

then I kept researching and found the need in Guatemala alone was six million stoves," Hughes says. "What we were doing wasn't adequate."

Hughes says she almost bowed out of the program entirely until rocket stove designer Larry Winiarski showed up at her front door one day.

"He said, 'You can't stop doing this work. It's really important,'" she says.

Winiarski had a pitch for Hughes: If she kept working, he would design a lightweight, energy-efficient stove and find someone to produce them.

It all came together: Guitarist Carlos Santana donated \$10,000 to support the work. Hughes met with Winiarski and El Salvador's vice minister of the environment, who had \$5.5 million to invest in the project, and now StoveTeam International has helped set up stove factories in El Salvador, Guatemala, Honduras and Mexico, providing jobs to Central American countries, cutting carbon emissions and saving lives through the use of Winiarski's Ecocina stove. Tested locally by Aprovecho Research Center, the stove reduces carbon emissions by 68 percent and particulate matter by more than 86 percent.

Hughes says she started the project with no background in business or nonprofits. "You just have to start with one foot on the trail and see how far you can go," she says.

Visit stoveteam.org to learn more.



GERI RICHMOND

If 10 percent of your ideas work, then celebrate. — GERI RICHMOND, UO PROFESSOR

"I'm an experimentalist," she explains. "Not every experiment works, and that's the way I've approached this. You always have to be ready to change tactics if your idea doesn't work. This one works and was successful, and that's great, but had it not, I would have gone on to another tactic."

Visit coach.uoregon.edu for more.

It's Your Turn

All these stories have a common thread: They started with an idea, and regardless of whether the people involved knew how to implement them, they charged forward and tried in spite of inexperience or self doubt.

Johnson of FertiLab Thinkubator says that more than 1,000 people came through the doors of FertiLab in Eugene last year, all brimming with ideas they wanted to hash out and discuss. That's why FertiLab opened a new location in Springfield last month — to continue helping as many people as possible to grow their ideas.

That's what it takes, Johnson says. It takes risk and bravery. People with ideas can't be afraid of criticism or feedback. Ideas also need investments of both time and money. Eugeneans shouldn't refuse to make investments that might take time to grow.

So take these examples and draw inspiration from them. If you have an idea, pursue it. If you have money to give, help someone else out. Put Eugene on the map yet again as a creative city that exports ideas.

Needless to say, there are many more ideas we'd like to put out there, so please write to us with more stories of Eugene's blossoming ideas or, even better, come up with your own. ■

The Experimenter

Ask UO Professor Geri Richmond for advice, and she'll tell you this: Prepare to succeed only 10 percent of the time.

"That's a really good philosophy for life," she says. "If 10 percent of your ideas work, then celebrate."

Glance at Richmond's resume and it's clear that she's put her advice to good use. She runs a chemistry research lab at the UO, is soon to be president of the American Association for the Advancement of Science and serves as a U.S. Science Envoy, appointed by Secretary of State John Kerry.

She also founded an influential program called COACH that helps women scientists and engineers all over the world advance their careers. She says the program started with a small meeting of U.S. women in chemistry to discuss why women in science, technology, engineering and math (STEM) were being passed up for honors and advancement mid-career. Since then, it's expanded to the

international scale, and COACH has held workshops for women in 25 countries around the globe.

"We found that the majority of women do not ask for what they need," Richmond says, "and so our workshops are career-building and focus on concepts like negotiation, building relationships, leadership, dealing with difficult confrontations and making yourself recognizable."

Richmond seeks funding and recruits volunteers to travel with her to Thailand, Cameroon and Jamaica, where they work at boosting women's confidence and giving them resources to improve their careers. These opportunities are particularly important in developing countries, Richmond says.

When pitching her workshops to other countries, Richmond says she doesn't pose it as a solution to a problem. First, she tries to understand the culture and works with countries to determine if COACH would be helpful to them.

The program has expanded beyond Richmond's expectations, but that ties into her 10-percent philosophy, she says.

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