



# Solar Sebastopol

**FOR IMMEDIATE RELEASE**  
**July 20, 2005**

**Solar Sebastopol Speaker Series – August 9**  
**Richard Heinberg on Peak Oil:**  
**The Challenge and Opportunity of Petroleum's Waning Days**

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Solar Sebastopol will host Richard Heinberg at its ongoing speaker series on Tuesday, Aug. 9 at 7:00 p.m. The event will be at the Sebastopol Veterans Auditorium on High Street. As part of our ongoing work to encourage installation of solar PV in our community, this event will help make the case for doing it now!

The world is nearing the inevitable peaking of oil production, which means that soon oil prices will skyrocket and economic havoc will follow. There are many things we can do to prepare--personally, locally, nationally, and internationally. Heinberg, who is widely acknowledged as America's foremost Peak Oil educator, will discuss startling new developments in the field and explore what can be done here in Sonoma County to mitigate the likely impacts.

Solar Sebastopol business members will have information tables and people to answer your questions about installing solar PV on your home or business. Members include: Cooperative Community Energy, Solar Works, Alternative Power Systems, Affinity Energy, North Coast Solar Resources, Sebastopol Heat & Cool, and Harmony Farm Supply.

Other community groups will have information booths including the Sebastopol Chamber of Commerce, New College of Santa Rosa, Sonoma County Transportation & Land-use Coalition, the Sonoma County Waste Management Agency and others to be announced.

Event Details:

Solar Sebastopol Speaker Series

Tuesday, August 9, 7:00 p.m.

Sebastopol Vets Auditorium, High Street, Sebastopol

Admission Free, donations encouraged to help cover costs.

### **About Solar Sebastopol**

Solar Sebastopol is a local first-of-its-kind program to encourage more solar energy on residential, business, and public properties in Sebastopol. Our goal is to install 1 megawatt of solar power production by year-end 2005. That's equivalent to solar photovoltaic (PV) systems on about 500 average-size homes.

We have a window of opportunity to drastically cut the out-of-pocket costs of each solar electric system installation.

Since the program began, Sebastopol has added about 260 kW of solar power within city limits, or about 25% of the 1 megawatt (1,000 kW) goal. You can help us reach the goal! Come to the event on August 9 to find out how.

For more information about Solar Sebastopol, visit [www.solarsebastopol.com](http://www.solarsebastopol.com) or call (707) 823-1153.

### **About Richard Heinberg**

Richard Heinberg is the author of six books including *The Party's Over: Oil, War and the Fate of Industrial Societies* (New Society, 2003, 2005), and *Powerdown: Options and Actions for a Post-Carbon World* (New Society, 2004). He is a journalist, educator, editor, lecturer, and a Core Faculty member of New College of California, where he teaches a program on "Culture, Ecology and Sustainable Community." His monthly *MuseLetter* was nominated in 1994 for an Alternative Press Award and has been included in *Utne Magazine's* annual list of Best Alternative Newsletters. His essays and articles have appeared in many journals including *The Ecologist*, *Z Magazine*, *The Futurist*, *Earth Island Journal*, *Yes!*, *Wild Matters*, *Alternative Press Review*, and *The Sun*.

His books include:

- *Memories and Visions of Paradise: Exploring the Universal Myth of a Lost Golden Age* (1989; revised edition, 1995; Portuguese edition, 1991)
- *Celebrate the Solstice: Honoring the Earth's Seasonal Rhythms through Festival and Ceremony* (1993; Italian edition, 2002)
- *A New Covenant with Nature: Notes on the End of Civilization and the Renewal of Culture* (1996; Portuguese edition, 1998)
- *Cloning the Buddha: The Moral Impact of Biotechnology* (1999; Indian edition, 2001; Japanese edition, 2001; Chinese edition, 2001)
- *The Party's Over: Oil, War and the Fate of Industrial Societies* (2003; Italian, German, French, Spanish, and Arabic editions, 2004-2005; revised edition, 2005)
- *Powerdown: Options and Actions for a Post-Carbon World* (2004)

*A New Covenant with Nature* was a recipient of the 1997 “Books to Live By” Award of Excellence from *Body/Mind/Spirit* Magazine. In 2005, *Powerdown* received *Foreword* magazine’s Bronze Environmental Award.

His books have been translated into eight languages.

Since 2003, he has given over a hundred lectures on oil depletion (“Peak Oil”) to a wide variety of audiences—from insurance executives to peace activists, from local and national elected officials to Jesuit volunteers.

He appears prominently in the documentary film *The End of Suburbia*, and has been interviewed by Michael Toms (New Dimensions Radio), Art Bell and George Noori (Coast to Coast AM), Thom Hartmann, Jeff Rense, John Batchelor (WABC), among many others. He has appeared on national radio and/or television in eight countries, and his work has been discussed in syndicated articles by Reuters and Associated Press.

Heinberg has spoken at many colleges and universities, including Stanford University, the University of Maryland, the University of Guelph (Ontario), Lester Pearson College (British Columbia), Glassboro State College (New Jersey), Rockhill College (Kansas City), Virginia Commonwealth University, Blackhawk College (Moline, Illinois), the University of California at San Bernardino, UC San Diego, Adelaide University (Australia), the University of Toronto, the University of British Columbia in Vancouver, The University of Michigan, The University of Oregon, Auckland University (New Zealand), the University of New Hampshire, Tufts University (Boston), New College of California (San Francisco), Millsaps College (Jackson, Mississippi), Miami University (Oxford, Ohio, Grayson Kirk Distinguished Lecture), and Plymouth State University (Plymouth, New Hampshire, Sidore Lecture Series), Hunter College in New York City, Stellenbosch University, The University of Cape Town, Wits Business School (South Africa), and Kobe City University of Foreign Studies (Japan).

He has also given presentations at the Center for Strategic and International Studies in Washington, D.C., the national Mensa Colloquium, Lawrence Berkeley National Laboratories, the Development Bank of Southern Africa, the South African Institute of International Affairs, the Association for the Study of Peak Oil (ASPO) annual workshop, the International Society for the Comparative Study of Civilizations, the National Solar Energy Conference, the Bioneers Conference, the Midwest Renewable Energy Fair, the FEASTA conference (“What Will We Eat as the Oil Runs Out?”) in Ireland, and Solfest.