



"Greening Communities One Neighborhood at a Time!"



SATURDAY, SEPTEMBER 28 @ WEST LOS ANGELES COLLEGE

EarthFest LA, a family-friendly environmental / healthy living expo and outdoor concert was produced by California Greenworks a non-profit whose mission is to bring green and healthy living education programs to inner-city neighborhoods. EarthFests' activities included a panel discussion on Obamacare comprised of insurance and policy leaders who helped attendees understand what the new law means for them and what actions, particularly the self-insured and uninsured, should take. Panelists took questions from the floor and engaged in one on one conversations with participants following the panel discussion. A second panel, Architecture for Social Change, addressed new challenges to developing a sustainable workforce, meaningful education, the need to share and leverage existing resources and think holistically. Conversation included Health, Safety, Social Science, Science, Math, Engineering, Architecture and Design. Aligning these with new tools including Enterprise Management, Digital Fabrication, Geospatial Technologies and Social Media and demonstrating their potential to empower and transform our communities from the inside out inspired an engaged audience. The panels were organized by the USC Institute for Genetic Medicine Art Gallery

Outside in the courtyard and on the college lawn, information booths, demonstrations, and the popular STAR Eco Station for the kids further engaged EarthFest participants. An outdoor concert featured smooth jazz artist and Grammy winner Paul Brown, hit band Ambrosia, Latin-groove artist Freddie Ravel, and up-and-coming singer/songwriter Chris Lightfoot.

[See EarthFest LA, 2013 YouTube](#)



Reverend Bill Alexander , President, Green Eco Ministries , Inc, A 501(c)(3) Organization, presented his organization's Eco Vet Program in a booth on the college lawn. Bill is seen here being interviewed by George Szabo, Szabo Productions and filmmaker, Harris Gaffin.



Beatrice a Trade Tech student volunteered to greet Panel guests and provide them with panel programs, question cards and evaluation forms.



The audience for the panels was made up of insurance agents, enrollment advisers, students, public officials, business owners, nonprofit, faith-based, university and media leaders, all interested to get a clearer understanding of Obamacare, its rules and regulations.



USC Institute for Genetic Medicine Art Gallery Adviser, Robert Donin, Co-Chair of the Public Policy Committee watches as questions written by audience are delivered to the panelists. Any questions not answered during the session were followed up on by panelists who called or emailed to the concerned citizens.



Organize for Action Trainer, Linda Coleman fields questions from the audience and problem solves answers in discussion with her fellow panelists. The book, ***Creating a Healthy Life***, by Dr. Howard Murad was used to demonstrate the many opportunities for prevention and healing of physical and mental disease by making creative, healthy choices in daily living.



Audience members had biographies of the speakers , question cards, handouts from the speakers and evaluation forms to keep them engaged in the discussion and able to follow up after the panels.

Covered California is the State run entity which will operate an online health insurance marketplace where the self-insured and uninsured can comparison-shop for health insurance. The panelists also made themselves available to audience participants for advice and assistance in complying with the new rules and regulations.



IGM Art Gallery Adviser and Co-Chair of the Public Policy Committee, Steven Gallegos hosts panelists Dr. Mark Pearson, USC Rossier School of Education, currently working with the University of Southern California on a project funded by Covered California; Dr. David Carlisle, President, CEO and acting Provost of Drew University of Medicine and Science, and Linda Cole, Organizing for Action Trainer.



L – R, Steven Gallegos, Dr. Mark Pearson, Linda Coleman, Dr. David Carlisle, David Benson, Robert Donin



L – R, Michelle Long- Coffee, Public Relations / Advertising West Los Angeles College; Harris Gaffin, award winning filmmaker, Dr. David Carlisle, Dr. Mark Pearson, David Benson, Linda Coleman



President Abu-Ghazaleh and LACCD Trustee, Nancy Pearlman with Marquell Craddock and Nancy Ngugi, board member, California Greenworks, accept letter and certificate of commendation from Congressman Henry Waxman.

