



Sierra Sentry

florida.sierraclub.org/northeast

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February 2018

To Social Media... & Beyond

We are embarking on an exciting adventure and delving into uncharted territory – the wide world of social media! Starting February 1st, we will be employing an environmental communicator to establish an online presence for our group. Not only will this keep you up to date with the latest programs, outings, and news from the First Coast, but it will also expand our target audience to include more diverse demographics of environmentalists.



Our goal is to share our message “to explore, enjoy, and protect the natural world” with a larger online audience. By sharing informative articles on Facebook and Twitter, we will be able to educate the masses. These media outlets are also going to be used to advertise our events, outings, and programs, and may even help you not to forget that upcoming hike that you didn’t want to miss. Facebook is a great tool used to build community and have constructive conversations on local and global issues that affect us all. We welcome everyone with a Facebook account to ‘like’ our page (facebook.com/SCFNEGroup) while respectively “liking,” commenting, and sharing our posts with their own Facebook friends. The untapped potential of future environmentalists may be awoken with your engagement.

We will also be operating an Instagram account, which will highlight our group’s activities and accomplishments in visual form. Through artistic images and short video clips, we will be able to inspire an appreciation for our natural world on a whole other level. On Instagram, we will highlight the beauty found in our own backyard—the reason why we care to fight for land and habitat preservation. We will also be highlighting environmentalist nature photography and videography. This will also be an outlet to highlight Sierra Club events and our nature outing memories.

Establishing a larger social media following cannot be done without the support of our members. If you have social media accounts, we would greatly appreciate connecting with you on all platforms. Our member interactions on social media will help us to establish our presence and expand our events and information to a wider, more diverse audience across the first coast... and beyond.

If you think that the new social media campaign is a step in the right direction for our group, we would appreciate your support. Monetary donations for our environmental communicator can be made online via PayPal @ www.sierraclub.org/florida/northeast-florida/donate. Any contribution is appreciated.

Please follow us on
Facebook: www.facebook.com/SCFNEGroup
Twitter: @SierraNEFL
Instagram: @sierra_northeast

Welcome New Executive Committee Members

We have elected Joel Roberts, VJ Satoskar and Pam Keramati to our Executive Committee. They bring a wealth of experience and we are grateful they have chosen to participate on our leadership team. We thank Ken Wright and Maria Andal who are transitioning off our Excom. Ken will continue to serve as our Legal Chair and is doing important work on Sierra's legal challenge related to use of Amendment 1 funds. Maria shared her talents for writing and social media during her time with us, and will be greatly missed. Sierra is grateful for such talented activist volunteers

Executive Committee

Janet Stanko, Chair	208-1341 janestan@bellsouth.net
Cindy Baker	cindysbaker@gmail.com
Lisa Williams	388-6357 LisaOW@gmail.com
Ed Schlessinger, Treasurer	730-8148 eds.greenmail@gmail.com
Julianne Mammana	jmm094@bucknell.edu
Vijay Satoskar	satoskarvv@yahoo.com
Joel Roberts	JoelHRoberts@me.com
Pam Keramati	kermap@me.com

Committee Chairs

Conservation	Volunteer for this position! Call 990-3191
Environmental Education	Julianne Mammana jmm094@bucknell.edu
Publicity	Volunteer for this position! Call 990-3191
Outings	Bill Armstrong armsfam@yahoo.com
Legislative	Volunteer for this position! Call 990-3191
Legal	Ken Wright ken@jacobsonwright.com
Membership	Volunteer for this position! Call 990-3191
Newsletter	Julianne Mammana jmm094@bucknell.edu
Programs Ponte Vedra	Brian Paradise bgparadise@comcast.net
Website	Bill Armstrong armsfam@yahoo.com
Programs, Duval	Cindy Baker CindySBaker@gmail.com

Connect With Us Online

E-mail: ne-editor@florida.sierraclub.org
Web: <http://florida.sierraclub.org/northeast>
Meetup: www.meetup.com/Sierra-Club-Northeast-Florida-Group
Facebook: <http://tinyurl.com/29v9hsd>
Twitter: <http://twitter.com/sierranefl>

Sierra Club Outings

No pets allowed on outing except where designated in the outings description. Outing participants are required to sign a waiver and release of liability at the start of the outing. The waiver can be found at: sierraclub.org/outings/national/participantforms/forms/individual_waiver.pdf

JOIN US ON MEETUP: OUTINGS HAVE BEEN FILLING UP FAST!

