, when she explains the [Shambhala Warrior prophecy](#), originating in Tibetan Buddhism, that speaks of a time when the world faces grave danger due to humanity’s destructive tendencies. It foretells the emergence of “Shambhala warriors” – ordinary individuals who, armed with compassion and insight, will work to dismantle the destructive forces from within. This kingdom is not a physical place, but rather a state of mind and heart found within these individuals.

If you are reading this you can spread seeds for transformation that can grow into a Bioregionalism Movement, focused on “rewilding the built world” and “rematriating the land,” and in doing so enable humans to return to our ancestral role and become the planet positive, life affirming species of our dreams.

Systems Design Based on Interdependence

Transformation to a bioregional based world that is planet positive and life affirming begins locally, with your belonging to the “**Web** of Life” via your family, neighborhood, community and

bioregion, **your collective “we.”** Transformation scales globally with a common alliance, frameworks and desired outcomes.

Democracy, energy, technology, industry, money, governments and more, are all interdependent human constructs that originated from a built world that was corrupt and toxic at formation. Focusing on fixing the individual systems and constructs of democracy, energy, technology, money, government and more, is misaligning resources to address symptoms rather than root causes. Humans are connected, embedded and interdependent with the web of life. **The built world constructs that create abstraction and disassociation and enable unequal valuations of the members of the web of life, including amongst our own species, are crumbling under the weight of their toxicity.**

If we connect with our neighbors, to restore and regenerate our landscapes, cascading benefits follow. If we connect with our neighbors with the help of technology, common frameworks, common identity systems, common mission, and catalytic funding, even more cascading benefits follow.

Imagine being invited to “rewild the built world” and “rematriate the land” with your neighborhood community, via joining a novel regenerative technology enabled digital ecosystem platform, (Regen DEP) offered by a trusted Commons Bioregional Alliance (CBA), that verifies your “proof of human” identity and establishes your credentials so you can participate in the care and service of your local landscape and community, while earning value from your participation that is stored and redeemable via digital currency available from the Commons Bioregional Alliance, and distributed via a novel bioregional based governance framework rooted in place, called a Neighborshed.



Imagine the Regen DEP enabling your neighborhood to organize based on principles of “rough consensus” and “working code” to form a prosocial digital container called a “[Neighborshed](#)” based on rough consensus amongst the formation group. The Neighborshed formation group uses the CBA LLM and AI enabled Regen DEP, to select geographical definition for the Neighborshed so it includes a relatable number of humans and households with needed natural and built resources to support future transformations. Enabled by the CBA’s Regen DEP, Neighborsheds can become geographically defined, geopolitically linked, and bioregional based collectives, where the land owns itself and humans are stewards, sharing in the abundance based on equity, sufficiency, belonging and participation in the caregiving and service of the Neighborshed. **Our success will be far greater for transforming our world from being based upon personal wealth, to being based upon collective wellbeing, if we start the planning and design based on the landscapes we call home, working shoulder to shoulder with our neighbors.**

Imagine the CBA offering Neighborshed definition and connectedness, providing bridges from modernity’s geopolitically based world, to a future regenerative and bioregional based world. The CBA enables the mapping from bioregions, such as the One Earth Navigator map, to geopolitical constructs, to provide crucial links enabling funding and resource allocation at scale, that is secured via the Regen DEP providing the infrastructure for digital identity and currency.

Today we lack a common framework to map from the bioregional realm down to the street address globally. A future tomorrow could include the CBA creating LLM’s anchored in place to help communities harness their assets and offers while requesting resources for the community’s liabilities and needs. For example, imagine a future where for any geographical place on Earth, the Regen DEP provides data, insights, connections and more from the place based LLMs where geology, climate, population, natural resources, built resources and more are normalized for synthesization via CBA universal tags (ie- Murmuration), mapping and creating common standards and protocols.

Imagine the CBA mapping based on belonging down to the smallest bioregional based container called a Neighborshed, to the smallest geopolitical construct called county/district and up to the larger bioregional classifications like Bioregion, Sub Realm and Realm, and the larger geopolitical constructs like state/province and nation. For example, I belong to the Clayton Avenue neighborhood in the town of El Cerrito, in the county of Contra Costa, in the state of California, in the country of the United States. I also belong with the Bay Delta Bioregion according to the California Department of Fish and Wildlife (CDFW) and the Pacific Northwest Coastal Forests Bioregion according to One Earth. The geographical definitions are not the same and both are based on ecological systems (ie- watersheds).

Imagine the CBA creating the world’s first bioregional to geopolitical mapping, from Realm and Nation to Neighborshed and County, based on principles of “rough consensus” and “working code.”

