



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

*The Power of Knowledge and Leadership*

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## *Media Release*

**For Immediate Release:  
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**WASHINGTON, DC (September 8, 2009)** – Climate Prosperity, Inc. announced that Jeffrey Finkle, President and CEO of International Economic Development Council (IEDC), is on their Board of Directors as of June 1, 2009. The new Board of Directors will assist Climate Prosperity, Inc. with their focus on “creating import regional economic outcomes -- **green savings, green opportunity, and green talent** -- while reducing greenhouse gas emissions.”

Climate Prosperity, Inc. has launched a project to help move society towards a carbon-free future. This project is headed by Rockefeller Brothers Fund and is dedicated to “the testing of the proposition that responding to climate change could represent not only an environmental imperative, but, in fact, also an extraordinary economic development opportunity.” Their most recent initiative consists of eight chosen “Pilot Communities” that will serve as a platform for how innovation and economic development can lead society to a carbon-free future. The eight communities are:

1. Silicon Valley/Can Jose, CA
2. Portland, OR
3. St. Louis, MO/IL
4. Denver, CO
5. Seattle, WA
6. Southwest Florida
7. Montgomery County, Maryland
8. State of Delaware

Rockefeller Brothers Fund Program Director for Sustainable Development Michael Northrop noted in Climate Prosperity, Inc.’s Pilot Region press release, “Climate Prosperity, Inc. is the new national nonprofit public-purpose organization to guide this important initiative forward. The Rockefeller Brothers Fund has committed \$100,000 in startup funding for this new civic

enterprise. Climate Prosperity, Inc. will seek additional funding commitments from other foundations, philanthropic institutions, and companies throughout the nation to support this national civic venture.”

Jeffrey Finkle’s past experience has prepared him to take on the role of a Board Member for Climate Prosperity, Inc. He has been a leader in economic development for more than 20 years. In June 2009, he served on the advisor panel for the PEW Foundation where he contributed feedback and guidance to the foundation’s green project. In 2001 he became the President and CEO of the International Economic Development Council (IEDC) following the merger of the Council for Urban Economic Development (CUED) with the American Economic Development Council (AEDC). Managing a \$5 million annual budget and staff of 30, his keen ability to leverage resources and follow a vision have been instrumental in transforming IEDC into the largest economic development membership organization in the U.S.

Finkle served for 15 years as President and CEO of CUED prior to the merger, taking the reigns of the organization at a time it was facing tremendous financial and organizational challenges. A strong and compassionate leader, he steered the organization through this tumultuous period and oversaw the vast expansion of the organization’s influence. Before assuming leadership of CUED, he was U.S. Department of Housing and Urban Development’s (HUD) Deputy Assistant Secretary of Community Planning and Development for Program Management from 1984 to 1986, directing programs with budgets totaling over \$3 billion, including the Community Development Block Grant and the Urban Development Action Grant Program.

Jeffery Finkle has already taken one step towards contributing to the Climate Prosperity Project. With Finkle’s supervision, we at IEDC have developed the Climate Prosperity Handbook, which is free and available on our website. The handbook demonstrates the utility of adopting the three-part agenda of the Climate Prosperity Project **Green Savings/ Green Opportunities/ Green Talent**. The principal message is that rather than climate action being costly and harmful to the economy, it creates wide ranging savings and benefits by: spending less on energy through increased conservation and efficiency; generating significant new employment and entrepreneurial opportunities; expanding renewable energy production and distribution, and offering a wide range of new products, production processes, goods and services, and new technologies.

To view the handbook and the executive summary, please go directly to: [www.iedconline.org/?p=Climate\\_Prosperty\\_Handbook](http://www.iedconline.org/?p=Climate_Prosperty_Handbook)

The International Economic Development Council (IEDC) is the largest non-profit membership organization dedicated to helping economic developers do their job more effectively and raising the profile of the profession. When we

succeed, our members create more high-quality jobs, develop more vibrant communities, and generally improve the quality of life in their regions. For more information about IEDC visit [www.iedconline.org](http://www.iedconline.org).

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