To Contact the informatics team from LACCD :

Marcela Oliva, Professor LATTTC Architecture and Environmental Design olivam@lattc.edu

Michael Rendler, AIA e7 Architecture Studio

Michael.rendler@e7studio.net

Panelist: Jorge Mata, LACCD CEO IT

Nancy Pearlman, LACCD Board Member

Panel Event Producer USC IGM Gallery lynn.crandall@gmail.com



KFWB staff at their booth in the West College Courtyard



West College President, Nabil Abu-Ghazaleh opened the Panel Discussion on the Architecture of Social Change by announcing the \$19M Trade Adjustment Act health services grant that LA Trade Tech received. The Grant is being shared across all nine colleges in LACCD. West LA College has a sizable piece of this grant dedicated to informatics. “We’re keen to see how we’ll improve both education and practice,” he stated. Professors Marcela Oliva and Michael Rendler prepared their informatics presentation to follow these remarks.



Panelists, LACCD Trustee, Nancy Pearlman, President Abu-Ghazaleh and CCD CIO Jorge Mata respond to the Architecture for Social Order presentation made by Professors Oliva and Rendler. Trustee Pearlman provided a number of examples of mindful stewardship in countries around the world she’s visited and made a passionate plea for everyone to share and leverage existing resources and build the community capacity to effectively influence legislation to prevent and heal environmental abuse before it’s too late.



Professor Oliva documents her Trade Tech College student asking the panel a question and relating his own life experience raising his 4 year old daughter who is already mindful to be a good steward of the Earth by litter prevention.



Michael Rendler, AIA, e7 Studio Project developer, explains how architecture, social order, peace and security and health are related and how community capacity building can lead to economic self-sufficiency, health and social justice.



Professor Marcela Oliva, Trade Tech College

“It’s easy to conclude that a new comprehensive solution that integrates the old with the new is required for us to develop communities that thrive and sustain,” said panelist, Professor Marcela Oliva. “The reality is the solution can look complex, because issues related to education, jobs, environment, health, food, water, energy and others are inter-related and often cross referenced. The ability to innovate, understand, analyze and improve decision making in open minded, flexible collaboration results in systemic, life affirmative personal, professional and community growth. A life cycle approach will be based on our capacity to aggregate, compare and understand this interdependence.

Obamacare Panelist, Mr. David Burton, President of DCB Insurance Marketing & Financial Services (DCB). Over the last 10 years David served on the Agent Advisory Board for Aetna, Blue Cross of California, Blue Shield of California, Health Net, Kaiser Permanente, PacifiCare of California, Nationwide Health Plans and John Alden Life Insurance Company. Marquell Craddock of SOS Mentor, also serves on the USC IGM Art Gallery Young Professionals Committee. Robert Donin of Anthem Blue Cross, is also IGM AG Adviser and C0-Chair of Public Policy Committee.



Quotes from EarthFest LA: Panel Discussions

“21st century students are already learning from a virtual world,” says Michael Render, licensed architect and teacher at Trade Tech College.

“Almost half of all the energy of the world is used to construct and run buildings,” says Jorge Mata, Chief Information Officer for the Los Angeles Community College District.

President Nabil Abu-Ghazaleh of West Los Angeles College adds that “the idea of using knowledge as a powerful tool for equitable service” will make “this a better planet and a better life,” as Nancy Pearlman, Los Angeles Board of Trustees concluded.

“You need to know what you need,” says Dr. Mark Pearson, an advisor to both policy makers and program administrators working to facilitate Education reform and charter school development in LA County.

“We need to understand the control we have in our environments,” says President Nabil Abu-Ghazaleh of West LA College.

