



Mother Nature, CEO:

What nature has to teach us about innovation, leadership, and success.

A transcontinental leadership seminar, hike and kayak expedition in Panama, January 28th to February 4th, 2012.



In the company of internationally renowned business leaders, scientists, and musicians, begin a week-long learning adventure at Earth Train's 10,000-acre Mamoní Valley Preserve on the Pacific side of the continental divide, cross the forested territory of the indigenous Kuna in kayaks, and relax on a white sand island in Kuna Yala, named by Lonely Planet as *one of the world's ten most incredible paradises*.

Join us for a stimulating exploration of:

- The latest insights we are gaining from Nature about social organization; cooperation and "coopetition"; social networking; applying ecological tools in the business environment; and more.
- The most effective ways of using natural environments as executive training and learning resources.
- Nature and the arts -especially music- to help stimulate creativity and develop pattern-recognition skills.

It's emergence theory that's behind the most rapid growth companies of our time; and its emergence theory you'll experience firsthand as a participant in this initiative... The Mamoní Valley Preserve is the most accessible private jungle reserve in the world –an extraordinary adventure destination for business leaders and for the whole family.

Verne Harnish, author, business lecturer, columnist for Fortune Magazine, and founder of the global Entrepreneurs' Organization (EO).



Program leaders and guides:

- **Enrique “Kike” Arias**, senior advisor and former Secretary General of the Kuna General Congress; cartographer and co-founder of Earth Train’s Leadership and Guide Institute.
- **Nathan Gray**, Founder and Co-Executive Director of Earth Train and a founder of Oxfam America with over 40 years of experience in the fields of international development, education and socially responsible investment.
- **Monty Hempel**, Ph.D. , Hedco Professor of Environmental Studies and Director of Environmental Programs at the University of Redlands; founding president of the Association for Environmental Studies and Sciences (AESS); co-founder of Blue Planet United producing environmental films and publications; and author of three books on the environment and sustainable development, including *Environmental Governance: The Global Challenge*.
- **Danilo Perez**, Grammy-award winning jazz pianist, founder of the Panama Jazz Festival; co-founder and artistic director of the Berkeley Global Jazz Institute; co-founder and artistic director of Jungewood.
- **Eric Riley**, senior manager, OARS, the river Adventure Company, and CEO of the Swiftwater Safety Institute dedicated to training professional guides in wilderness medicine, swiftwater rescue and wilderness risk management and decision-making.
- **David Meerman Scott**, marketing strategist, advisor to global organizations and author of seven books including *The New Rules of Marketing and PR*, six months on the *BusinessWeek* bestseller list and more than a quarter million copies sold in over 25 languages from Arabic to Vietnamese.
- **Lider Sucre**, Co-Executive Director of Earth Train; former executive director of the Frank Gehry-designed Museum of Biodiversity and of ANCON, Panama’s largest environmental organization.





Mamoni Valley Preserve

The Mamoni Valley Preserve is one of the largest private preserves near a capital city in the Americas. Located in Panama at the narrowing of the living bridge between the two great land masses of the Western Hemisphere - where a mere 35 miles separates the Pacific and Atlantic oceans - the Preserve protects over 55 miles of ecologically precious stream beds; it buffers 11 miles of the Continental Divide that is the southwest border of the semi-autonomous territory of the indigenous Kuna.

The Preserve is within the largest remaining stretch of contiguous rain-forest in the exceptionally biodiverse Chocó-Darien eco region, considered by World Wildlife Fund, The Nature Conservancy, and Conservation International to be one of the highest conservation priorities in the world.

The Preserve is home to Junglewood, co-founded in 2008 by Grammy Award-winning jazz musician Danilo Perez and Earth Train. Junglewood is dedicated to providing settings and programs rich in biological and cultural diversity and conducive to artistic expression in harmony with nature. Junglewood will eventually have a venue and facilities at the eastern entrance to the Preserve where musicians, visual artists, educators, and scientists can collaborate on works involving the performing and visual arts, conservation research and education.

The Mother Nature, CEO Program:

- **28 January, Saturday:** Arrive Panama City.
- **29 January, Sunday:** Depart Panama City at 8:00am. Picnic lunch and kayak demonstration at Jungleground Falls, the Mamoní Valley Preserve. Dinner with presentation at Centro Mamoní. Introducing the Biome and the Topic “What we have to learn from Mother Nature about leadership and success.” Conclude with a Jungleground moment with jazz musician Danilo Perez and friends.
- **30 January, Monday:** Nature walk to the Madronito Falls, with picnic. Late afternoon gathering to debrief the nature walk. Conclude with an interactive Jungleground music experience with Danilo Perez and friends.
- **31 January, Tuesday:** Discussion with guest presentations and performances. Wrap up and gear check.
- **1 February, Wednesday:** Early departure (7:00am) on trans-Kuna Yala kayak adventure. Reach kayak starting point on the Cangandi River by 12:00pm. Lunch, boat prep, practice and coaching session on the river: Start descent by 2:00pm. Arrive at Quesadillas, our campsite on the upper Cangandi by 4:00pm. Swim, nature walk, dinner, campfire and early to bed. This is a very special location on the Jaguar Trail, Harpy Eagle nesting area.
- **2 February, Thursday:** Resume kayaking on the Cangandi. Portage the Cangandi Falls –lunch at the foot of the falls where a large white Caiman lives. Kayak to the village of Cangandi, now on a hilltop overlooking the Cangandi, the forest canopy, and a commanding view of the Caribbean in the distance. We’re guests of the chiefs, and treated to an extraordinary cross cultural exchange, led by former Secretary General of the Kuna General Congress (and Earth Train board member) Enrique “Kike” Arias.
- **3 February, Friday:** Depart early for an extraordinary trip through the lowland jungle environment of the lower Cangandi/Mandinga rivers. Lunch at the mouth of the Rio Mandinga on the Caribbean. Fast launch to the Six Community Island, Cayo Holandes. Beautiful beaches; snorkeling, cultural exchange with Kuna elders and youth.
- **4 February, Saturday:** morning of swimming/sea kayaking. Afternoon return by boat and car to Panama City (via the Llano-Cartí road and Pan American highway). Reception and wrap-up slide show at historic Casa Arias, Casco Viejo.
- **5 February, Sunday:** Flights out.



Costs:

\$3,900 per person which includes all ground transportation, the flight from Kuna Yala to Panama City's domestic airport, and a US tax-deductible donation to Earth Train totaling \$2,000. All net proceeds will go support Earth Train's Leadership and Guide Institute.

Let us know if you would like to have family members and friends join you at our island campsite in Kuna Yala for the conclusion of our seminar adventure. We'll gladly make the arrangements for you.

This invitation is not transferable and is limited to eight accomplished leaders in excellent physical shape. For more information, please contact Atala Beckford at atala@earthtrain.org.

For background on Earth Train, please visit www.earthtrain.org

Be sure to look closely at the Adventure section! (www.earthtrain.org/adventure)





There's a rhythm and an order to nature. There's also an order to music, one that emanates from the human heart and spirit. I think it's fantastic that through Junglewood people are able to draw this parallel.

We can transcend the normal definition of instruments for making music, to see –all around us– a biodiversity of sound-making elements that can inspire us and be utilized for creating the music that comes from this relationship with the environment.

For humanity to survive, we need to celebrate life with music and dance, to celebrate our relationship to the environment.

Herbie Hancock, Jazz legend and founding supporter of Junglewood in an interview with Alan Duke, CNN.