



**For Immediate Release
June 16, 2008**

Richard Heinberg to speak June 25 at “Pie & Politics”

The public is invited to an evening of “Pie and Politics” on Wednesday, June 25, at Big Top Chautauqua, three miles south of Bayfield. This annual event is free, and is organized by the Alliance for Sustainability, which sponsors this celebration for citizens and community leaders to gather on a summer evening for lively conversation around the local and global challenges that define our time. This year’s speaker is Richard Heinberg.

Activities will begin at 5:30 p.m. when the grounds and concession tent open with a feast of locally donated foods, and several booths, and will culminate in a presentation by Peak Oil expert, Richard Heinberg at 7:30 p.m.. His talk is titled “Peak Oil and the U.S. Economy: Will Our Fossil Fuel Addiction End Before It Ends Us?”

Coordinator Mary Rehwald said, “This event has become so popular that it now takes at least six dozen homemade pies to feed the big crowds that come to enjoy the evening.” She added, “We have recently seen fuel prices increase dramatically with a forecasted potential rise to \$5.00 by August. This topic is so important and relevant to all of our daily lives, that I think this year’s event will draw record attendance.” Two extra tents are being set up with tables and chairs to seat extra guests for the food picnic which requires no advance reservation. A \$15 donation will be charged for the meal.

Richard Heinberg is an award-winning author of eight books, that are respected for both their readability and scientific research. *The Party’s Over: Oil, War and the Fate of Industrial Societies* is his best known work. When this book was published in 2003, ‘peak oil’ was not a widely used term, but it has now moved into mainstream thinking. Today, the cities of Portland, Austin, Denver, Oakland, Hamilton (Ontario), Willits, Sebastapol, and Franklinton, New York are preparing for peak oil by developing plans to become post carbon cities. Portland’s oil task force,

for example, set up as their first goal to reduce total oil and gas consumption by 50% over the next 25 years. How to do this requires leadership, new urban design, expanded efficiency in conservation programs, sustainable economic development, social and economic support systems, and emergency plans.

Mr Heinberg's talk will cover three points: He will lay out his assumptions about the peak oil crisis he has learned from his research. He will talk about long-range planning solutions, life changes, policy changes, power down shifts and community building that should be considered. Finally, using case studies, he will specify what it will take for communities to address this intractable and serious threat.

This year's event is co-sponsored by 40 organizations that include the cities of Ashland, Washburn & Bayfield; Ashwabay Outdoor Educational Foundation; Fioro Brothers Investment Center; Calvert Funds; Chippewa Valley Bank; Chequamegon Food Co-op; Thomas Kvanbeck DDS; Pinehurst Inn; Honda Motorwerks of La Crosse; Sigurd Olson Environmental Institute; VHS Cleaning; SEH, Inc; Maple Hill Farm; Hermit Creek Farm; and many other businesses and local growers. The head chef for the local foods picnic is Jonathan Berthel of Penokee Mountain Foods.

This event marks the 12th annual celebration of its kind by the Alliance for Sustainability. For those who want to save gas, seats can be reserved in advance on the BART bus by calling 373-5552. If you have questions, call 682-4662 or 779-9712, or go to www.allianceforsustainability.org

Other sponsors include Ashland Ford Chrysler, Von Holzen GMC, Kari Toyota, C&W Trucking, Mark Leach, Wachsmuth House, Madeline Island Ferry Line, Washburn and Ashland Area chambers of Commerce, C&S Design & Engineering, Towns of Washburn, Bayfield & La Pointe, Black Cat Coffeeshouse, Ashland Baking Company, League of Women Voters, North Coast Coffee, White Winter Winery, Blakely's Hill House, Daily Press, Heart Graphics, Jonathan Berthel, Ashland Farmers Market, Living Adventure, Inc, Blue Vista Farm, and other growers.

***Submitted 6/16/08
For immediate release
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