One Earth's Bioregional Mapping

Realms

1. Subarctic America (north Nearctic): 9 bioregions, 4 subrealms
- 2. Northern America (greater Nearctic): 22 bioregions, 6 subrealms**
3. Central America & Caribbean (north Neotropic): 6 bioregions, 2 subrealms
4. Southern America (greater Neotropic): 23 bioregions, 5 subrealms
5. Subarctic Eurasia (north Palearctic): 8 bioregions, 4 subrealms
6. Western Eurasia (west Palearctic, aka W. Europe): 13 bioregions, 5 subrealms
7. Central Eurasia (central Palearctic, aka C. Asia): 11 bioregions, 5 subrealms
8. Eastern Eurasia (east Palearctic, aka E. Asia): 16 bioregions, 6 subrealms
9. Southern Eurasia (south Palearctic, aka MENA): 5 bioregions, 2 subrealms
10. Afrotropics (aka Sub-Saharan Africa): 24 bioregions, 6 subrealms
11. Indomalaya (aka South & Southeast Asia): 18 bioregions, 3 subrealms
12. Australasia: 16 bioregions, 3 subrealms
13. Oceania: 11 bioregions (not clustered)
14. Antarctica: 3 bioregions (not clustered)

Sub realms of #2 Realm, North America

1. Northeast American Forests
2. Southeast US Savannas & Forests
3. Great Plains
4. American West
- 5. North Pacific**
6. Mexican Drylands

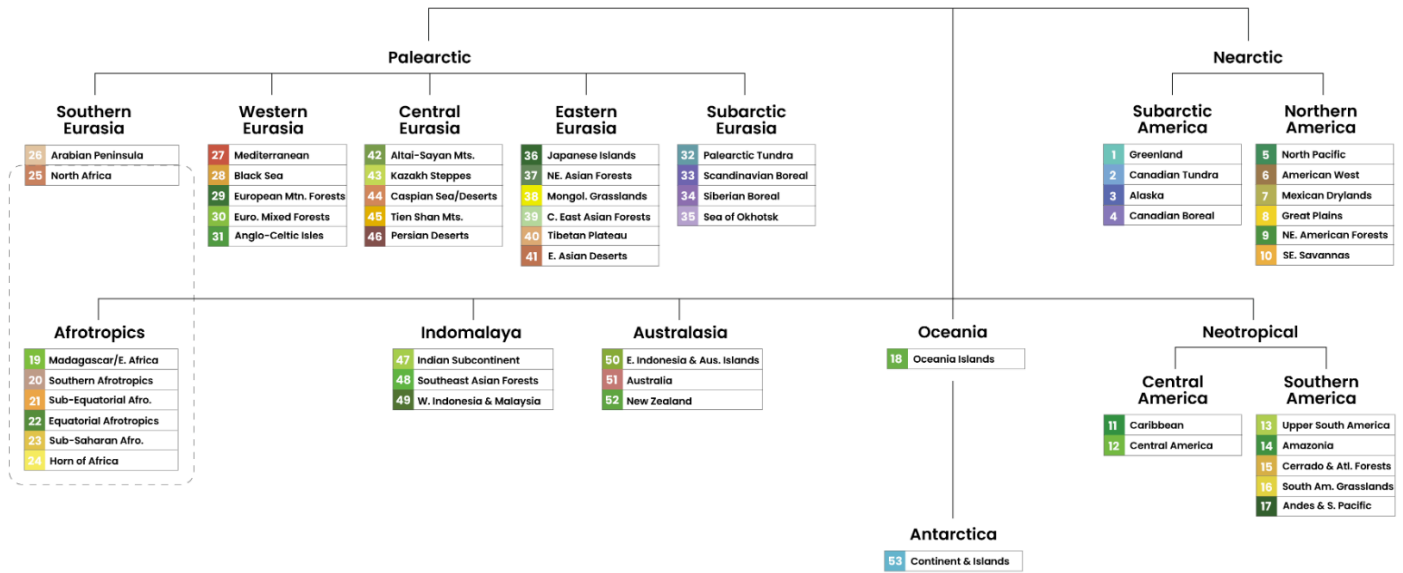
Bioregions of #5 Sub realm, North Pacific

1. Greater California (NA31)
2. Cascades Mountain Forests & Valleys (NA16)
- 3. Pacific Northwest Coastal Forests (NA15)**

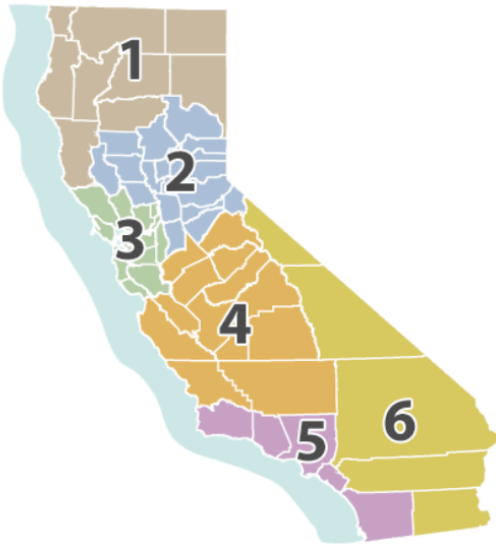
One Earth goes on to subdivide into Ecoregions which while ecologically helpful, do not appear to provide connection to geopolitical constructs.

