



## ***Bring it Alive!***

***Consulting for nature centers, parks,  
land management agencies, etc.***

***Infuse “Gaia Paradigm” principles and  
practices into your education, land  
management and sustainability efforts.***

**By Martin Ogle\* (Entrepreneurial Earth, LLC)  
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Martin Ogle was Chief Naturalist for the No. Virginia Regional Park Authority for 27 years, during which time he applied principles of Gaia Theory and the “Gaia Paradigm” to all aspects of the education program, land management and facilities operations at Potomac Overlook Regional Park in Arlington, VA. In 2013, he formed Entrepreneurial Earth LLC to help catalyze the development of sustainable and thriving human culture through education, inspiration and action. See [www.EntrepreneurialEarth.com](http://www.EntrepreneurialEarth.com)

### **Consultations help you “Bring it Alive” . . .**

- Transform your educational message – bring a the “whole new world” of Gaian science to your visitors and students. Bring to life the very recent scientific discoveries of Earth systems and how our human society and activities are seamlessly connected to Earth.
- Bring interpretive messages alive by integrating art, storytelling, poetry and music in education, displays and operations of a park or school.
- Bring education alive by demonstrating and linking sustainability systems: renewable energy and efficiency; organic gardening; community events; water and nutrient recycling and more.
- Integrate local human history and natural history for a fuller sense and understanding of place.

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## Consultation services and fees

### **Discovering and applying the “Gaia Paradigm” - 4 hour consultation. Includes:**

- **1 hour presentation**
- **3 Books** – “Gaia in Turmoil,” “In the Eye of the Hawk” and “A Sweet and Sublime Enigma. See <http://entrepreneurialearth.com/resources/publications/>
- **3 hours meeting time with staff** to discuss how “Gaia Paradigm” principles can be put to use in your organization/facility. Includes indoor meeting and touring/walking your facility, attending educational programs conducted by your staff, etc.
- **Report** with suggestions, resources, etc.
- **\$450**

### **Discovering and applying the “Gaia Paradigm” II - All day consultation**

- **1 hour presentation** for selected staff and **45 minute - 1 hour concluding presentation** for all (or pertinent) organization/facility staff
- **3 Books** – see above
- **4 hour meeting time with staff** to discuss how “Gaia Paradigm” principles can be put to use in your organization/facility. Includes indoor meeting and touring/walking your facility, attending educational programs conducted by your staff, etc.
- **Report** with suggestions, resources, etc.
- **\$600**

### **“Alive to the Max!” – 2 day consultation**

- **4 hour presentation** for selected staff (**option for entire staff**)
- **Optional public presentation to engender understanding and active buy-in from public / user groups.**
- **3 Books** – see above
- **8 hours of meeting time with staff** to discuss how “Gaia Paradigm” principles can be put to use in your organization/facility. Includes indoor meeting and touring/walking your facility, attending educational programs conducted by your staff, etc.
- **Report** with suggestions, resources, etc.
- **\$950**

**Additional, followup consultation by day or week** – fees negotiated within a range of approximately \$350-600/day or \$1200 – 2000/week depending on services rendered.

**Please note: Fees subject to change and expenses (travel and/or lodging) are extra for workshops outside of Boulder County, Colorado.**

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## Gaia Theory and the “Gaia Paradigm”

Gaia Theory posits that the organic and inorganic parts and processes of Earth are enmeshed as a single living system that has greatly moderated global temperature, atmospheric content, ocean salinity, and other factors. Human beings are seen as a seamless continuum of the Gaian system. Our economics, energy systems, and even the ways we think and behave, are part of Earth’s ecology and evolution. Thus, Gaia Theory provides exciting new insights into human connections to Earth’s living system with powerful implications for sustainability.

Gaia theory was developed in the late 1960's by a British scientist, Dr. James Lovelock. As part of his research with NASA in which he concluded there was no life on Mars, he came to profound new insights about the life of Earth. The idea gained early support from eminent microbiologist, Lynn Margulis. Gaia Theory also provides exciting new insights into human connections to Earth’s living system with implications for how we can live sustainably and well.

**“Gaia Paradigm”** – the confluence of scientific understandings of Earth as a living system with *cultural understandings* (ancient and new) of human society as a seamless continuum of that life.

For more info, see [www.GaiaTheory.org](http://www.GaiaTheory.org) and [www.EntrepreneurialEarth.com](http://www.EntrepreneurialEarth.com)

## Testimonials

“Martin has demonstrated an unmatched dedication to his work as chief naturalist of Potomac Overlook Park of the Northern Virginia Regional Park Authority (NVRPA.) Under Martin’s leadership, he and his staff have worked closely with the community and the schools to utilize the park to the fullest extent possible . . . To any potential employer, Martin Ogle would be an incredible asset to your organization.” *Latanja Thomas, National Board Certified Teacher, Williamsburg Middle School, Arlington, VA*

“Martin Ogle consulted with the Shambhala Mountain Center on the development of our 4 Seasons Project – an initiative to celebrate and manage our 640 acres of land. This consultation has included the development of ideas, moderating a weekend retreat and presentations to elicit conversation and input from an invited group of education and land management professionals. Martin’s role in the development of the 4 Seasons Project has been invaluable – he has helped create an atmosphere conducive to participation and buy-in from a wide variety of stakeholders, offered excellent ideas and shown calm leadership that have allowed us to successfully launch this new initiative. Working with Martin has been inspiring to me personally, as his personal joy in nature as well as his depth of experience is communicated in all of his work.” *Michael Gayner, Executive Director, Shambhala Mountain Center, CO.*

## Awards

- **2012 Arlington Green Patriot Award** – presented for outstanding work in sustainability by George Mason University, Arlington Department of Environmental Services, Arlington Chamber of Commerce and Arlingtonians for a Clean Environment.
- **2010 Krupsaw Award for Non-Traditional Teaching** – for outstanding teaching in informal and non-academic settings. The annual award of the Washington Academy of Sciences
- **2007 Green Innovation Award (best Green Organization)** – Presented to Potomac Overlook Regional Park by the Virginia Sustainable Building Network.

For more testimonials, see [www.EntrepreneurialEarth.com](http://www.EntrepreneurialEarth.com)