**Placebook Profile**

**Name:** Joe College  
**Totem:** Bald eagle  

**Homepage:** Myplace, State, USA, North America, Earth, Solar System, Milky Way, Universe  
**College home:** Every University, USA, etc.  
**Distance between the homeplace and college place:** 425 miles  
**Watershed:** Cannon River  
**Bioregion:**  
**Ecosystem:** Big Woods, Tall-grass prairie  

**Favorite Flora and Fauna**  
**Favorite trees:** Maples, blue spruce  
**Favorite native plants:** Maples, big bluestem, asters  
**Favorite animals:**  
1) Wolves  
2) Dolphins  
3) Black labs  
**Threats to favorite animals:**  
1) Habitat loss  
2) Overfishing, habitat loss, pollution  
3) None—people generally care about animals we call pets  
**Favorite decomposers:** maggots  

**Favorite Places**  
1) Boundary Waters Canoe Area  
2) North Shore of Lake Superior  
3) Yosemite National Park  
**Favorite place within 50 miles of homeplace:**  
4) Nerstrand Big Woods State Park  
**Threats to favorite places:**  
1) Global weirding (will eventually change species composition of Boundary Waters)  
2) Overdevelopment  
3) Overuse, air pollution  
**What I’m doing about threats to places I love:** Mostly nothing  
**Places I loved that are gone:** The woods at the end of the cul-de-sac, now a residential development  

**Favorite season:** Fall (football season)  

**Favorite environmentalists:**  
1) Van Jones  
2) Majora Carter  
3) David Orr
Ecological footprint: 5.7 earths
Foodshed: Planet Earth
Largest carbon consumers in my diet: Meat, coffee, bananas

Getting Around
Mode of transportation: Mostly by car
Make and model of car: 1998 Jeep Cherokee
Embodied energy in car: ?
EPA mpg for car: 14 mpg city, 19 mpg highway
Miles traveled per pound of carbon dioxide emitted: less than one

Relationship status
Closest relationship: Girlfriend
Best friends (in the classical sense): Mark Green, Alex Hamilton
Friends I can talk to about environmental issues: Liz, Kristin, Elise, Mark
Youngest living relative: Benji (one year old)
Year in which that relative will be 70: 2069
Threats to that child’s future: Climate change, water shortages, inequalities of wealth
What I’m doing about it: Not much

Green Consumption
Organic products: Whatever they buy in the cafeteria
Local purchasing: The co-op, a CSA share in the summer,
Companies I buy into because of their environmental values: Patagonia, Ikea,
Companies that I wish would develop some environmental values to match their greenwashing: Nike, Gap, Wal-Mart,

My Electrocution
Electrical appliances in my dorm room: TV, fridge, microwave, game console, hair dryer,
Total wattage: ?
Kilowatt hours used per day: ?
Negawatts generated by conservation: Few

Deepest values:
1) Family
2) Service
3) Justice

Books that reflect my deepest values: Developing Ecological Consciousness, Hunting for Hope, Animal Dreams, Ecological Intelligence
Poetry that reflects my idea(l)s: Mary Oliver, “The Summer Day”
Quotables:

Music that reflects my deepest values:
Music that expresses my values and hopes for my earthly home:

*Institutionalization of environmental values*

Environmental organizations I belong too (even as student member): Sierra Club
Organizations that aren’t environmental that I could influence as a member: My church, the restaurant I like

**Political causes I work for:** I’m not political

**Political issues I write my representatives about:** None

**Community organizing I do:** None

**Facebook/Placebook groups (“green”) I belong to:** None

**Environmental websites I have bookmarked:** grist.org

**Environmental newsfeeds I get:** None