



# Financial Permaculture: Greening a Rural American Community

Sept 22-26, 2009 Hohenwald, Tennessee



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**SUMMIT**

**FINANCIAL PERMACULTURE:  
Greening a Rural Community** Sept. 22-26  
Hohenwald, TN

Linking managerial talent, business science and cutting edge ecological technologies to create profit-driven sustainable solutions

Featuring:

**Catherine Austin Fitts**  
Investment Advisor, Founder Solari, Inc.  
Catherine has designed and closed over \$25 billion of transactions and investments to-date and has led portfolio strategy for \$300 billion of financial assets and liabilities.

**Andy Langford M.S.**  
Permaculture Designer, Co-Founder Gaia U  
Andy has started many businesses, consulted with governments, and has taught permaculture for 30+ years, including graduate-level work internationally.

This 5-day interactive course will provide tools and skills to launch regenerative businesses and encourage local investment. For example, designing the business plan for a local ethanol plant/station. Topics will include:

- Mapping the financial ecosystem of a community
- Permaculture principles applied to business design
- Attracting & Engaging local investors

**Register & Inquire at:**  
Center for Holistic Ecology  
PO Box 451  
Hohenwald, TN 38462

[Register](#)

### Hosted By

Center for Holistic Ecology

### In Association With

Gaia University

Solari, Inc.

Ecovillage Training Center

Living Mandala

Global Village Institute

The Leadership School

Oklahoma Food Cooperative

### Facilitators

Catherine Austin Fitts

Andy Langford

Liora Adler

Albert Bates

Jennifer Dauksha-English

Greg Landua

Valerie Seitz

Ethan C. Roland

Jonathan Cloud

Carolyn A. Betts

More to be Announced

### Financial Permaculture Summit, 2009

We are excited to announce the second annual Financial Permaculture Summit happening in Hohenwald, Tennessee from September 22nd-26th, 2009.

Following the ground breaking models pioneered in the **first Financial Permaculture Summit held in October of 2008** during the breaking economic crisis, we will be designing real business proposals that dance along the edge of Finance and Permaculture to create green enterprises and localized, resilient economies.

### Summit Inspiration

What Does a Sustainable Working Economic Model for a Modern Rural American Community look like?

Communities throughout America are looking for the solutions to increasing energy costs, shaky financial markets, changing ecosystems, and job losses in a globalized economy. How do we respond to a world which seems to present us with changes and challenges almost daily?

## Learn How to:

- \* Map the financial ecosystem of a community
- \* Apply permaculture principles to business design
- \* Design, start and finance a regenerative business
- \* Create ecological and socially responsible investment opportunities

## Topics & Activities Include

- \* Permaculture Design
- \* Legal Structures
- \* Business and Financial plans
- \* Design Charrettes - to create green enterprises and local, Resilient economies
- \* Learn effective strategies of communicate and collaboration:
  - Across Cultures
  - Across Disciplines
  - Across Generations

## Venue

The Summit will be held in Hohenwald, Tennessee. The specific location will announced soon.

## Travel

For more information about [travel click here](#).

## Lodging and Food

For more information about [lodging and food click here](#).

## Tuition

Pricing for this year's summit has not been determined and will be announced soon. Limited scholarships will be available. Tuition for last year's Summit was \$500, which included meals.

## Facilitators & Instructors

The Financial Permaculture Design & Facilitation Team consists of an interdisciplinary coalition of individuals from the business, non-profit and education sectors who have come together to create a forum to address the economic and environmental challenges of the day. Through grassroots organizing, participatory design, and democracy we are working with local communities to create holistic and regenerative economic solutions for local and international sustainability.

For more information about our [instructors and facilitators click here](#).

Many of the instructors and facilitators from last year's Summit will be returning again this year, some will not, and additional instructors will be announced soon.

## BSc, MSc or Post Masters Graduate Diploma in Green Business Development

## Concept

This Summit is a participatory event. Organizers, facilitators and content instructors will engage course participants in both conversation and design. We'll be consolidating existing tools and strategies whilst collaborating to expand the working models so they can be used by a wide demographics. Our aim is to gather together people from as many diverse backgrounds as possible. With diverse representation from the business, environmental and local communities we will engage participatory problem solving and establish forums for communicating about the challenges facing the environment and the global economy.

## Summit Description

Join community investment experts, permaculture designers and sustainability entrepreneurs for this dynamic gathering and integrative educational experience of Greening an American Community. Learn valuable tools and skills in real life scenarios to address the economic and environmental challenges of 21st century America. In this real-time Green Business Development Summit we will explore creating forward looking sustainable businesses, money cycling, local investments, and optimizing the local natural and human resources to implement models of regenerative business and local sustainability.

Get access to cutting edge content about new business models, key industries, design solutions, and green investment opportunities that are ecologically and socially responsible as well as economically profitable. This workshop is a participatory, hands-on experience and design charrette to explore implementing regenerative economic models and applying them to create real, actionable business plans and investment opportunities for a zero-waste economy in the small town of Hohenwald, Tennessee.

Join a diverse crowd of local and national leaders including small business owners, city council members, financial advisors, permaculture designers, investors, accountants, construction workers, philanthropists, local officials, students and more as we come together for this real-time Green Business Development Summit to create solid businesses solutions and tangible investment opportunities to empower robust local responses to the challenges faced by communities around the country and planet.

Put the Financial Permaculture Summit towards a degree! For more information [click here](#).

