



## Region News

Welcome Ruth! - Live, Laugh,  
Love, Local with Toril Fisher

Are you embarking on an  
exciting endeavor?

Let us know - we'd love to  
interview you!



### Welcome, Ruth!

My name is Ruth Orme-Johnson, and I am a Northwestern University student interning with the Great Lakes Roots & Shoots office. I am currently studying Social Policy and am completing my third year as an undergraduate in the School of Education and Social Policy. When I'm not in the office, I love playing rugby, rooting for the Red Sox and taking part in student-theater. I also volunteer at a local community garden right in Evanston, and will take any opportunity to spend time outside.

I am, however, most excited about learning about and advocating for environmental policies. I am very interested in any policy or advocacy initiatives you are interested in taking on with your group, so please let me know if you need help with anything of that nature. I am looking forward to working with any and all of you. As an intern I am looking for hands-on experience in whatever it is your group may need assistance with. Please let me know if you're in need of an extra pair of hands, and I'll be there. Thanks so much!

Contact Ruth at [RSGLIIntern1@janegoodall.org](mailto:RSGLIIntern1@janegoodall.org)

### Almost Superhuman: Interview with Toril Fisher, Michigan Volunteer State Coordinator

I interviewed Toril Fisher, Roots & Shoots Volunteer State Coordinator for Michigan, about herself, her job and what it takes to be almost superhuman. Toril does it all, from volunteering with Roots & Shoots, owning a sustainable t-shirt business to raising four children. I picked her brain to find out more about the amazing things she's doing and what inspires her to keep moving ahead. (R. Orme-Johnson)



PROTECT THE EARTH .....  
it's the only known source  
of humans!

#### When were you first interested in environmental issues?

It's been since I was a little girl...my mother tells me we used to drive by garbage trucks or dumps, and I used to

cry and sob. Environmental issues have always been core to my being on this planet, and my mom said I used to worry and have nightmares about where all the waste was going. And so she loves the fact that I have made it my life's work.

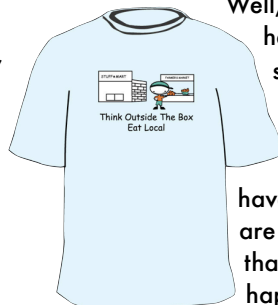
#### And what made you decide to get involved with Roots and Shoots in particular?

Well, I think it's truly planting the seed with children. The innocence and the energy that they bring, and the ability to see

change and see things simply, and to look at change not as something that is hard, but look at change as something that is exciting...Jane Goodall captures that in the mission and says to start with children, because children are the ones who change will affect the most but also, children are the ones who will initiate change with passion and energy.

Tell me a little more about L4, your t-shirt business.

Yeah! **Live Laugh Love Local** ([www.livelaughlovelocal.net](http://www.livelaughlovelocal.net)).



Well, we're a whopping eight weeks old, and we have grown faster than I thought. But how it started was, I'm an artist by nature...and I also have really, really creative daughters.

So it all kind of started with idea that there needs to be a message out there that we have to take responsibility for our planet. These are very heavy messages, but they're messages that are put together, I believe, are very soft, happy images that say "Yeah, we do have a beautiful planet, and yes, we can celebrate, and yes, life is good, but we also have a responsibility," and I don't think there's any other company that's doing that right now **Wonderful!** So who designs your t-shirts and where do you sell them?

My daughter and I design them as well as come up with the taglines on the shirts. Currently, I'm going to a lot of expos (earth expos), and conferences and they're on sale there, as well as some local stores up here in Northern Michigan. But I'm just starting to initiate contact with some very large, online, eco-related internet retailers.

And can we buy them online?

Yes, you can, you can buy them online, but...it's not quite ready yet (give me a few weeks!). If you're interested in a design all you have to do is e-mail me, and then we can handle the sale over the telephone or via e-mail...I still have e-dust in my construction zone on the internet site.

Well wonderful, so is there anything else you'd like to add?

No, I would just say watch us grow. I think it's important that as we look at things, a lot of people feel like their in crisis right now, with the price of fuel and the price of food increasing, and I actually look at this as an opportunity because when you feel like you're in crisis and backed into a corner, that's when humans make change. I think the Live Laugh Love Local message doesn't view it as a crisis but instead as an opportunity, and I'm really excited for people to rethink their purchasing habits and rethink their relationship to the planet, not just for the company but for everyone as a species. As human beings, we need to make changes, and I'm excited about that.