“New technologies are important to teach in the classroom for the future of the 21st century and its wellness.” – President Nabil Abu-Ghazaleh

“We all need to be engaged to make this a better planet and a better life.” – Nancy Pearlman, Los Angeles District Board of Trustees

“California had to make changes to ensure that we are covered by the Affordable Care Act.” – David Benson, President of DCB Insurance Marketing and Financial Services

“We have to consider dealing with over population to live a healthier life.” – Nancy Pearlman

“The Affordable Health Care Act is insuring that everyone will receive health care.” – Dr. Mark Pearson

“It’s time for a change.” – Nancy Pearlman, in regards to living greener and to be knowledgeable of technology in society.

“Any site ending with .gov or .edu gives it credibility and is a reliable source.” – Dr. David M. Carlisle, President and CEO of Charles R. Drew University of Medicine and Science.

“Knowledge is power, knowing technology and its advances is a tool for change.” – Nabil Abu-Ghazaleh

“The Affordable Care Act allows health care to become individualized.” – David Benson

“Eligibility to enroll for the Obama Care will be based on your 2012 tax return. For more information visit coveredcalifornia.com or healthcare.gov.” – Linda Coleman-Willis, an organizer for Obama for America.

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USC IGM Art Gallery Intern responses to their experiences helping organize and implement EarthFest

First and foremost, it was wonderful seeing everyone's hard work put into action! EarthFest appeared to be immensely successful, as the panels that were conducted included a spectacular set of officials who engaged the community effectively. By offering their vast array of knowledge, those on the panel helped everyone at EarthFest gain an insight into the importance of a variety of topics. I hope all who attended the discussions found them to be invaluable.

The booth that IGM AG had was also a great platform on which to spread the message of the art gallery, as well as boost awareness of how important holistic approaches to medicine really are. Ashley, James, and I had the pleasure of meeting new people and speaking with them about what happens at the art gallery, in addition to explaining how we got sponsored by Néktar Juice, and our last event, Creating a Healthy Life Symposium: the Life and Art of Dr. Howard Murad.

- USC student/IGM Art Gallery Intern, Catherine von Handorff

I looked forward to this event because it was relevant to my interest in healthy living and environmental awareness and it was an opportunity for me as an IGM AG intern to directly connect with the public. Meeting various demographics directly through the booth was a great opportunity for me to get a better sense of community engagement and involvement. The experience met my expectations.

Informing people about the mission and work of the IGM Art Gallery and hearing people's personal interests, concerns and impressions of the Gallery gave me more clarity as to how I can serve the Gallery's work and have real, positive impact on the public. Representing the Gallery made me realize again the honor and privilege it is to be part of the Gallery that informs me by example and engages me in being a good steward. Community Leaders I meet through the Gallery give me opportunities to engage with the public more strategically and effectively.

The experience made me want to take more advantage of the Gallery's resources and to be more committed to the Gallery, so I can, in return, be a useful resource to the Gallery. The experience of meeting directly with people and seeing and hearing about real lives made more tangible my desire to be a true salt and light to the community. It provoked me to come up with a solid plan of action. The genuine connection with the people allowed me to better inter-personally connect. This was more difficult in the past forums and events because of my lack of direct contribution.

I wanted to hear the whole panel on Obamacare and ask questions myself, but I didn't get a chance to do that because I was setting up and manning the booth. It would be beneficial to have more of those sessions in the future that will inform the public and encourage discussions.

Thank you for the opportunity. It was my pleasure to serve at the event! –USC student, IGM AG Intern, Ashley Kwon

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Organizations supporting California Greenworks in organizing EarthFest LA, 2013 included: The USC Office of Civic Engagement, The USC Office of Sustainability, USC Institute for Genetic Medicine Art Gallery, Sheraton Gateway LAX Toyota, West Los Angeles College, Culver Hotel, Clear Channel, The California Endowment, Tune Up to Success, The Argonaut, CBS Outdoor, Los Angeles Department of Water and Power, MonicaMeza.com, California Edison, METRO KJAZZ 88.1FM,