

THE PLAYER



WOLF TRAP GOES GREEN JUST IN TIME FOR 2007 SEASON

"WHERE THE 'GREEN' STARS COME OUT TO PLAY"

By Bob Madigan

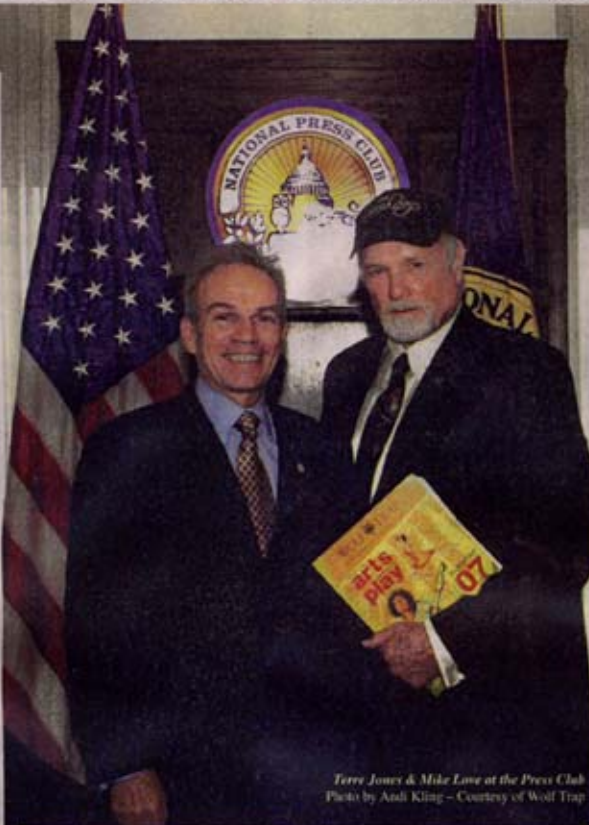
Many of us can't think "summer" without also thinking Wolf Trap. Soon when you think Wolf Trap you may also think "green," because they are starting to think that way.

America's Only National Park for the Performing Arts already seems to embody a back-to-nature theme, because the huge Filene Center for all intents and purposes, an outdoor stage with 4,000 seats. Summer breezes are nature's air conditioning during the nearly 100 performances that run from late May to early September. And then there is the highly popular lawn that slopes toward the stage where many of us have enjoyed picnics before and during the performance.

But, figuring the organization could do even more Terrence D. Jones, President and CEO of Wolf Trap Foundation for the Performing Arts used a luncheon at the National Press Club to address the issue. In the speech, "The Arts and the Environment: Inspiring a Responsible and Sustainable Future" Jones began by quoting an old Kenyan proverb: "Treat the Earth well. It was not given to you by your parents. It was loaned to you by your children."

During the nationally broadcast event, Terrence Jones announced the creation of Wolf Trap's National Advisory Council for the Arts and Environment. The Honorable Norman Mineta has agreed to serve as Chairman of the Council, which will include distinguished performers, corporate leaders, and environmental experts. "The Council will guide Wolf Trap's commitment to inspiring meaningful and enduring environmental practices at home and throughout the local and national performing arts community," explained Mr. Jones.

"We will begin with a complete assessment of Wolf Trap's environmental footprint; then work towards minimizing our impact; and eventually positioning Wolf Trap as an environmental model and resource for arts presenters across the country." Mr. Jones made it clear that they are still in the early planning stages, but some of the ideas to be implemented will be shifting to alternative fuel and high efficiency vehicles; purchasing wind credits to



Terrence Jones & Mike Love at the Press Club
Photo by Andi Kling - Courtesy of Wolf Trap

offset the carbon emissions of the Center for Education; the planting of more trees; and "through technology, taking steps to move us as close as possible to a paperless operation - with the ultimate goal of making Wolf Trap a zero waste organization and carbon neutral."

On hand to support the Wolf Trap envi-

ronmental initiative was Mike Love of the Beach Boys. The celebrated singer/song writer has been a long time leader among entertainers concerned with the environment. He said after the luncheon that the groups "green" connection really began with their first song "Surfin'". "Surfin' is the only life, the only way now, surf with me."

Art and nature, Terrence was talking about, well there is nothing much more natural than catching a wave. It doesn't get more environmental than that does it?"

Well, it does as the Beach Boy admitted considering the many songs they have recorded dealing with water, air and pollution. "We are known for our songs about cars, surfing, beach life, girls and schools but as we got a little older we got a little more introspective with the album 'Pet Sounds' and with 'Good Vibrations'. In 1971 there was 'Don't Go Near the Water' from the 'Surf's Up' album. 'Summer In Paradise' was the summer of 1988, so we have been out there for quite some time thinking in these terms."

As for what those of us without the power of the Beach Boys behind us can do, Mike Love says just being careful can mean a lot. "Just become aware of what you are doing in terms of consumption and little things add up. I am, as an individual, aware that that plastic cup or that plastic bottle is not the most sustainable or the most environmentally sensitive way of going about drinking something." And he hopes that Wolf Trap and other concert venues will find a more "green" way to handle beverages.

As the head of Wolf Trap, Terrence Jones says, "Each of us can make a difference by paying attention every time we turn on a faucet or a light or don't turn it off. We all need to start small. I am not putting out wild expectations for the next 12 months, if we make small steps I think it is like a snow ball going down hill. It will gain momentum. Then Wolf Trap really has a chance to help those who want to make a difference on the national scene. We're not becoming an environmental organization; we're still a performing arts organization. It is back the rule that each of us has a responsibility to do something ourselves and I think Wolf Trap can help remind people to do that."

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The Player, a multimedia column, is aired on WTOP beginning at 5:10pm every other Wednesday in Bob Madigan's Man About Town.