(see the next page for a graphic of the One Earth Bioregions Framework)

One Earth Bioregions Framework



California Department of Fish & Wildlife (CDFW) Regions



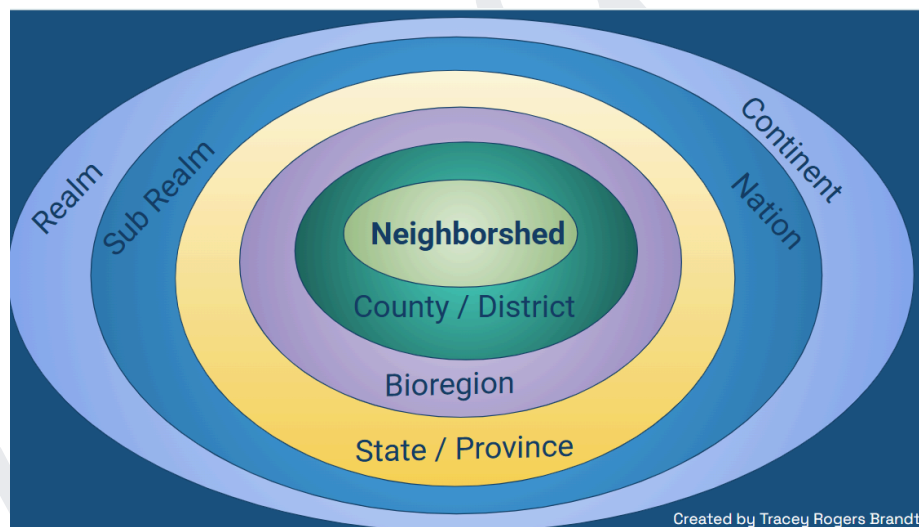
1. Northern Region: Serving Del Norte, Humboldt, Lassen, Mendocino, Modoc, Shasta, Siskiyou, Tehama and Trinity counties
2. North Central Region: Serving Alpine, Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Lake, Nevada, Placer, Plumas, Sacramento*, San Joaquin*, Sierra, Sutter, Yolo* and Yuba counties

3. **Bay Delta Region:** Serving Alameda, Contra Costa, Marin, Napa, Sacramento*, San Mateo, Santa Clara, Santa Cruz, San Francisco, San Joaquin*, Solano, Sonoma, and Yolo* counties.
4. Central Region: Serving Fresno, Kern, Kings, Madera, Mariposa, Merced, Monterey, San Benito, San Luis Obispo, Stanislaus, Tulare and Tuolumne counties
5. South Coast Region: Serving Los Angeles, Orange, San Diego, Santa Barbara and Ventura counties
6. Inland Deserts Region: Serving Imperial, Inyo, Mono, Riverside and San Bernardino counties
7. Marine Region: Serving the entire California coastline from border to border

* **Note:** *These counties are split between regions*

Bioregional Mapping Based on Community and Landscapes

Imagine the possibility from the CBA's AI enabled Regen DEP, creating universal mapping to enable a bioregional movement, that leads us forward to a regenerative based future world.



Imagine Neighborsheds becoming community centric, led and managed, regenerative principled, planet positive containers where members may opt to earn value from participating in stewarding all life in their Neighborshed. Imagine Neighborsheds as delivery containers for sharing and allocating resources, tracking caregiving and service actions, and holding the value of those actions until member redemption, as part of the larger Commons Bioregional Alliance.

A watershed is an area of land that channels rainfall, snowmelt, and runoff into a common body of water. A "[Neighborshed](#)" is a novel concept grounded in an area of land, or a bioregional place, that

channels humanity's mind, body and spirit into a common purpose, finding passion in the service and care for all life, human and non-human.

Circularity, Resiliency and Emergency Preparedness

Neighborhoods also provide local communities a safety rope to hold onto, as they plan and create emergency preparedness programs, to ensure Neighborhood members are ready to receive chaotic infrastructure disruption, civil unrest and natural disasters, with stabilized physical and mental health, clarity of vision for a nature based future, and abundance of equitably shared resources (food, water, tools, energy, shelter), to both survive and focus on growing possibilities.

