



EARTH  
DAY

The Vernal Equinox | March 20 | 5:07 PM PDT  
Earth Trustee City | Forum Theater | March 21

2007

## Earth Day

John McConnell, Founder of Earth Day



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Son of an independent evangelist, John McConnell was born in Davis City, Iowa on March 22, 1915. His interest in religion, science, and peace has resulted in a number of projects and personal efforts to relieve human suffering and promote the common good. His interest has been in understanding human potentials and in seeking solutions to the crucial problems facing civilization.

[earthsite.org](http://earthsite.org)

EARTH MAGNA CHARTA - 1995  
EARTH TRUSTEE CITY - 1993  
77 THESES - 1985  
TRIP TO IRAN - 1980  
EARTH CHARTER - 1979  
SEA CITIZENS - 1974  
EARTH RIGHTS - 1974  
EARTH SOCIETY - 1973  
EARTH DAY - UNITED NATIONS - 1971  
EARTH DAY PROCLAMATION - 1970  
EARTH DAY - 1969  
EARTH FLAG - 1968  
WORLD EQUALITY, INC. - 1968  
MINUTE FOR PEACE - 1963  
MEALS FOR MILLIONS - 1962  
WEEKLY NEWSPAPERS - 1956  
RESEARCH LABORATORY - 1939

When I first conceived of Earth Day, a global holiday to celebrate the wonder of life on our planet, I thought long and hard about the day on which it should fall. It must be meaningful. One that might be accepted universally for all of humankind.

When the Vernal Equinox dawned on me, I immediately knew it was right. The Earth tremor that shook our California dwelling at that moment seemed an omen of confirmation. What could be more appropriate than the first moment of Spring, when day and night are equal around the world and hearts and minds can join together with thoughts of harmony and Earth's rejuvenation. Just as a single prayer can be significant, how much more so when hundreds, thousands, millions of people throughout the world join in peaceful thoughts and prayers to nurture neighbor and nature.

And so it came to pass we initiated the celebration of Earth Day on March 21, 1970. The first Proclamation of Earth Day was by San Francisco, the City of Saint Francis, patron saint of ecology. Designating the First Day of Spring, March 21, 1970 to be Earth Day, this day of nature's equipoise was later sanctioned in a Proclamation signed by Secretary General U Thant at the United Nations where it is observed each year. Earth Day was firmly established for all time on a sound basis as an annual event to deepen reverence and care for life on our planet.

# Endangered Planet Foundation Symposium Time Line

2007

## Vernal Equinox

March 21 @ 00:07 UTC\*  
Earth Trustee City  
EPF - Symposium  
Announcement for 2008

## Summer Solstice

June 21 @ 18:06 UTC\*  
Call for Papers  
Seek Foundation Support  
Call for Sponsors

## Autumnal Equinox

Sept. 23 @ 09:51 UTC\*  
Receive Papers  
Earth Trustee City #2  
Annual Event

## Winter Solstice

Dec. 21 @ 06:08 UTC\*  
Announce Topics & Participating  
Foundations | Sponsors  
Minute for Peace Event

2008

## Vernal Equinox

March 19 @ 05:48 UTC\*  
EARTH DAY  
Symposium 2008 Brochure  
for September 18-22  
Announce Panels

## Summer Solstice

June 20 @ 23:59 UTC\*  
Announce Papers to be Published  
Announce Events | Venues  
around Symposium

## Autumnal Equinox

Sept. 22 @ 15:44 UTC\*  
**Endangered Planet Foundation  
Symposium Week | 2008**  
September 18-22

## Winter Solstice

Dec. 21 @ 12:04 UTC\*  
Announce Findings  
Panel Summaries Published  
Minute for Peace Event

# Earth Day | Tues | March 20 | 5:07 PM PDT

## Event Schedule

|             |  |
|-------------|--|
| 3:00 p.m.   | Gather at Endangered Planet Gallery<br>Food and Beverages  |
| 4:30        | Depart to Main Beach<br>• (Stay at Endangered Planet Gallery if Rain;<br>- Depart to City Hall 5:35 pm)                |
| 4:45        | Main Beach Gathering   |
| 4:50        | Plant Peace Pole   |
| <b>5:07</b> | <b>The Vernal Equinox   bells</b>  |
| 5:35        | Depart to City Hall  |
| 6:00        | Laguna Beach City Hall<br>John McConnell<br>Proclamation "Earth Trustee City"<br>Jon Ellowitz   Charles Michael Murray |
| 6:45        | Depart City Hall   Gather at Endangered Planet   |

