



# GREEN

# GIANTS

**Meet the individuals, businesses  
and organizations that are doing the most  
to sustain our city—and our planet**

**BY MARGARET BAUER, JEANNETTE COOPERMAN, SHERA DALIN,  
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PHOTOGRAPHS BY DILIP VISHWANAT  
(SHOT ECO-FRIENDLY WITH NO ELECTRICITY)**

## Matthew Malten, Washington University

Appointed Washington University's first assistant vice chancellor for sustainability in July, Matthew Malten's long list of environmental credentials are impressive. After grad school, he served as a senior environmental specialist with Wisconsin Energy Corp. and in 2004 was named the U.S. Green Building Council's first Mark Ginsberg Sustainability Fellow. From 2005 until he took his current position, Malten served as sustainability coordinator at the University of Illinois at Urbana-Champaign, implementing energy-efficient, renewable building and food solutions for the campus.

At Wash. U., he's been charged with examining the campus' energy footprint to see how improvements can be made—an intellectual approach befitting campus life and appropriate to precede any sweeping action. "Many of my peers across higher ed have not been allowed to step back and create a comprehensive plan," he says. "I think without that, you get drawn too quickly into detailed programs and projects without knowing how they should fit together. The two focuses of our strategic plan for sustainability: Align all campus operations with the principles of sustainability, and have a very conscious effort to identify operational projects and needs that can also serve as really good educational projects."



## Karla Armbruster, Webster University

Karla Armbruster, an associate professor of English at Webster University, has written a great deal about two subjects you may not have studied yourself: eco-feminism and eco-criticism. Nationally, she's president of the Association for the Study of Literature and the Environment, and she co-organized the group's most recent conference last June. But what Armbruster's perhaps best known for here is coordinating Webster University's environmental studies program. Once a major, the program fell on hard times and was eventually cut—only to be resurrected as a minor in 2001, with Armbruster at the helm. Seven years later, it's still going strong.

## Nadine Ball, Maryville University

As associate professor of science education at Maryville University, chair of Maryville's Sustainability Task Force, president of the Missouri Environmental Education Association and a member of the Missouri Environmental Literacy Working Group, Nadine Ball is at the nexus of a statewide environmental education movement—and has been a major force behind Maryville's efforts to address environmental issues. Last February Ball prompted campus dialogue with a free screening of *An Inconvenient Truth* in Maryville's auditorium. In September she and a group of students and administrators attended Ball State's seventh Conference on Greening the College Campus, bringing back tons of ideas. Now that a recycling infrastructure is largely in place at Maryville, Ball's got bigger plans for 2008: promoting sustainable energy solutions on campus.

## Sarah L. Coffin, Saint Louis University

An assistant professor of public policy studies at Saint Louis University's College of Public Service, Sarah L.

# scholars & educators

Coffin specializes in research on environmental and urban development issues—specifically focusing on urban brownfields, properties contaminated by former industrial use that can't easily be reused without rehab and environmental cleanup. While the cleanup efforts necessary to remake brownfields normally aren't extensive, a stigma is often attached to a property thereafter. A former researcher with (and current associate of) the University of Louisville's Center for Environmental Policy and Management, Coffin teaches courses, including "Planning the Metropolis," "Land Use Analysis" and "Real Estate Finance," that are helping the next generation of city rehabbers understand what they're up against—and why it's important that they persevere.

## Bill Retzlaff, Southern Illinois University Edwardsville

Talk about a local "green celeb": Bill Retzlaff made headlines back in October when he headed up a team to design a "green roof" for an Arizona home on ABC's *Extreme Makeover: Home Edition*. Retzlaff, biology chair and a professor in the environmental science program at Edwardsville, was first approached in 2004 by Green Roof Blocks (see p. 60) to research the most effective green roofing solution. Soon, he was named research coordinator for SIUE's very own Green Roof Environmental Evaluation Network, and in June 2006 SIUE was able to host the Midwest Regional Green Roof Symposium. Retzlaff and his researchers have collaborated with the Missouri Botanical Garden, Pyramid Group, Alberici Group, HOK, Tao + Lee and more than a dozen other local companies to test soil mixtures, groundcover plants and watering patterns in an effort to find the best green roofing materials. AmerenUE recently pitched in to help build 27 scale-model buildings on campus—some with green roofs, some without—in an effort to determine potential energy savings. ●