

To: All Hawaii Media
Fm: Janet Scheffer, Mana Means Advertising & PR 521-1160
Re: Hawaii Lumber Products Association
Date: September 16, 2004

FOR IMMEDIATE RELEASE



Dr. Patrick Moore

PRESS RELEASE

Internationally acclaimed environmentalist, and Greenpeace co-founder, *Dr. Patrick Moore* speaks to Hawaii's Building Industry

Sept 16, 2004 (HONOLULU)---The Hawaii Lumber Products Association (HLPA) goal is to promote lumber products based on their proven record of long-term success and performance in Hawaii's construction industry. Honsador, HPM, Hardware Hawaii Ace, Plywood Hawaii and Honolulu Wood Treating are just a few of the founding members of the HLPA. In their effort to promote lumber products and educate the construction industry, the HLPA is proud to present Dr. Patrick Moore a leader in the international environmental field for over 30 years. **This September 23, 2004 from 5:30pm-8:30pm, at the Ala Moana Hotel, the building industry will spend an evening with Dr. Patrick Moore. Reservations for this event are now being accepted and can be made by contacting the HLPA at 541-WOOD or by visiting their website to register online at www.hawaiilumber.com.** Dr. Moore is a founding member of Greenpeace and served for nine years as President of Greenpeace Canada and seven years as a Director of Greenpeace International.

-CONT.-

Internationally acclaimed environmentalist, and Greenpeace co-founder, *Dr. Patrick Moore* speaks to Hawaii's Building Industry

As the leader of many campaigns Dr. Moore was a driving force shaping policy and direction while Greenpeace became the world's largest environmental activist organization. In recent years, Dr. Moore has been focused on the promotion of sustainability and consensus building among competing concerns. He was a member of the British Columbia government-appointed Round Table on the Environment and Economy from 1990 – 1994. In 1990, Dr. Moore founded and chaired the B.C. Carbon Project, a group that worked to develop a common understanding of climate change. Dr. Moore served for four years as Vice President, Environment for Waterfurnace International, the largest manufacturer of geothermal heat pumps for residential heating and cooling with renewable earth energy. As Chair of the Sustainable Forestry Committee of the Forest Alliance of BC, he leads the process of developing the "Principles of Sustainable Forestry" which have been adopted by a majority of the industry. In 1991, Dr. Moore founded Greenspirit, a consultancy focusing on environmental policy and communications in natural resources, biodiversity, energy and climate change. In 2000, Dr. Moore published *Green Spirit—Trees are the Answer*, a photo-book that provides a new insight into how forests work and how they can play a powerful role in solving many of our current environmental problems. **To reserve your seat at this exciting evening on September 23, 2004 from 5:30-8:30pm at the Ala Moana Hotel reservations are now being accepted and can be made by contacting the HLPWA at 541-WOOD or visit their website to register online at www.hawaiilumber.com.**

#

In 2003 the Hawaii Lumber industry created the **Hawaii Lumber Products Association** and now has many lumber companies and affiliates as members throughout Hawaii and North America.