

Richard Pace

Richard Pace was born and resided in Louisville, Kentucky until attending Rose-Hulman Institute of Technology, receiving a B.S. in Mechanical Engineering in 1970.

In 1974 he pursued an interest in the art of fine bookmaking at Indiana University. While at Indiana, he created a series of experimental books and fine press prints. As part of his program, Mr. Pace worked under the direction of David Randall, Director of the Lilly Rare Book Library and, at the time, America's premier antiquarian bibliophile, on the recreation of the British Museum's *Printing and the Mind of Man* exhibit. He received an M.F.A. in 1978.

From 1977 until 1996 Mr. Pace managed and developed several hundred publishing and information products and a number of publishing ventures - many for prominent scientists, institutions, and corporations. Mr. Pace has received hundreds of awards for his publishing projects.

He began that publishing career at the University of Chicago Press. On publications ranging from simple monographs to complex atlases and scientific studies, Mr. Pace developed and managed projects as diverse as *An Atlas of South Asia* to Thomas Kuhn's science classic *The Essential Tension*.

In 1980 Dr. Gerard Piel, then Publisher of Scientific American Magazine, charged Howard Boyer, Linda Chapit, and Mr. Pace with developing a new series of science books. Part of the process involved purchasing and restructuring W. H. Freeman Publishers, an international science publisher. The result of the project was Scientific American Library. Over a two year period W. H. Freeman was moved from California to New York City. The Library's first authors included Nobel Laureates James D. Watson and Steven Weinberg. The first book, *Powers of Ten*, remains a standard of scientific surveys. In its first year, the Library subscribed over 30,000 members for its yearly six book series.

In 1996, he and a frequent business collaborator, Peter Gengler, began developing concepts to pursue their mutual interest in environmental conservation and the potential of the Internet to convey environmental and ecological information and knowledge. The partners prototyped internet spatial technologies for environmental decision-making, land

and property assessment methods and an integrated real estate decision support system.

In late 2003, Mr. Pace and Mr. Gengler took their intellectual property and formed EcoAsset Markets, Inc. (EAM) to establish new economies for natural capital and ecosystem services. The EAM Founders believed local and regional natural capital economies offered opportunities to establish new business models for conservation. Through EAM, Mr. Pace has worked extensively with USDA NRCS and received two substantial Conservation Innovation Grants. He has advised and developed proposals/projects for several New England conservation organizations.

Realizing the Chesapeake Bay's critical role in the development of new environmental economies, Mr. Pace in February of 2010 formed a Maryland LLC, the Chesapeake Ecofinance Company (CEFC), with Peter Gengler and Richard Pritzlaff of The Biophilia Foundation. The Company has been formed to implement a number of sustainable land use projects by carefully selecting, purchasing, and environmentally restoring farms (and potentially other environmentally critical properties) – then returning them to private ownership. CEFC began with a \$9M first round of funding. Mr. Pace and Mr. Gengler are currently developing plans/prospectus for a second round fund.

In November of 2010 Mr. Pace began development of a Rhode Island Farmland Fund to expand both rural and urban farmland in the State. The RI Fund will also explore microlending options for the expansion of family and other small scale farming as well as design a Soil Improvement and Water Protection Incentive Payment Program.

Rick has two children, Heather Pace Lewis and Katharine Cummings Pace, and two grandchildren, Emma Colleen Lewis and Nathaniel Stanton Lewis. He is married to Maryellen O'Mahony, former Executive Director of a regional Massachusetts YMCA and a longtime child advocate in Rhode Island. He is a masters athlete participating in road cycling/mountain biking and for a number of years was President of a regional cycling and road-racing club.

Mr. Pace has a long family history of involvement with community development and social mission activities. Following his father's teachings that combined a concern about weapons with a devotion to public service, he served three years after his undergraduate education as a Vietnam War era surgical technician. During that period he worked actively with community schools, health and legal outreach, and environmental policy development.

His environmental ethic developed over the period from 1979 until 1995, early conceived by David Orr of Oberlin College, believing that the most sustainable human use of the Earth's ecological assets will occur by 1) recognizing that the U.S. economy rests upon the capacity of large, complex ecosystems to supply us with the essentials of life; 2) accurately distributing scientific knowledge on the state of the environment and the value of its ecosystem services; and 3) reinforcing responsible social behavior through economic incentives.