

ABOUT SIERRA BUSINESS COUNCIL

Sierra Business Council is a member-based organization of over 700 individuals and businesses committed to pioneering innovative solutions in the Sierra Nevada.

We've been walking the talk since 1994, working with members of the business community who value a bottom line that incorporates people, profit, and the planet. We are the Sierra Nevada's sustainability organization and continue to demonstrate that vibrant communities, fair and prosperous economies, and healthy thriving ecosystems are not competing interests. When all three thrive, everyone wins.

Our vision is that in the Sierra Nevada, change and challenge create opportunities. Through innovation, integrity, and respect, the Sierra Business Council fosters and harnesses these opportunities by implementing and modeling proactive adaptation to a shifting environment, economy, and population. These measures will empower the Sierra Nevada to become the best place to raise a family, seek adventure, engage in community, grow a business, to learn, and find meaningful work – a place of hope and accomplishment.

For more information regarding how Sierra Business Council programs strengthen local economies, prepare counties in the Sierra for emerging environmental and social shifts, create green, rural jobs, reduce greenhouse gas emissions, lower energy costs for businesses and municipalities, and champion leadership in the region please visit our website at www.sbcouncil.org.

SIERRA NEVADA FACTS:

- Water originating in the Sierra Nevada supplies roughly 60 percent of California's fresh water, much of which is used to drive the Central Valley's agricultural economy.
- The Sierra Nevada possesses some of the world's most productive carbon sequestering lands. On average, 113 tons of carbon is sequestered by an acre of Sierra Nevada forest.
- Half of California's 7,000 vascular plant species occur in the Sierra Nevada. More than 400 of these species are found only in the Sierra and 200 are rare.
- Almost 70% of the total Sierra human population is located in the west-side foothill zone.
- Sierra Nevada means "snowy range" in Spanish. In April of 1776, Padre Pedro Font on the second de Anza expedition gave that name to the mountains that could be seen in the distance to the east.

- When gold was discovered in 1848, the rush of people to Sacramento and its surrounding areas was recorded as the largest human migration in history.
- The Sierra Nevada stretches 400 miles (650km), from Fredonyer Pass in the north to Tehachapi Pass in the south.
- Sierra Nevada ecosystems produce approximately \$2.2 billion worth of commodities and services annually (water resources, agricultural and timber products, ranching, mining, tourism, and recreation).

For more information about the Sierra Business Council please visit www.sbcouncil.org or contact Nikki Streegan at nstreegan@sbccouncil.org for media inquiries.