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MEET THE BOARD

John P. Sall



YEARS OF SERVICE: Six

BACKGROUND: Majored in history at Beloit College in Wisconsin; earned a master's degree in economics at Northern Illinois University. In 1976, was one of four co-founders of SAS Institute Inc., a Cary, North Carolina-based business-software company. Today, serves as executive vice president of SAS, with 10,000 employees in 50 countries. Eight years ago, a gift from the Sall Family Foundation helped the Conservancy launch its first project in Borneo, which saved a tract of threatened rainforest and evolved into a regional preservation initiative. Wife Ginger is on the board of WWF.

Family: Wife Ginger Sall and four children.

First rainforest visit: That would be Noel Kempff [national park in Bolivia]. It's not a triple-canopy high forest, but it's pretty amazing. There was this little 10-foot cliff over the river. A few minutes after we got there, we all jumped in. Later we learned the river has piranha in it.

Reason to take your kids to developing countries: To become world citizens. It's too easy to sit back and not expose yourself to the rest of the world. You visit these areas a few times, your phobias about faraway places start to disappear.

Factors that will shape our environmental future: Population growth and international trade. We're going to face

a lot more resource constraints, and that's going to change the price structure of things. It's already starting to happen. The environment is just part of it. The whole economy will be challenged in a lot of different ways.

Greenest thing I've done at home recently: Changed our light bulbs to compact fluorescents.

Recommended reading: I loved reading E.O. Wilson's book on ants. He wrote the classic textbook, then a shorter book [*Journey to the Ants*, with Bert Hölldobler] more for nonbiologists. It's wonderful.

On balancing support for two conservation groups in one family: I wear shirts from both organizations. I even have a couple from a joint program in Borneo that have both logos.