

# About Lisa Kivirist

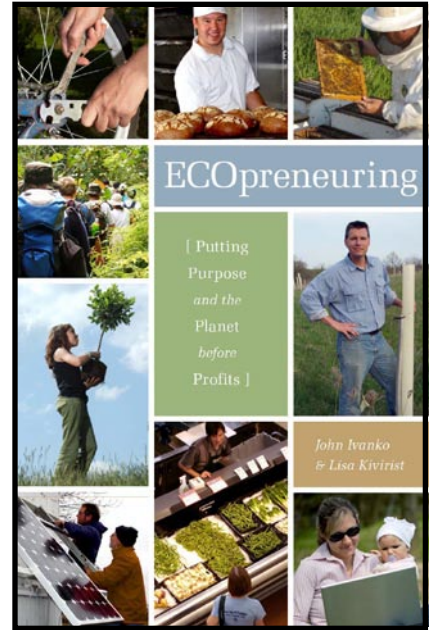
Lisa Kivirist embodies the growing “ecopreneuring” movement: innovative entrepreneurs who successfully blend business with making the world a better place. A distinguished W.K. Kellogg Food & Society Policy Fellow, Lisa’s fellowship work focuses on capturing and promoting the story and economic vitality of female farmers and rural entrepreneurs. Lisa is co-author, with her husband, John Ivanko, of *Rural Renaissance: Renewing the Quest for the Good Life*, capturing the American dream of farm living for contemporary times. The duo’s latest release, *ECopreneuring: Putting Purpose and the Planet Before Profits* is a compact, dynamic tool kit for a fresh approach to entrepreneurial thinking, blending passion for protecting and preserving the planet with small business pragmatics. Lisa also penned *Kiss Off Corporate America: A Young Professional’s Guide to Independence*, described as a “down-to-earth road map for navigating out of corporate America’s clutches” (Booklist).

In addition to feature writing for publications such as *Hobby Farm Home*, *Mother Earth News* and *Wisconsin Trails*, Lisa regular blogs for Green Options and is a lead writer for Renewing the Countryside, a non-profit organization showcasing rural entrepreneurial and agricultural success stories. Lisa is educational outreach director for *Renewing the Countryside: Wisconsin*, published in partnership with the Midwest Organic and Sustainable Education Service (MOSES). She directs the MOSES Rural Women’s Project, an innovative new initiative designed to raise the voice of women in agriculture and farm-based businesses by providing networking, training and support, aiming to increase media and public awareness issues of female farmers and rural entrepreneurs.

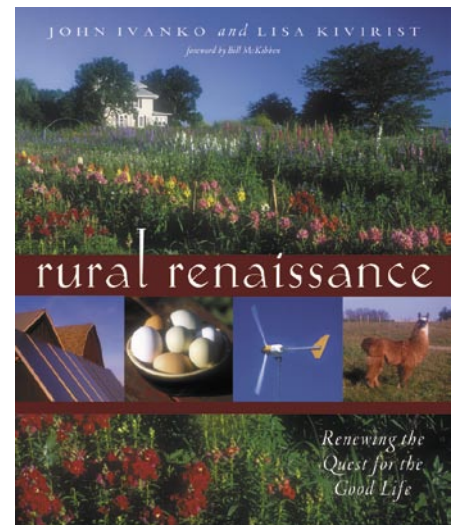
Lisa runs the award-winning Inn Serendipity® Bed and Breakfast and Farm with her family in southwest Wisconsin. The Inn is completely powered by renewable energy and considered amongst the “Top Ten Eco-Destinations in North America” (Natural Home). Her culinary focus on organic, local and seasonal cuisine – with most ingredients traveling less than 100 feet from farm to B&B plates – earned recognition in publications from *Vegetarian Times* to *Country Woman* and inspired her cookbook, *Edible Earth: Savoring the Good Life with Vegetarian Recipes from Inn Serendipity*.

An engaging public speaker and workshop facilitator, Kivirist has keynoted and conducted small group sessions on a variety of topics related to green business, rural living, women entrepreneurs and sustainable living issues at a variety of venues, including Green Fest, the Midwest Renewable Energy & Sustainable Living Fair, the MOSES Organic Farming Conference, Penn State Green Design Conference, and the Chicago Botanical Gardens.

Lisa shares her farm with her husband, their young son, a 10kw wind turbine and millions of ladybugs. For more information, visit [www.innserendipity.com](http://www.innserendipity.com)



ECopreneuring: Putting Purpose and the Planet before Profits (New Society, 08)  
[www.ecopreneuring.biz](http://www.ecopreneuring.biz)



Rural Renaissance: Renewing the Quest for the Good Life (New Society, 04)  
[www.ruralrenaissance.org](http://www.ruralrenaissance.org)

“Discover your inner tomato — know and understand yourself and your passions and how these elements can work together to craft a fulfilling livelihood that leaves this world a better place. Are you a Brandywine, slowly ripening to yield some of the sweetest fruit? Or are you a Green Zebra: Unique in green striped design, early to ripe and a dash tarter, edgier than most? Whoever you may be — relish and celebrate your uniqueness.”