## FAQ

### What kind of people should come?

This Summit is designed to be an inter-generational, trans-cultural, and interfaith opportunity to learn how to leverage local resources, diversity and talent to create business opportunities that give back to the local community, bio-region, country, and the world. Attendees will include lawyers and bankers, small business owners, philanthropists, community organizers, investors, financial planners, accountants, construction workers, permaculture designers, financial advisers, city council members, local officials and students of ecology, education and business, and more.

### Are there any pre-requisites required to coming?

While a background and understanding of permaculture as well as business is not required, it is helpful. There will also be a [recommended reading list](#) for the course.

### What is the format and educational style?

The education style for this event will be content driven participatory design. We will be providing key content from experts in financial planning, investment, ethanol production and engineering, green construction & natural building, cooperative legal structures, and more. We will also be utilizing the knowledge and skills of participants using open space technology and design simulations. For more detailed information about the course [instructors and facilitators click here](#).

### More Frequently Asked Questions?

[Click here](#) to download a pdf file of frequently asked questions and more detailed information from last year's Summit.

### Summary of Possible Outcomes:

1. Specific business designs for Hohenwald, TN
2. Generic models for specific businesses
3. Generic business start-up templates
4. Specific and generic local economic development models
5. Specific and Generic community development models and networking templates

The Primary Focus of the Design Teams will be on the development of practical and applicable business designs relevant to Hohenwald, TN and Lewis County and to develop models that can be replicated elsewhere.

### Outreach & Collaboration

The strategic value of this event on the local, national, and global community can be followed through our

## Complementary Currencies

This year's Summit will be preceded by an intensive workshop on designing and implementing Complimentary Currencies. The theme of local currency as a tool for creating local financial stability will also be a theme that weaves through the Financial Permaculture Summit in 2009. More information coming soon.

## Design Charrettes



Attendees will spend the first portion of the gathering discussing and learning about finance and regenerative models. During the second half of the gathering, participants will break into specific design teams in focused areas. Each focus area will be facilitated by experts in the respective field who together with participants will create a design and business plan for that focus area which will then be presented to a panel of officials including - state senators, state representatives, county commissioners, bankers, lawyers, state department members, members from the local chamber of commerce, and more.

### Design Charrette Details

The primary focus of the design teams will be on the development of practical and applicable business designs relevant to Hohenwald, TN and Lewis County, and to develop models that can be replicated elsewhere.

The specific focus areas for this year's design charrettes will be announced soon.

Last year's design charrettes consisted of:

- Green Incubation
- Ethanol

collaborative post event forums, resource, and networking platforms - most notably the **Community Resource Hub** and the **Financial Permaculture Social Network on Living Mandala**. Documentation, communication and outreach are an integral part of our design strategy because we want the idea of Financial Permaculture and the design model for community economic development that we're co-creating to permeate media networks. We'll accomplish this through our organizational network and our outreach campaign.

Our organizational network consists of an interdisciplinary coalition of individuals from the business, non-profit and education sectors who have come together to create a forum to address the economic and environmental challenges of the day. Through grassroots organizing, participatory design, and democracy we are working with local communities to create holistic and regenerative economic solutions for local and international sustainability. We're opening up the idea of Financial Permaculture over blogs and wikis on-line to encourage cross-pollination between professions and diverse demographics to further build on the idea and increase media hits. We hope to have open and diverse portals of entry for people around the world to join in this conversation and development.

**Contact:** For further information and Questions:  
e-mail [info@financialpermaculture.com](mailto:info@financialpermaculture.com)  
or call: 888-878-2434 ext 2

### **Financial Permaculture Resource Hub**

Get updates from last years Summit, find out **What's Happening in Howenwald**, and track the dynamic changes we are seeing in the global economy with updates, resources, blogs, and articles about Financial Permaculture at our Community Resource Hub: [www.FinancialPermaculture.org](http://www.FinancialPermaculture.org).

### **Financial Permaculture Social Network**

Visit the **Financial Permaculture Social Network on Living Mandala** to connect with participants from last year's summit, engage discussions, find information, watch videos, and network with like-minded individuals.

- Builders/Designer/Association/Supply
- Farmers Cooperative

For more information and updates on the results of last year's design charrettes [click here](#).

### **Goals Articulation**

There are three overall goals for the event:

#### **1. Local Participation:**

- Local Economic Development
- New Green Businesses Incubated
- Education

#### **2. Model Green Business Development**

- Consolidate and add value to existing models
- Replication of simulated designs
- National participants disseminate model in their communities
- Generic template for green business development

#### **3. Model Community Development**

- Consolidate and add value to existing models
- Replication of simulated designs
- National participants disseminate model in their communities
- Generic template for community development
- Networking forum
- International conversation

### **Additional Goals**

- 1. Enjoy** the community of being together and have a great time.
- 2. Create** linkages between networks of economic development, permaculture, and finance leaders.
- 3. Enrich** templates for community development and green business start-up.
- 4. Begin** the development of business start-up and investments that contribute to the financial health of Hohenwald, TN on a permanent basis.
- 5. Connect** through blogs, videos, audio to collaborate with and further inspire people around the world doing similar things.
- 6. Create** a powerfully, hopeful vision of how changing the flows of money in an ecosystem can help to transform our situation that will help expand options and build political and economic support for business, community, and government leaders across America and the world.

### **Adding Value**

The strategic value of this event on the local community