Ten years ago, when Judith Plant published her first book, *Healing the Wounds: The Promise of Ecofeminism* with New Society Publishers in Philadelphia, she and her partner Chris Plant wrestled with a publishing decision that changed the course of their lives, leading them out of the backwoods to the forefront of the Sustainability Movement. Here Chris Plant recalls the evolution of their remarkable imprint.

As a face-to-face meeting in Philadelphia in 1995, we learned very suddenly that the Philadelphia office was basically bankrupt. Unless someone stepped up to the plate, the publishing operation would be closed. Unlike the key players in the Philadelphia collective who seemed tired, we were not ready to stop publishing—or, on the contrary, we were just getting going. The only thing we had to do was take over the whole operation. We were organized as non-profits at the time, and at first we tried raising the necessary capital through charitable means. But good fortune stepped in at the right time in the form of an angel investor (this angel had been on our mailing list from the beginning of *The New Catalyst* days), and so in 1995 Gabriola Island became the international headquarters of New Society Publishers.

We bought just over 50 percent of the NSS list along with the U.S. distribution infrastructure and a whole lot of goodwill. Not everyone wanted the change, but New Society had become a Canadian enterprise, however, and our task became that of convincing authors and others that we could continue to be an effective social change publisher from north of the border. New Society had started as a social movement, opposing the war in Vietnam, nuclear weapons and power, and publishing pamphlets on peace and nonviolence, civil disobedience, conflict resolution and social change. Their early books focused on nonviolence, feminism and alternative economies. When we entered the picture, we added an environmental focus. Now we needed to reinvent the company and did so—within the context of sustainability which, in our eyes, combined all three in interesting and more profound ways. The question was whether we could sustain a valuable publishing operation while making sustainability successful in the business world.

Sustainability was a hard sell but we relentlessly promoted our brand and did so with “the international quality of our list.” As noted attached to the award, Jim Douglas praised New Society’s “highly capable staff will gradually take over the running of the company and did so in its at the time, and at first we tried raising the necessary capital through charitable means. But good fortune stepped in at the right time in the form of an angel investor that we could continue to be an effective social change publisher from north of the border. New Society had started as a social movement, opposing the war in Vietnam, nuclear weapons and power, and publishing pamphlets on peace and nonviolence, civil disobedience, conflict resolution and social change. Their early books focused on nonviolence, feminism and alternative economies. When we entered the picture, we added an environmental focus. Now we needed to reinvent the company and did so—within the context of sustainability which, in our eyes, combined all three in interesting and more profound ways. The question was whether we could sustain a valuable publishing operation while making sustainability successful in the business world.

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