

Meet the people making a difference, as chosen by  
**DEEPAK CHOPRA** ♦ **DESMOND TUTU** ♦ **AMY DOMINI** ♦ **ANDREW WEIL**  
**ROBERT REDFORD** ♦ **ALICE WATERS** ♦ **PAULO COELHO** ♦ **AND MANY MORE**

# Ode

FOR INTELLIGENT OPTIMISTS

# 25 INTELLIGENT OPTIMISTS

WHO ARE CREATING A BETTER TOMORROW TODAY

Rock star and activist  
**JACK JOHNSON** (center)  
with Bob and Kelly King  
of Pacific Biodiesel





## Bob and Kelly King: Turning waste into biodiesel

Singer-songwriter Jack Johnson respects the mission of Bob and Kelly King to promote the use of biodiesel in Hawaii and around the Pacific.

[Jack Johnson](#) | Jan/Feb 2009 issue



**Bob and Kelly King, Founders, Sustainable Biodiesel Alliance and Pacific Biodiesel.  
Kahului, Hawaii**

*Photo: Bob and Kelly King*

Bob and Kelly King started [Pacific Biodiesel](#) in Hawaii 10 years ago, before anyone knew what biofuels were or why they were important. In 1995, while he was working at the Central Maui Landfill, Bob King saw the opportunity to convert restaurant waste into biodiesel that could fuel the landfill's generators. This revolutionary idea of converting waste to fuel led to the creation of Pacific Biodiesel plants on Maui, Oahu and in several more U.S. states.

The Kings support the local economy and environment by creating community-based solutions for managing waste and turning it into fuel. They're developing a fuel that doesn't rely on foreign oil, rainforests or our food supply.

As the demand for biodiesel began to outpace the supply of used cooking oil, the Kings started the [Sustainable Biodiesel Alliance](#) to focus on the environmental, social and economic-sustainability issues facing biodiesel.

The car my family and I drive is powered by sustainable and locally produced biodiesel. The only problem is it smells like French fries rather than diesel fuel, so I get hungry whenever I drive.



Bob and Kelly King were nominated as one of Ode's top 25 Intelligent Optimists by Jack Johnson.

**JACK JOHNSON, singer-songwriter and activist**