



roots&shoots

a program of the Jane Goodall Institute

Roots creep underground everywhere and make a firm foundation. Shoots seem very weak, but to reach the light, they can break open brick walls. Imagine that the brick walls are all the problems we have inflicted on our planet. Hundreds of thousands of roots & shoots, hundreds of thousands of young people around the world, can break through these walls. We CAN change the world.

--Dr. Jane Goodall, founder

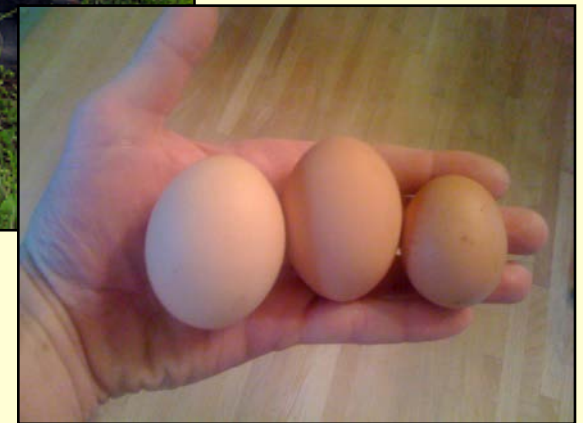




The Egg Cooperative



30 hens + a coop





Educational Merits



- composting
- alternative energy
- rainwater catchment
- beekeeping

food sources • animal care • nutrition



Community-Building Merits

Red Jacket Orchards
www.redjacketorchards.com
Geneva, NY

half-iron - sprint
ITU Pan America



WALTON
AUS

On July 14, 70 of the world's finest professional triathletes will compete for \$20,000 on a closed course through downtown Geneva. That same weekend, 1,200 of the country's bravest amateur triathletes will fulfill their dreams.

Come and be inspired.

MUSSELMAN
triathlon

Presented by Red Jacket Orchards - Geneva, NY

SWIM
in the crystal depths.

RIDE
through field and forest.

RUN
with the sun on your back.



With lakes stretching from horizon to horizon on silver threads, lazy and winding roads hosting little traffic and the occasional horse & buggy, and shaded pathways wandering amidst the fruit and vine of human labor, you have chanced upon triathlon nirvana.

MUSSELMAN
triathlon

July 12-13, 2008 • Geneva, NY • www.MusselmanTri.com

MUSSELMAN
triathlon

July 9-11 • Geneva, NY • MusselmanTri.com

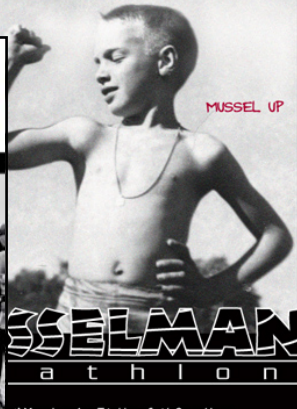


2004 2005 2006 2007 2008 2009 2010

Red Jacket Orchards
PURE • FRESH • DELICIOUS



Red Jacket Orchards
PURE • FRESH • DELICIOUS



MUSSEL UP

MUSSELMAN
athlon

at! Musselman Arts Triathlon Smith Opera House

Breakfast United Methodist Church
Triathlon Seneca Lake State Park
od, Music, Awards Seneca Lake State Park
e Music Lakefront Park

Iron Triathlon Seneca Lake State Park
sic and Awards Seneca Lake State Park
tion Seneca Lake State Park

ake you around town and to the parks!
Geneva, NY - MusselmanTri.com

Accessibility allows participation.



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INB, STIGER, GENOVA SENeca STATE PARK, VANCE, WAGMONS, BONA DENT, INTERSTATE, WARMER, ninteen, ENDORSEMENT PARTNER, FISH, AR, R, MUSELMAN TRIATHLON

Red Jacket Orchards
PURE • FRESH • DELICIOUS

STIGER, INB, WAGMONS

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Commitment breeds caring.



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Shared purpose drives cooperation.



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Problems foster collaboration.



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Adversity enables satisfaction.



Sustainability Merits

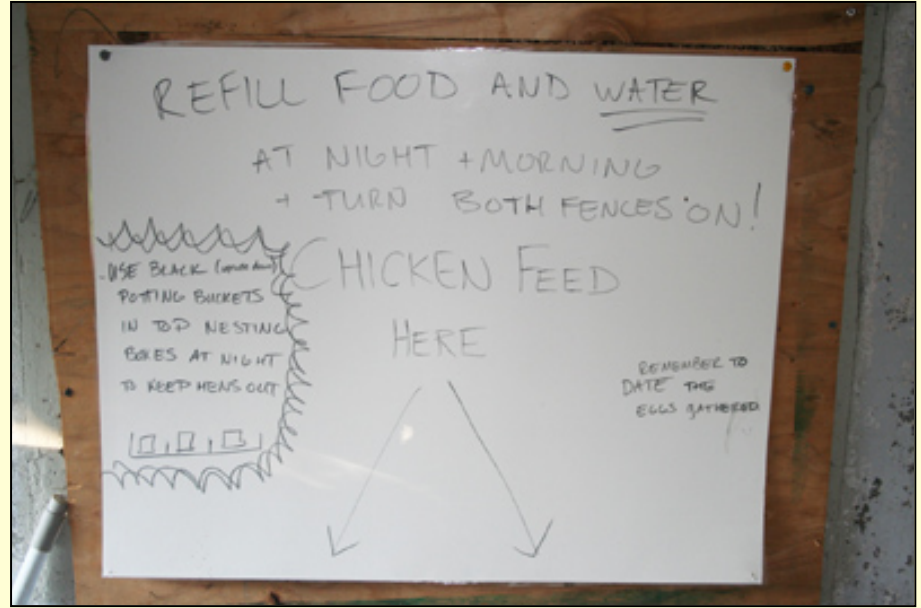


- rehabilitation of neglected land
- cultivation of self-sufficiency
- model for sustainable processes
- reduction of landfill waste



Why Downtown?





Zenger Farm in Portland, Oregon



City of Geneva **Green Committee**

The Egg Co-Op was presented and discussed at the October meeting of the City's Green Committee.

Benefits to Geneva include:

- building community and instilling pride
- educational opportunities for children
- accessible to all
- introduction of sustainable practices
- creative reuse and environmental stewardship



Thank You



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