Neighborhoods organize communities to improve circularity for food and water via both rewilding urban and suburban landscaping and implementing agroforestry practices. Neighborhoods bring people together in real life, outside, off screens and away from brainwashing media, to support them through withdrawal from screen and dopamine addiction. Neighborhoods are foundational to ecological community building.

Neighborhoods are urban, suburban and rural based community groupings that enable innerwork for the masses, via acts of caregiving and service, working shoulder to shoulder with their neighbors, supporting their individual, family and larger communities resiliency and physical, mental and spiritual health.

Neighborhoods, as part of a Commons Bioregional Alliance, offers pathways to a globally orchestrated, locally conducted bioregional movement, to address the dire consequences humanity and all life on Earth faces, before it is too late for nature based futurists to freely organize and develop alternative futures. For example, Sam Altman's World (formerly WorldCoin) and its World ID are poised to become the **de facto core identity infrastructure for nations like the United States if we fail to provide a viable alternative**. When combined with what we know about Palantir Technologies it is difficult to over emphasize the importance of grounding identity systems in the physical world with community based governance.

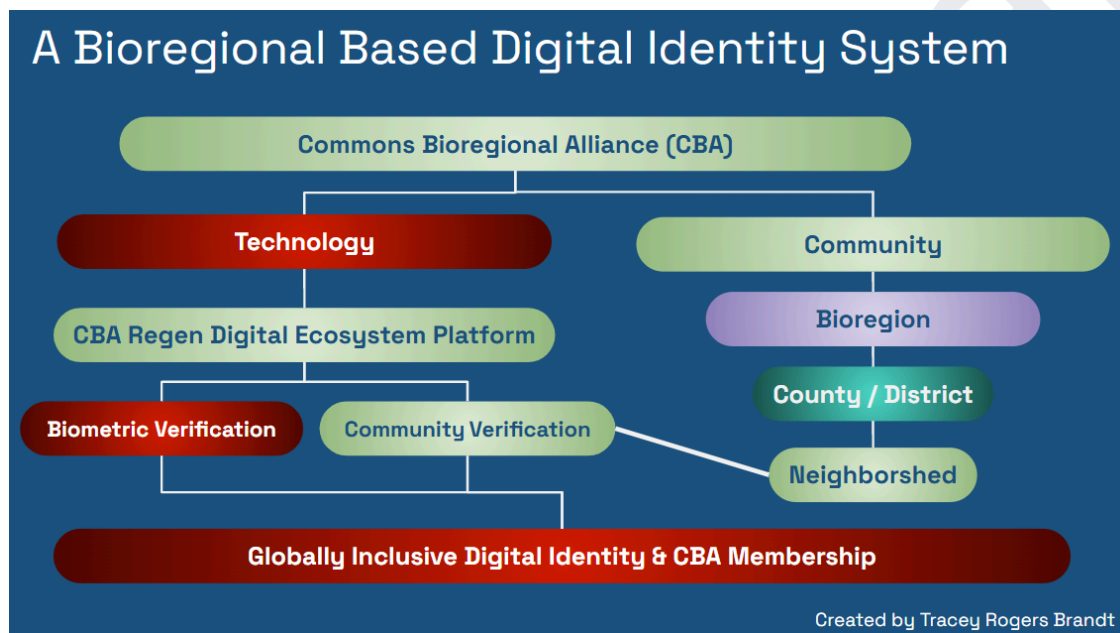
Bioregionalism Based Digital Identity Systems

The scope of this paper does not include attempts to convince the reader why in July 2025, allowing a for profit, private technology enterprise lead by Sam Altman to become the de facto blockchain based, global, privacy-preserving identity and financial network for the United States and other nations, is not a planet positive and life affirming pathway forward!

I propose we need relationship based solutions. Climate, social, economic, governance, energy, food, water, and everything, benefits from relationship based solutions. Our window is closing to freely organize, fund, recruit and engage humans around the world, to offer alternative narratives focused on hope. Reconnecting lost humans to their biology and relationships, as members and stewards of the web of life, is mission critical in July 2025.

Inquiry

1. Could we prototype pathways from now to regenerative transformations at scale, that enable the emergence of a novel participation based economy, that is planet positive and life affirming?
2. Could regenerative tech and place based programming, offered by a novel bioregional based alliance, built on principles of diversity, equity and inclusion **with intrinsic reparation based leverage points**, organize local communities to rewild landscapes and mindscapes, provide the ballast humanity needs to escape the dire consequences faced by the polycrisis?



Seeding a Locally Driven, Globally Orchestrated Bioregional Movement

Executive summary

Many humans are lost and disconnected from their biology and community, exhausted from the corruption driven headwinds, and need a lighthouse to follow us to safety, where we can create a regenerative future together. The forces opposed to us organizing and creating and celebrating our biology and relationships, grow stronger each day. The unabashed embracing of corruption and self interest on public display around the globe, is a canary in the coalmine.

