

**DRAFT Testimony of Betsy Blaisdell**  
**The Timberland Company**  
***To the Select Committee of Energy Independence and Global Warming***  
***Franconia, NH June 4, 2007***

Mr. Chairman and members of Committee, thank you for convening this important field hearing in New Hampshire and for inviting my company to testify. My name is Betsy Blaisdell and I am Manager of Environmental Stewardship at The Timberland Company, which is a Stratham, NH based designer and retailer of premium outdoor gear.

At Timberland, we are committed to making it better by minimizing our environmental impact – from the way we design, package, and distribute our products to how we build and power our facilities. As a company with a passion for the outdoors, we believe that doing our best to make it better for our planet is at the core of our business.

Global warming poses an alarming threat given the magnitude and reach of its impact. The costs to our business include spikes and dips in product sales, rising insurance and health care expenses, and costly retrofits for adapting our facilities to extreme weather events. Of greatest concern is damage to our natural areas, where our consumers recreate and where many NH citizens find jobs. NH is the second most forested state in the nation and forest resources provide nearly \$325 million in payroll annually to NH residents. According to a recent study commissioned by the Society for the Protection of NH Forests and Clean Air Cool Planet, our forests will lose \$13 billion in value over the next century from the impacts of a changing climate.

As a business that uses energy to produce more than 30 million pairs of shoes as well as power nearly three hundred facilities, we contribute to this threat. There are economic and environmental alternatives to “business as usual” though, which is why we are reducing our energy demand, investing in renewable energy, and engaging over 6000 people in service to plant trees and protect our wild places, in an effort to become “carbon-neutral” by 2010. Our commitment is visible right here in NH where solar power provides electricity for our global headquarters, biodiesel runs our truck, and LEED green building principles are driving the design of our new retail store in the Rockingham Mall in Manchester.

Fortunately, we are not in this alone. Timberland is grateful to local NH organizations like Clean Air Cool Planet and the NH Sustainable Energy Association who are supporting our businesses, campuses, and communities in pursuing a more sustainable future. Through their partnerships we have collectively, over the past five years, reduced our region’s carbon emissions by over 1 million tons annually. Additionally, NH citizens recently passed a global warming resolution in over 164 NH towns, which calls for the President and Congress to implement economy wide reductions for greenhouse gas emissions.

While voluntarily, we as a business, and we as a collective of community organizations, have begun to find and implement solutions – solutions that are having a positive economic impact -- this alone is not enough. It is time for the president and congress to create a comprehensive national framework to address global warming. Similar to any sound business plan this should include:

**1) Legislation for economy-wide emissions reduction:** As the centerpiece of a comprehensive action plan, this legislative proposal should be aggressive, economically prudent and politically feasible.

**2) Aggressive R&D for low-carbon energy technology:** The establishment of an aggressive, well-funded and staffed research and development program to stimulate the commercialization of low and zero carbon energy technology.

**3) Federal planning for climate change impacts and response:** requiring all federal agencies to consider the climate change impacts of their programs and to develop strategies to decrease exposure to climate risk in their areas of competence.

**4) Strategy to mobilize support and reengage international partners:** The plan should make provisions to mobilize public and private sector support for the climate initiative. The plan should also provide for international engagement to reassert positive U.S. leadership for global action on climate change.

**5) Reallocation of budget priorities:** A budget plan, which shifts budget priorities to reflect the climate initiative, including the reallocation of funds for the restoration and expansion of earth science programs so that understanding and maintaining earth's physical, ecological and atmospheric systems is once again paramount.

**6) Programs to enable/encourage citizens** to build efficiency and conservation in their homes and communities

At Timberland we believe the private sector should play an important role in supporting this framework. Leveraging our assets as businesses and corporate citizens we can deliver:

- Market innovation that promotes products and services which have a smaller carbon footprint.
- Consumer education and engagement, through retail driven initiatives like eco-labels, which build consumers' abilities to pick low carbon products; and service opportunities, which engage consumers in preserving the places of value to them.
- Evidence of impact. Our companies can market the economic and environmental value produced by being early adopters of global

warming action plans.

Thank you for this opportunity to testify before you today.