

***Mesa Green Guide* to celebrate re-launch of sustainability magazine**

Staff Report

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Mesa Green Guide, the newest publication from local writer and editor Sharon Leach, has released its first issue, which is concerned with providing a practical look at sustainable energy options in Northern New Mexico.

This Saturday (July 7), the magazine staff will hold a launch party to celebrate the first issue from 4-6 p.m. at Geraint Smith Photography Gallery, 110-D Paseo del Pueblo Norte.

The *Mesa Green Guide* for Northern New Mexico is designed by David Doyle of Digital Dog Design, edited by Leach who previously edited *The Taos Green Guide*, and features the fine art photography of Geraint Smith.

The new publication follows the pattern of *The Taos Green Guide*, which was produced by the now closed Sustain Taos. The *Taos Green Guide* employed the same combination of Leach, Doyle, and Smith as editor, designer, and photographer, respectively.

The Mesa Green Guide focuses on one area of sustainability each issue. For summer 2012, the editor chose energy.

Formerly executive director of Sustain Taos, Leach was managing editor at *Edible Santa Fe* and a freelance contributor to *The Taos News*.

According to a press release, she aims for the magazine “to shatter myths about expensive solar power or heat, especially when compared to the costs of business- as-usual, and wants her readers to hear from others who are making the clean energy transition.”

Before launching *The Mesa Green Guide*, Leach also taught a business class in the UNM Green Tech program and pursued educational and writing projects.

In 2010, she authored a seven-part series on energy efficiency and conservation for *The Taos News*, as part of a Department of Energy grant to the Town.

According to the press release, much of the inspiration for the issue comes from a desire to alleviate economic problems that have affected large parts of the community since the economic downturn in 2008.

The content of the magazine is local and regional in scope. “All of the stories reflect people and places in our bioregion,” said Leach in the release.

Contributors are local writers and sustainability leaders, and include solar designer and advocate Karlis Viceps, CEO of PPC Solar Daniel Weinman, award-winning scientist and lecturer William Brown, and local author and photographer Jim O'Donnell, among many others.

The writers contribute profiles of sustainable work sites and the possibilities offered by sustainable energy, as well as strategies for reducing a personal pollution footprint.

Mesa Green Guide works in partnership with UNM-Taos, "with the joint mission to build capacity within the Green Tech dual-credit program and to increase student access to training and courses."

The magazine is distributed from Taos through Santa Fe and around the Enchanted Circle. It will also be online a month after the publication is on the racks with additional features about clean energy in the bioregion.

The publication will be released annually, and available free of charge at newsstands.

For information, call Sharon Leach at (575) 776-1069 or email her at sharonl@taosnet.com. David Doyle's Digital Dog Design can be found at www.digitaldogdesign.us, and Geraint Smith is at www.geraintsmith.com.