Regenerative Framework to Enable Changemaking at Scale

I propose a framework for changemaking at scale, that is grounded within the following pillars:

Safe & Open

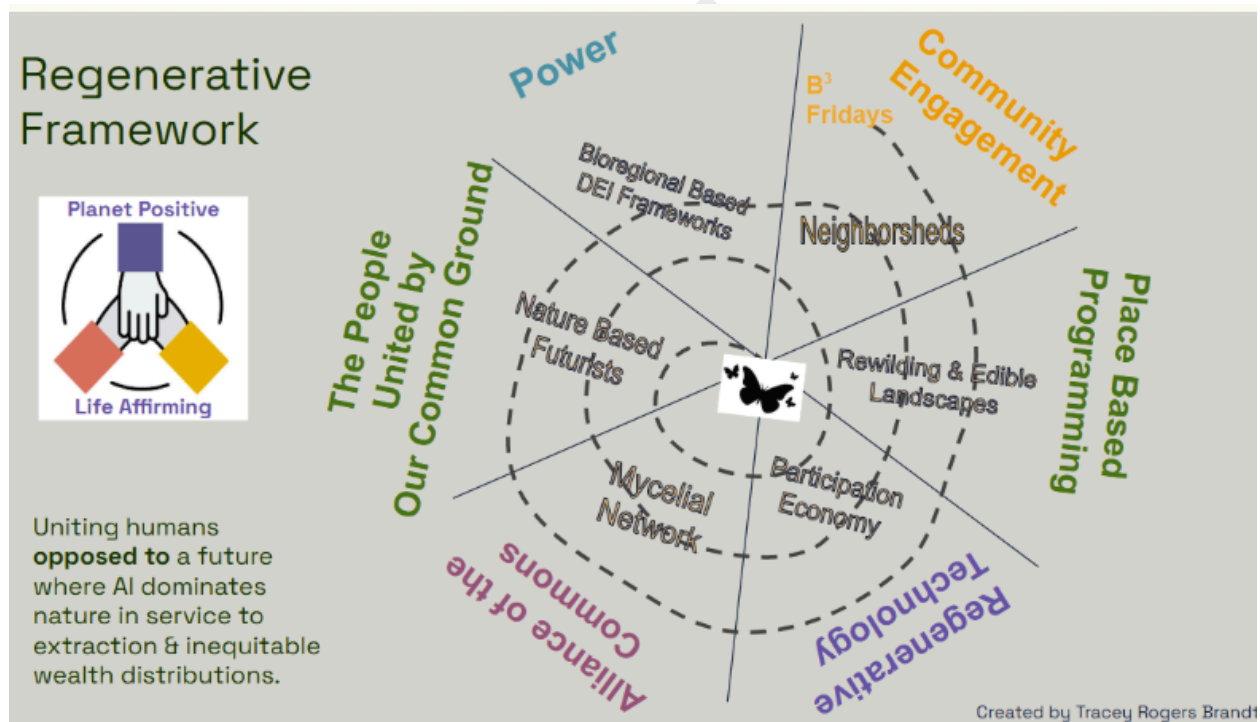
Develop, trial and road test new ideas and established projects, within a safe & open container that is protected by an alliance.

Belonging & Equity

The deepest root to pull is “othering” and our species disconnectedness, that allows inequitable valuations of human lives, and all non-human life.

Spiritual Capacity

Reconnecting lost humans to their biology and need for community, while growing wisdom, compassion and the spiritual capacity to imagine another way of living on our planet, is mission critical.



Regenerative Framework Summarized

To seed a globally connected and locally driven movement, we need to inspire humans to engage and then support and guide them forward. To inspire, I propose enabling a global wave of social activism, with minimal cost to participate and enormous possibility for impact, that also offers a

unifying olive branch for humans in favor of transforming the built world to become planet positive and life affirming, so that we unite around our shared values, mission and purpose.

The global wave of social activism will grow awareness for the Bioregionalism Movement and allow membership application with the “coming soon” Commons Bioregional Alliance.” This establishes connectivity, while we plan, design/build/install for prototypes and pilot programs and simultaneously begin learning how to collaborate, co-create at scale with customized on and off ramps, and ultimately enable a global dance amongst the “bioregional regenerates”, to welcome a Biorenaissance Age that will catapult us from the collapsing Modernity Matrix and plant us squarely into a new Era where humans become the planet positive, life affirming species of our dreams.