# Earth Trustee City Panel | Wed | March 21

## Event Schedule

|           |  |
|-----------|--|
| 6:00 p.m. | Festival of Arts   Forum Theater<br>doors open   tickets required [free]   |
| 6:30      | Event Begins (promptly)<br>• Charles Michael Murray   welcome<br>• Altered Oceans   Film ~ 25 minutes<br><small>Reported by Kenneth R. Weiss and Ushe Lee McFarling<br/>Photography and Video by Rick Loomis<br/>Los Angeles Times</small> |
|           | • Evren Ozan   native American flute solo  |
|           | • Harry Huggins - EPF Events   Intro   |
|           | • Mayor Toni Iseman   Introduces Panel   |
|           | • Panel Discussion   |
|           | • Public Input/Questions   |
| 8:35      | Closing Statements   Toni Iseman   |
| 9:00      | fini   |

\*Universal Time Co-ordinated (UTC) is a time scale based on the rotation of the Earth

# “Earth Trustee City - Laguna Beach”

## Guest Panel

**Toni Iseman** Intro | Mayor of Laguna Beach  
**Harry Huggins** MC | VP Endangered Planet Foundation

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**John McConnell** Earth Day Founder  
Earth Trustee Founder  
Earth Flag Founder  
Minute for Peace Founder

**Joanne Tawfilis** Executive Director  
UN Association San Diego  
Art Miles Mural Project Director

**Greg O'Loughlin** Environmental Committee LB  
Photographer

**Charles A. White, P.E.** Director of Regulatory Affairs for the  
Western Area of Waste Management

**Richard Henrikson** Henrikson & Owen Engineering  
Advisory Director | EPF

**Tanya Susoev** College Student - San Diego

# EARTH TRUSTEE CITY LAGUNA BEACH, CALIFORNIA

MARCH 20, 2007

## PROCLAMATION

(JON ELLOWITZ | CHARLES MICHAEL MURRAY)

When John McConnell founded Earth Day in 1969, he knew he was at the beginning of a process much needed by this endangered planet. He knew that to raise awareness of the Earth's deteriorating condition would be a long and difficult process. He also knew that he could not do the job alone. As his realization of the enormity of his task grew, so did that same awareness grow in many others around the world. The most frequently asked question was "What can I do?" This question has been asked by individuals, civic groups, municipalities, states and countries, all with varying degrees of dedication. As his own idea of stewardship evolved, McConnell began to answer that question, his answer varying with the entity asking. For us, the City of Laguna Beach and cities like us around the state, around the country and around the world, McConnell has proposed the concept of "Earth Trustee City." Knowing as he did that the problems and challenges of the Earth would vary from place to place, McConnell left the concept a fluid one. Because the challenges facing the city of Laguna Beach may differ from those facing other municipalities, the meaning of Earth Trustee City is left to us to define.

In a free society, acceptance of the most important policies must flow upward from those most affected. The City of Laguna Beach hereby proclaims, in furtherance of its Earth Day Proclamation of March 2006, that this City will define its own version of Earth Trustee City. This cannot be done without the participation of those who make this city what it is - its residents. We have been given unique gifts whose value are beyond measure. The Pacific Ocean, our rocky and sandy shoreline, our verdant hillsides and our magnificent canyons all define the treasures that are ours to preserve. But where we live does not define who we are; how we present, safeguard and preserve what we have, does.

We understand that our gifts extend beyond the physical landscape. How we raise and educate our children, support those less fortunate, and help each other meet the challenges of life all contribute to the definition of who we are as a community.

NOW THEREFORE, I, Toni Iseman, Mayor of Laguna Beach, hereby declare the City of Laguna Beach to be an Earth Trustee City and invite each and every one of us to help define what that means.

**Toni Iseman**  
Mayor of Laguna Beach, California

# Earth Trustee City

## Goals | Objectives | Questions

- 1) REDUCE | RE-USE | RECYCLE efforts - are they working?  
Why/why not? How can we improve?
- 2) How can we assure that future generations will respect the environmental and educational decisions we are now making for them?
- 3) Should Laguna Beach invest into | Solar | Recycling Center | Desalination | Wind Power | Biofuels?
- 4) What are the key objectives to making LB an environmentally pro-active community for nurturing youth with local and global perspectives?
- 5) Jacques Cousteau often spoke about students spending one year overseas before leaving grade school to experience foreign cultures to improve global differences. Can this help global and local issues?
- 6) What incentives can the City provide to convert each of us into creating a smaller carbon footprint?
- 7) What Earth Trustee City agendas should be discussed at the next Town Hall meeting?

## The Environment Has No Borders

Understanding the effects of economic activity on the environment means understanding the relationships of the peoples and societies that will be affected by that activity. A dam on a river makes it possible to supply critical water to an entire nation. It may also condemn the down river world to a slow extinction. A fishing ban to resurrect an over fished population may be crucial, but that ban may affect entire populations. This understanding is equally important at the international, national, and local levels. The problem is universal.