For the most up to date information and to ensure your spot, join our MeetUp site. Details of all outings can be found there with easy access to programs and interactions, or check our website.

www.meetup.com/Sierra-Club-Northeast-Florida-Group

Saturday, February 3, 10:00 a.m.: Hike the Bayard Conservation Area

Join us on a 5 mile hike in the Bayard Conservation Area. The area is located on the west bank of the St. Johns River in Green Cove Springs. We will be hiking through multiple distinct communities including sandhill, pine flatwoods, and riverine bottomland hardwoods, with a visit to the shore of the St. Johns, where the vista opens up and the beautiful river is visible for miles north, south and east.

We will meet at the parking area on the south side of SR 16 just west of the Shands Bridge over the St. Johns River. There are two entrances. We will be meeting at the one furthest east. Trailhead coordinates are 29.976822, -81.639317. There are no rest rooms at the site. We will meet at the kiosk next to the gate at the beginning of the trail. Arrive by 9:30 a.m to allow time for our pre-hike sign-in, introductions, and hike information.

Bring bug spray, sun block, and water. There is no potable water on the trail. No pets, please. Children capable of hiking the distance are welcome. RSVP on Meetup or to Bill Snow at wbsnow@gmail.com.

Saturday, February 10, 9:00 a.m.: GTM Reserve Fitness Hike – Southern Loop

This is an outing for those who enjoy hiking at a brisk pace while enjoying the outdoors. It is an opportunity to tone leg muscles in advance of upcoming treks. The hike will utilize the GTM Purple and Red trails to create a 6 mile loop. The route courses around the southern end of the reserve providing excellent views of the Guana and Tolomoto Rivers. The trail is firm, well-marked, and has a difficulty rating of 2 (on a 5 pt scale). Though efforts will be made to maintain a 2.5 - 3 mph pace, there will be periodic stops to refresh and appreciate views. Participants should be capable of hiking at a brisk pace for an extended period and have broken-in hiking shoes/boots.

The hike will begin at the Trailhead Pavilion across the dam west of the GTM Exhibition Center. Parking and restrooms are available at the pavilion. The address is 450 Guana River Road, Ponte Vedra Beach, FL 32082. Park fees: \$3.00 for vehicles with up to 8 passengers. Bring water, snacks, insect repellent, and sun screen. No pets are allowed. RSVP on Meetup or to Outing Leader Logan Cross at jlogancross3@gmail.com

Saturday, February 10, 1:00 p.m.: History, Water & Fire: Paddle Pellicer Creek from Princess Place Preserve

Lets go up the creek WITH a paddle! Pellicer Creek is a beautiful easy to moderate run that meets the Matanzas River at Princess Place Preserve. Address: 2500 Princess Place Road, Palm Coast, 32137.

The Preserve protects the oldest homestead in the county, Cherokee Grove. Come early and meander around the historic buildings and then meet me at the put in at 12:30 for a 1 pm 2-hourish paddle. Bring a lawn chair and snack and join me around a campfire for a little afternoon respite when we return from the paddle. I will supply the (non alcoholic) drinks. Although this should be an easy paddle it is open water so the wind can make a big difference—experience paddling is necessary. Also, you must wear a PFD at all times, carry a whistle and stay with the group. No smoking, alcohol, or phone calls on the water! No rentals available. Arrive by 12:30 unload, gather up for review and launch at 1pm. Park by the launch to unload then move car to the authorized parking area. No charge. RSVP on Meetup or to Outing Leader Carla Carpenter at drifterkayaker@mac.com.

It's Time for Armchair Activism...

What's armchair activism? These are the emails and calls you make to legislators to ask them to support good environmental bills or oppose bad ones. While elegant in its simplicity, it leverages the impact of other communications we do through our lobbyist in Tallahassee, legislator meetings and media events. We tell elected officials that our members want land preservation, clean water and clean energy. But your calls and emails help to bring the message home to them. They want to hear from constituents.

Now there a another way to flex our muscles: social media. Please "like" us on Facebook, share & comment on our posts. Julianne Mammana will be our social media communicator and will amp up our Facebook, Twitter and Instagram. Your engagement will get the word out to a larger audience.

How to find out about what's going on? Sign up for Action Alerts from Sierra Club. Go to our website <https://www.sierraclub.org/florida/northeast-florida> We don't send that many except during the legislative session.

The Programs they are A-Changin'

Be on the lookout for changes to our usually scheduled Ponte Vedra and Jacksonville monthly programs. After surveying our members, we have come to the consensus that less frequent meetings were desired. We will most likely be merging the two programs into one bi-monthly session for all. Dates, times, and locations may vary to include more diverse groups across all areas of the First Coast.