Community Engagement

Recruit everyone to download a novel app, offered by the future CBA, that supports a global wave of social activism. The app serves to coordinate a global peaceful protest and provide desperately needed, and easily obtained via app download, connectivity for our movement while we plan, design, build and install a Regenerative Digital Ecosystem Platform, offered by a novel alliance, before we no longer have the freedom to do so. Example campaigns include:

1. Matriarchy Rising Campaign

- a. **Common Ground:** Uniting all those in favor of a future world where governance is bioregional based and includes the Indigenous practice of honoring the Matrilineal Line to transform governance to being led by those who create and nurture life.
- b. **Social Activism:** Boycott surveillance capitalism together each week by coordinating participants to turn off their phones for a set period of time, beginning at an agreed upon day and time locally each week, beginning with CET and rolling around the globe from there.
- c. **Commons Bioregional Alliance App:** Provide an app to remind participants to turn off their phone and provide suggestions for activities supportive of rewilding the built world and rematriating the land. The app can become many things in the future and critically provides a way to outreach to join CBA Neighborhoods when available.
- d. **Impact:** While flexing our unified muscle is presumably the desired outcome, in hopes of having more power to negotiate, I propose that is our “trojan horse” and the primary desired outcome is to buy us time, via creating chaos for those working against life. We have an enormous amount of work to do in a rapidly closing window of time.

- e. **DEI:** Turning off a phone will perhaps not work for some, but the vast majority of working class and poor humans can still show up for work and protest in this manner.

2. Boycott Big Business Campaigns, aka B3 Fridays

- a. **Common Ground:** Unite all those opposed the degree to which big business has corrupted our systems, harmed communities and destroyed life in all forms.
- b. **Social Activism:** Boycott big business capitalism together each week by coordinating participants to “boycott big business spending,” for a set period of time, beginning at an agreed upon day and time locally each week, beginning with CET and rolling around the globe from there.
- c. **Commons Bioregional Alliance App:** Provide an app to remind participants to boycott big business and provide suggestions for activities supportive of rewilding the built world and rematriating the land. Collaboration with allies could also highlight sustainable alternatives to big business that could include [Regenerative Organic](#), [Land to Market](#), and other verified to be Regenerative products. The app can become many things in the future and critically provides a way to outreach to join CBA Neighborsheds when available.
- d. **Impact:** While flexing our unified muscle is presumably the desired outcome, in hopes of having more power to negotiate, I propose that is our “trojan horse” and the primary desired outcome is to buy us time, via creating chaos for those working against life. We have an enormous amount of work to do in a rapidly closing window of time.
- e. **DEI:** Avoiding “big business” as defined by you, for a short period of time, especially with an app to remind you to gas up the car if applicable, does not preclude working class and poor humans from showing up to work to participate.

Place based programming

I propose that if we model the world we want, by beginning with restoration and regeneration of our neighborhood landscapes, together with our neighbors, including the marginalized, financially ruined and even those with different views and ways of living, we begin to heal. Plus, we create healthy topsoil, able to store more water and carbon, remove green grass and plastic lawns and reconnect us to each other and our biology, as both members and stewards of the sacred web of life.

I propose we create conditions for the emergence of a novel participation based economic model, via funding place based programming that integrates with local workforce development, K-12

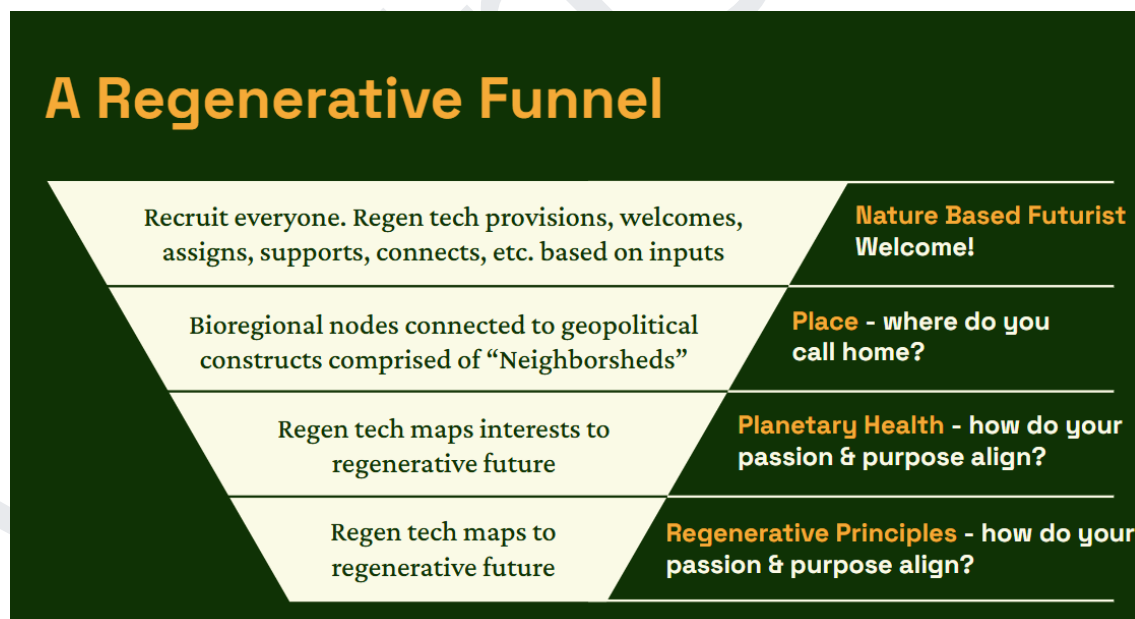
outdoor education, ecoversities, and critically, Indigenous education, to “rewild the built world” and “rematirrate the land” together, in our local communities, under guidance from our bioregional tribal leaders.