Pollution from factory smokestacks in North America and Asia makes its way around the planet, even to the remoteness of Antarctica. Spilled oil obeys no boundaries. Neither does a fisheries collapse. Political constraints have no meaning in a global environment. But the borders of individual nations are real.

To address these problems, we need to understand the risks associated with the environmental data. This understanding requires a consideration of the scientific, cultural, religious, political, and economic forces at play. It is not enough to be an environmental advocate. We must all be partners.

Global warming threatens the entire ecosystem and therefore requires the most difficult partnership possible - cooperation from all peoples. But the causes are so complex, and the solutions so expensive that the ability to generate consensus is severely compromised. The problem cannot be addressed from a purely scientific vantage point because any single set of solutions will have to be implemented by people of different economic classes, races, religions, and cultures. In developed countries, we can all do our important part in reducing carbon emissions and energy usage, by "greening" our everyday life process. But we must make it possible for people who are poorer and less able to make such adjustments to participate in the solution as well. And above all, we must recognize that there is one fundamental factor that causes global warming - overpopulation.

Look at the following environmental impacts of human overpopulation:

- Inadequate fresh water for drinking
- Inadequate fresh water for waste and effluent discharge
- Increased air, water, soil, and noise pollution
- Deforestation and loss of ecosystems that sustain global atmospheric oxygen and carbon dioxide balance
- Changes in atmospheric composition resulting in global warming
- Loss of arable land and increase in desertification
- Mass species extinctions from reduced habitat

In addition, there follow immense problems in human health and welfare. Pressure from these problems can even lead to warfare. Until the population pressure that so severely compromises the environment is addressed, we will always be on the defensive in the battle to restore this glorious planet to full health. The developed nations and peoples must also address the complete message that we send to the world, a vision of progress that carries with it a message of consumerism on a scale wholly inappropriate to the resources required to sustain it. We create expectations that are unrealizable even in our own people. We adopt disposable lifestyles where we abandon our responsibilities to our families, our neighbors, and ultimately, to ourselves. This insularity from the consequences of our actions will prove fatal to the environment of this planet.

**Dennis Aubrey**  
President, Woods Hole Group, Inc.  
Advisory Director | Endangered Planet Foundation  
whgrp.com

# EARTH DAY

LAGUNA BEACH, CALIFORNIA USA

THE VERNAL EQUINOX  
(MARCH 20, 2006)

## PROCLAMATION

(JON ELLOWITZ | CHARLES MICHAEL MURRAY)

In 1969, former Laguna Beach area resident, John McConnell, proposed the creation of an event whose scope was both international and universal, an event that would not be tied to one particular place or holiday. This was McConnell's vision of Earth Day - a coming together of all peoples of the planet to recognize that the earth, magnificent, vast and mighty, is fragile. Earth Day was to be, and has become, a realization that the earth, its resources and its inhabitants, plant and animal, are finite. It is an acknowledgement that the older generation is only borrowing the planet from the younger and that the loan must be honored and the earth returned in a condition better than when inherited. Finally, it is a recognition that care must be taken and that without such care the magnificence of the earth and its inhabitants will dwindle, recede and, perhaps, disappear. McConnell and those of like mind around the world have celebrated Earth Day since its inception in a growing number to ensure the protection and preservation of this endangered planet.

WHEREAS, Laguna Beach is familiar with the fragile areas located within its boundaries and has fought for a way to preserve them and at the same time acknowledge the concept of urban growth; and

WHEREAS, Laguna Beach is known worldwide for the beauty of its canyons, hills and beaches and has dedicated itself to their preservation; and

WHEREAS, Laguna Beach recognizes its place among those cities, towns, states and nations worldwide who seek to join together in union and harmony in furtherance of John McConnell's vision for the protection of planet earth.

NOW THEREFORE, I, Elizabeth Pearson-Schneider, Mayor of Laguna Beach, hereby proclaim The Vernal Equinox, this year falling on March 20, 2006 at 10:26 AM (Pacific Standard Time) or 18:26 UTC (Greenwich, England), and The Vernal Equinox of all coming years, to be a day of celebration in Laguna Beach, California called Earth Day.

Elizabeth Pearson-Schneider  
Mayor of Laguna Beach, California

ENDANGERED  
planet

FRIENDS AND GLOBAL SUPPORTERS  
PRESENT



EARTH  
DAY

2007

**TUESDAY - MARCH 20**

The Vernal Equinox | 5:07 PM PST

- **JOHN MCCONNELL** -

Earth Day Founder

**3:00 ~ 4:30 PM | JOHN MCCONNELL**

Reception at Endangered Planet Gallery

**4:45 ~ 5:35 PM | MAIN BEACH**

[Endangered Planet Gallery if Rain]

**6:00 PM | LAGUNA BEACH CITY HALL**

**WEDNESDAY - MARCH 21**

ENVIRONMENTAL

- **TOWN HALL MEETING** -

Panel discussion and film

**6:30 ~ 9:00 PM | FESTIVAL OF ARTS**

**FORUM THEATER | REQUIRED TICKETS AT**

Endangered Planet & Marion Meyer Contemporary Art

949.497.5690

384 FOREST AVE GALLERY 13  
LAGUNA BEACH CA USA

ENDANGEREDPLANET.ORG



# Endangered Planet Foundation

## Mission Statement

Endangered Planet Foundation is dedicated to ensuring the survival of the Earth through education, dialog, the dissemination of knowledge and the recognition that advances in technology can provide many of the answers which will lead to a sustainable future.