We are always welcoming input from our members on what types of programs they would like to attend,. To provide feedback on our programs or to request a specific topic or type for the future, reach out to Janet Stanko @ janestan@bellsouth.net.

Join the Sierra Club

Name _____


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Email _____

**Join today and receive
a FREE Sierra Club
Weekender Bag!**



Check enclosed. Please make payable to Sierra Club.

Please charge my: Visa Mastercard AMEX

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Membership Categories	Individual	Joint
Special Offer	<input type="checkbox"/> \$25	
Standard	<input type="checkbox"/> \$39	<input type="checkbox"/> \$47
Supporting	<input type="checkbox"/> \$75	<input type="checkbox"/> \$100
Contributing	<input type="checkbox"/> \$150	<input type="checkbox"/> \$175
Life	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1250
Senior	<input type="checkbox"/> \$24	<input type="checkbox"/> \$32
Student/Limited Income	<input type="checkbox"/> \$24	<input type="checkbox"/> \$32

Contributions, gifts and dues to Sierra Club are not tax deductible; they support our effective, citizen-based advocacy and lobbying efforts. Your dues include \$7.50 for a subscription to Sierra magazine and \$1 for your Chapter newsletters.

Enclose a check and mail to Sierra Club,
P.O. Box 52968, Boulder, CO 80322-2968
or visit our website www.sierraclub.org F94Q W 1

Volunteers Wanted

Did you make a new year's resolution to get more involved in the environment? We have had a lot of people volunteer for Sierra, and if you were one of them, we invite you to peruse our volunteer opportunities posted on our website www.sierraclub.org/florida/northeast-florida . Please contact Janet Stanko janestan@bellsouth.net if you have questions.



- Newsletter editor: Contact Julianne @ jmm094@bucknell.edu
- Media Outreach: Reach out to print & broadcast media
- Member Outreach: Through Constant Contact
- Videographer: Tell our story through video & photo imagery
- Legislative Advocacy: Educate legislators on environmental issues

Meeting Calendar

Monday, February 19 @ 6:30pm
Combined Executive Committee and Conservation Committee Meeting
The Sheraton Jacksonville Lounge
10605 Deerwood Park Blvd.
Jacksonville, FL 32256

Monday, February 12th @ 6:45 pm
Jacksonville Program
Lakewood Presbyterian Church

Monday, February 5th @ 6pm
Ponte Vedra Program
Ponte Vedra Beach Public Library

*"Wilderness is not a luxury,
but a necessity of the human
spirit."*

-Edward Abbey



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General Programs

Visit our websites for maps to all meeting locations:
florida.sierraclub.org/northeast
www.meetup.com/Sierra-Club-Northeast-Florida-Group

Jacksonville Program Monday, February 12th 6:45 pm

Landscaping with Native Plants

Alfred and Leslie Romeu bought Native and Uncommon Plants Nursery in June of 2015 and have devoted themselves to spreading the knowledge about native Florida plants since then. Alfred has nearly 10 years experience with sustainable landscaping and is committed to showing that beauty and environmentally friendly landscaping can go hand in hand using the beautiful native plants that Florida has to offer. In his presentation he will cover a few of the basics he uses in preparing his designs including site and plant selection. Then he will show you some of his favorite Florida natives in the hope that you too will find them irresistible.

Please join us for our February Sierra Club meeting to be held Monday, February 12, 2018 in Lakewood Presbyterian Church, 2001 University Blvd W, rear of the education building. Social time is from 6:30-7:00 with the program starting at 7:00pm. All are welcome. Free.

Ponte Vedra Program Monday, February 5th @ 6pm

Environmental Priorities for 2018 Florida Legislature

Sierra Club activist Tom Larson, and others, will speak on the Sierra Club's Legislative Platform for 2018. This platform includes clean energy, mass transit and electric vehicles, waste minimization and more. Also, find out about proposed legislation that could affect Florida's environmental health, such as fracking, the Land Acquisition Trust Fund and Florida's water supply. Learn how residents can participate in our democratic process and how to make our voices heard on all key environmental issues facing Florida and our bioregion.

All members and non-members are welcome. The program will be held in the Friends of the Library main meeting room of the Ponte Vedra Beach Public Library at 101 Library Boulevard (at intersection of A1A) in Ponte Vedra Beach. For further information please e mail Brian Paradise at bgparadise@comcast.net