The vast improvement to local emergency preparedness, circularity, community building and community resiliency, from rewilding and rematriating programming, is impossible to over emphasize!

Regenerative Technology

Technology is a tool and human construct. Artificial Intelligence (AI) is a reflection of its creators and reflects the biases, values, and patterns present in the data used for input and training. **AI does not operate in a vacuum; it mirrors the world it learns from, including its flaws and imperfections.** We desperately need a new mirror for Artificial Intelligence to reflect upon.

A novel regenerative technology enabled digital ecosystem platform, (Regen DEP) offered by a trusted Commons Bioregional Alliance (CBA), that verifies “proof of human” identity and establishes credentials for participating in the care and service of local landscape and community, while earning value from participation that is stored and redeemable via digital currency, also available from the Commons Bioregional Alliance, and distributed via a novel bioregional based governance framework rooted in place, would be a great start to building a new mirror.



Bioregional Based Alliance of the Commons

In July 2025, it is inconceivable we will enable a global transformation from economic models based upon personal wealth, to economic models based upon collective well being, in the time that remains, without a global AND hyper local, alliance of the commons, built from the ground up,

with intentionality to become the mycelial network supportive of planetary health & regenerative principles, grounded in bioregional places.

Nature based futurists unite - especially conscious wealth holders!

Funding the creation of opportunities for unification and global orchestration with localized implementation, will require conscious wealth holders to become the world's first "Venture Bioregionalist," and lead the transformation to Bioregional based future societies, that are planet positive, life affirming and supportive of regenerative principles. I dream of:

1. Funding the creation of conditions, to enable the "[Silver Tsunami](#)" to usher in the world's greatest transfer of personal to collective wealth, in human history.
2. Funding the creation of the systems needed, to encourage local communities to join their "Neighborshed," where they can share in the abundance created from rewilding, based on equity, sufficiency and where all life belongs, without any othering.
3. Funding the systems needed, to enable local communities to stitch together a mycelial weave, while working together to "rewild" the built world, and rematriate the land together, with intentions for the land to eventually own itself, where future human generations are stewards, not property owners, and abundance is shared based on participation and reparations owed.

Power

Once humans remember **how to participate in the sacred cycle of life**, rather than perform inside the Modernity Matrix in service to money and power, we may realize our dreams of becoming a planet positive, life affirming species.

Imagine a future where urban and suburban Neighborsheds boast farms, barns, communal gathering spaces and all members have their basic thriving needs met so they can flourish while living their life grounded in their personal intersection of purpose, passion, service and consciousness.

To ignite the transformation from personal wealth to Neighborshed collective well being, I dream of a regenerative version of a reverse mortgage, where senior Neighborshed members are honored for their wisdom, provided care for life via service from their community, and when they meet their death their properties are converted to collective resources for the Neighborshed, perhaps after all living relatives have transitioned too. Planning for seven generations forward is both daunting and liberating!

While prescriptive structures are generally avoided, the gross inequity and toxic corruption from the past crimes of the "Modernity Matrix" warrant consideration of such measures in my opinion,

and the possibilities are worthy of exploration. For example, in addition to weaving the Matrilineal Line into the DNA of the CBA's governance, a novel framework for regenerative principled democracy could evolve from prescribing DEI frameworks into our bioregional based governance elections. Imagine a future where representation for bioregional based landscapes always includes a certain number of seats to ensure diversity, equity and inclusion with reparation philosophy weaved into the foundation of our future regenerative based world.