~ ~ ~

## Board of Directors

|                        |         |
|------------------------|---------|
| Charles Michael Murray | Founder |
| Jon Ellowitz           | VP      |
| Harry Huggins          | VP      |
| Harushi Tetsuka        | VP      |
| Brenda Ellowitz        | CFO     |

## Advisory Directors

|                       |                                       |
|-----------------------|---------------------------------------|
| Dennis Aubrey         | Woods Hole Group   President          |
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| Mark Logan            | Financial Advisor   Consultant        |
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## Producer

Endangered Planet Foundation  
EndangeredPlanetFoundation.org  
949.497.5690

## Event Sponsors

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## Supporting Sponsors

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### Inn at Laguna

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### 1st Thursday's Art Walk Laguna Beach

firstthursdaysartwalk.com

### Wild Oats

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### Gary Simpson

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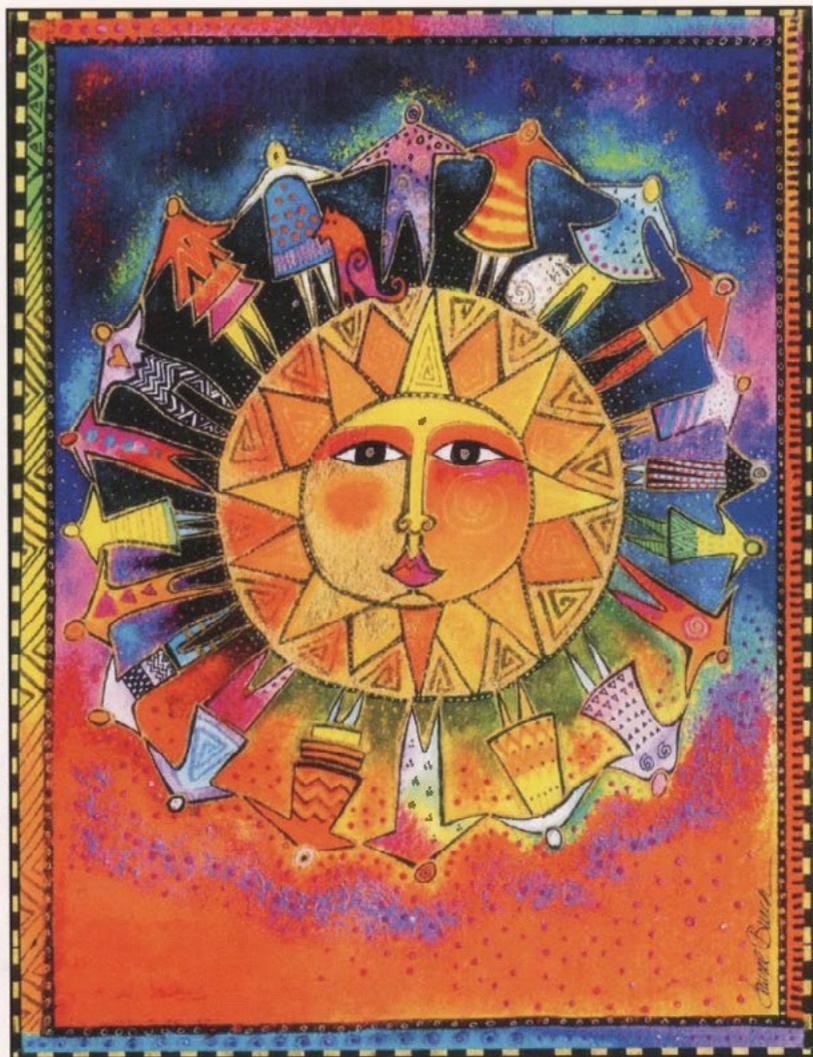


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EndangeredPlanet.org

Sponsor list available at | endangeredplanet.net/EarthDay2007.html  
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Printing - imago digital | design - cmmstudio.com

# Art Miles Mural Project

2010



This limited edition print is available at Endangered Planet Gallery and is in support of  
Art Miles Mural Project | Earth Day | Endangered Planet Museum

[endangeredplanet.org](http://endangeredplanet.org)

Earth Day | Vernal Equinox