

About Lisa Kivirist

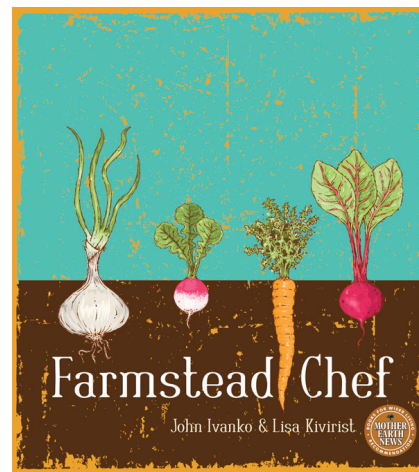
Lisa Kivirist embodies the growing “ecopreneuring” movement: innovative entrepreneurs who successfully blend business with making the world a better place. A distinguished Food & Community Fellow with the Institute for Agriculture and Trade Policy, Lisa’s work focuses on capturing and promoting the story and economic vitality of female farmers and rural entrepreneurs. Lisa founded and directs the Rural Women’s Project, an innovative initiative of the Midwest Organic and Sustainable Education Service designed to raise the voice and leadership of women in agriculture and food-based businesses by providing networking, training and support, aiming to increase media and public awareness issues related to female farmers and food activists. She also spearheads a national collaborative venture “Plate to Politics” that supports healthy, fresh food for all.

Lisa is co-author, with her husband, John Ivanko, of the award-winning book, **ECOpreneuring**, a compact, dynamic tool kit for a fresh approach to entrepreneurial thinking, blending passion for protecting and preserving the planet with small business pragmatics, as well as **Rural Renaissance**, capturing the American dream of farm living for contemporary times. Her first book **Kiss Off Corporate America** is described as a “down-to-earth road map for navigating out of corporate America’s clutches” (Booklist). In addition to feature writing for publications such as *Hobby Farm Home*, *Mother Earth News*, *Popular Kitchen* and *Edible Madison*, Lisa is a lead writer for *Renewing the Countryside*, a non-profit organization showcasing rural entrepreneurial and agricultural success stories and contributed to **Renewing the Countryside: Wisconsin**.

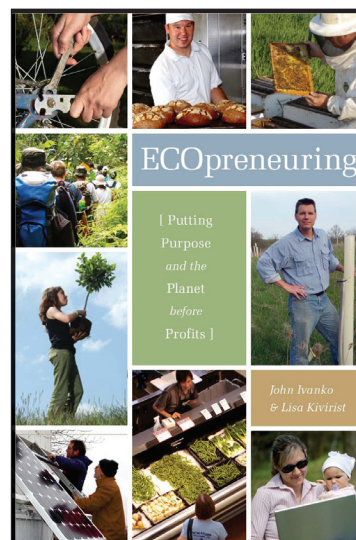
Lisa runs the award-winning Inn Serendipity® Bed and Breakfast and Farm with her family in southwest Wisconsin. The Inn is completely powered by renewable energy and considered among the “Top Ten Eco-Destinations in North America.” Her culinary focus on organic, local and seasonal cuisine – with most ingredients traveling less than 100 feet from farm to B&B plates – earned recognition in publications from *Vegetarian Times* to *Country Woman* and inspired her new cookbook, **Farmstead Chef**.

An engaging national public speaker and workshop facilitator, Kivirist has keynoted and conducted small group sessions on topics related to seasonal and local food, green business, rural living, women entrepreneurship and sustainable living issues at a variety of venues, including Green Festivals, Mother Earth News Fairs, The Creative Connection, the Midwest Renewable Energy & Sustainable Living Fair, the MOSES Organic Farming Conference, Penn State Green Design Conference, and numerous colleges, universities and libraries.

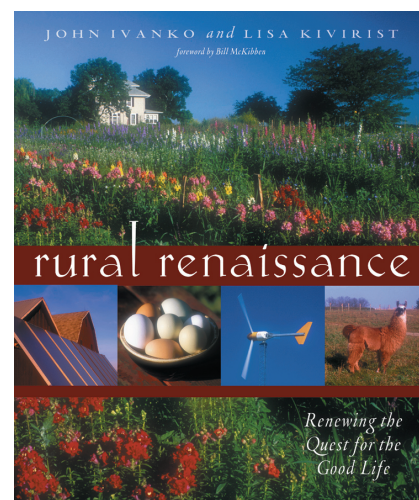
Lisa shares her farm with her husband, their young son, a 10 kW wind turbine and millions of ladybugs. For more information, visit www.innserendipity.com



Farmstead Chef (New Society, 11)
www.farmsteadchef.com



ECOpreneuring: Putting Purpose and the Planet before Profits (New Society, 08)
www.ecopreneuring.biz



Rural Renaissance: Renewing the Quest for the Good Life (New Society, 09)
www.ruralrenaissance.org