

Meet Kim Carlson...

The EarthSmart Consumer



She has one foot in earth-friendly idealism and the other in style-conscious living. And she's wearing stiletto heels.

Kim's passion for the planet has led her to become an eco-conscious shopper, an eco-savvy entrepreneur, and an eco-chic lifestyle maven. She practices what she preaches. (Except she doesn't really preach. She enthuses.)

Kim uses her media appearances as the EarthSmart Consumer to convey the myriad pleasures of a planet-friendly lifestyle, touching upon topics ranging from indulgent spa treatments and stylish entertaining to nontoxic gardening and eco-golf. She is also host of the weekly radio program, *Living' The Green Life*, on Voice America Network. She appears regularly on the Twin Cities NBC television affiliate, as well as on national television and talk radio programs. She has hosted Public Television specials on earth-friendly topics. Kim also contributes to regional and national magazines such as *Self*, *Natural Health*, *Cooking Light*, *Experience Life*, and *Midwest Home & Garden*.

Kim's eco-expertise in all things green has made her a popular keynote speaker and green market consultant to governments, universities and corporations.

Kim is also a high-profile entrepreneur and business leader. She is the founder and CEO of two companies that have won awards for their environmental practices. She has also worked with politicians and policy makers as Chair of the Minnesota Environmental Initiative and as a Public Policy Forum Fellow at the Humphrey Institute of the University of Minnesota.

At home, Kim is an organic cook and gardener. She and her hypoallergenic Havanese pup, Tito, and family divide their time between their Mississippi Riverfront home in downtown Minneapolis and lake home in northwestern Wisconsin.