	Indigenous	Woman	Minority for that county	Disabled	White male or ruling
Indigenous	☒	☒	☒	☒	☐
Woman	☒	☒	☒	☒	☐
Minority for that county	☒	☒	☒	☒	☐
Disabled	☒	☒	☒	☒	☒
White male or ruling	☐	☐	☐	☒	☒

Conclusion

My Background

For 20 years I was the [owner/operator and General Manager](#) at Berkeley's Donkey & Goat Winery, where I practiced regenerative farming as early as 2002, while also building a small, community centric wine company which became a leader in what is called the "Natural Wine Movement," in the first decade of this century. We promoted practices like farming microbes in healthy topsoil, manufacturing a controlled beverage without any synthetic additives or use of plastic vats, and where sustainability drove all aspects of our value chain from branding, packaging, facility, labor practices, and more. We were among [a small group of "natural wine" leaders](#) who helped usher in the "Natural Wine Movement" in the United States which led to dramatic changes across the wine industry to support sustainable practices from farm to bottle.

Details go long but suffice to say, after decades as the owner/operator of a regenerative principled and community centric small winery, I navigated the financial collapse of my adult life following divorcing my business partner. As a struggling single mother, I refused to allow the shackles of capitalism to determine how I show up for my children each day, which my white privilege allowed. In doing so, I learned firsthand how the cascading "adulting logistical failures" following financial collapse, perpetuate demeaning and dehumanizing feedback loops. I discovered how these dehumanizing leverage points in our capitalist-based system of systems, built upon frameworks erected by colonizing patriarchal societies, terrorize and destroy families, children, single mothers, and all marginalized groups, who, by definition, are dehumanized. I also

discovered the healing potential of “[rewilding](#)” [my landscape](#) and with it my spirit, and I now live with my landscape, not upon it.

Since leaving my company in June 2023, I have studied Regenerative Economics, and the many aspects and drivers of the poly-crisis humanity faces, while researching and trialing practices for urban and suburban rewilding and food scaping programming. My website, [circularpatterns.com](#), shares ideas and learning, around enabling communities to work together “rewilding” their landscapes, in order to restore, regenerate, relate and reimagine how humans could transform the built world to become supportive of the sacred web of life. My work has oriented around the following inquiry:

Could regenerative tech and place-based programming, offered by a novel and bioregional based alliance, built on principles of diversity, equity and inclusion with intrinsic reparation-based leverage points, organize local communities to rewild landscapes and mindscapes, providing the ballast humanity needs to escape the dire consequences faced by the polycrisis?

I propose that if we model the world we want, by beginning with restoration and regeneration of our landscapes, together with our neighbors, including the marginalized, financially ruined and even those with different views and ways of living, we begin to heal. Plus, we create healthy topsoil, able to store more water and carbon, remove green grass and plastic lawns and reconnect us to each other and our biology, as both members and stewards of the sacred web of life.

My expertise includes community engagement, place-based programming, marketing, communications, and visionary entrepreneurial planning. My approach to work and life is based on complexity, systems science, circularity and weaving and co-creating conditions that lead to outcomes that are planet positive and life affirming.

My qualifications include being a visionary and strategic collaborative leader and an inspiring participant, whose career includes the management and execution of large-scale, complex projects involving a wide range of stakeholders, co-creators and collaborators, across multiple organizations and departments.

I have years of experience [leading teams and being a contributing participant](#) in all aspects of business with emphasis around marketing and community building and engagement. My early career included working for advertising agencies and then in UX and Product Management and Marketing in the technology sector. With that foundation and a year of study I then founded, developed and grew my company for twenty years which included everything from production planning in the farms and cellar, to brand design and development, packaging for a CPG (wine) and developing and growing community and customers in three sales channels. We launched in 2004 with a synergistic go-to-to-market strategy supporting domestic and global distribution, California wholesale and a robust DTC channel that included a Tasting Room, subscription model for VIP wine club members and customer acquisition from our website and many off site events.

Highlights of my roles and experiences include:

- Strategic planning, annual marketing plans (including budget and forecast), brand design, communications planning and all aspects of marketing planning and execution with performance metrics and ongoing refinement to deepen engagement and excitement for wines made with care for planet and human health top of mind.
- [Narrative storytelling weaved across owned, shared, earned, and paid media](#) to relate, educate, inspire and engage with our customers, stakeholders, and larger community, which was supported by funnel marketing strategies to deepen engagement with both online activities and events in the real world.
- Hospitality and event planning and execution that spanned intimate wine paired multi-course events featuring local chefs and farms, to large scale events at our winery and even larger collaborative events with our neighboring wineries on the Gilman Wine Block which I founded.
- Offsite events, conferences and a multitude of speaking and shared learning events around the country and globe to promote the values driving our winemaking which lead to increased awareness and adoption of sustainable farming and business practices.
- [Public relations](#), stakeholder engagement, [community building](#), and community engagement, weaved together and interdependent via the shining light of our brand as our living “North Star,” which evolved and responded to our living world.

My Hope

That I have inspired you to engage with me, to explore the possibility of enabling billions of humans to let go of “I” and embrace “We”.

My Contact Information

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