



# eco-logue

Explore, enjoy  
and protect  
the planet

ROCHESTER REGIONAL GROUP

Volume 38, No. 5  
Nov/Dec/Jan 2008-9

## ZERO WASTE (or Pretty Darn Close)

A Sierra Club Program on  
Recycling

November 6<sup>th</sup>, 7PM

Brighton Town Hall  
AUDITORIUM

2300 Elmwood Ave,  
Rochester NY 14618

by Frank J. Regan

[FrankRegan@RochesterEnvironment.com](mailto:FrankRegan@RochesterEnvironment.com)

Few environmental issues get the wholesale respect of all sectors of society—environmental groups, municipalities, politicians, business, and the average citizen—as recycling. What's not to like? With a slight change in your daily habits you and your family or the small business down the street could be having a monumental effect on making our environment sustainable. New business can be created from the things we throw away today.

Imagine taking everything we potentially throw away—steel, iron, paper, cardboard, computers, batteries, appliances, even household scraps—and reusing everything. I mean everything, so that nothing gets wasted. Imagine a society where everyone recycles everything out of habit. And, imagine a vast infrastructure in place to make sure each and every item gets recovered and reused—instead of ending up in a landfill to poison our land and water and air. Sound fantastic? Actually, it's not such a wild new idea. If you lived through World War II, you witnessed this massive recycling movement.

## Want to Know More About Solar or Wind Power?

Come to our 10<sup>th</sup> annual Winter Solstice Party  
and Bring your Solar and Wind Power Questions  
Monday, December 15<sup>th</sup>, 2008, Brighton Town Park Lodge

All Sierra Club members are invited to our 10<sup>th</sup> Annual Winter Solstice Celebration. This year our Guest speaker is Chris Schaefer from Solar and Wind FX. Chris was the Finger Lakes Green Homes Tour Coordinator this year and has been educating homeowners about renewable energy options for over 18 years. Chris enjoys and expects audience participation at his talks, so please bring any solar and wind questions that you may have.

The party begins at 5:30 pm and ends at 8:30 pm, Monday, December 15<sup>th</sup>, 2008 at the Brighton Town Park Lodge, 777 Westfall Road. In addition to your questions we ask that you please bring a vegetarian dish to pass. We will provide beverages, cheese and crackers. Please call us to let us know that you will join us at 234-1056 and leave a message. Come and celebrate the approaching Solstice with us!

We have the knowhow. We know that, where there's a need, there's a way. The way is called recycling.

So, mark your calendars for this timely program that helps us kick-off for our new recycling committee. Join in the public dialogue that will focus our attention on recycling in Rochester.

Our speaker will be Chris Burger who helped develop the Zero Waste Committee(s) at both the State and National level for the Sierra Club. He currently serves as Chair for the State Atlantic Chapter Committee and Correspondence Secretary for the National Committee.

"Zero Waste (or Pretty Darn Close)" will include a PowerPoint presentation on why it is important for all of us to reduce waste, followed by practical "how-to" suggestions for families, businesses, communities, and beyond. Our program is presented by a member of a family of four, which has produced only 3/4 pounds of waste per person a

year for over 15 years. His family has been featured in both national and international media.

Chris is a Sierra Club leader. He owns Horizon Enterprises, a resource management company, and is a College Instructor, teaching Science, Technology, and Society. In his own community, he organized to stop a waste incinerator and prevented the privatization of a local landfill. He wrote the community's recycling plan that has become one of the best in the country.

For more information on the fledgling Rochester Zero Waste committee and updates on our program, surf over to [http://newyork.sierraclub.org/rochester/Zero\\_Waste.html](http://newyork.sierraclub.org/rochester/Zero_Waste.html)

SAVE THE DATE  
Thursday, April 16th, 2009  
The Sierra Club's  
11th Annual Environmental Forum  
2009 Topic: Local and Sustainable Food  
Contact: Dina Stein at 585-234-1056

## From the Chair



by Deb Muratore

In these times of economic, environmental and ethical turmoil, it's encouraging to find a ray of hope. The George Eastman House has a Human Spirit Film Series - celebrating the power to make a difference. "Within all of us is the power to make positive changes in the lives of people closest to us and within our communities... Certain films can help us to see, hear and feel such power within us and inspire us to make a difference."

The intent of this film series is to highlight and celebrate accounts of people whose good work improves the human condition and help others. There will be a discussion after each film to encourage and support us in our efforts to assist people and the planet. A complete listing can be found at [dryden.eastmanhouse.org](http://dryden.eastmanhouse.org). The series runs from Sept 08 to May 09.

The Sierra Club's Great Lakes Committee is co-sponsoring "Flow," for Love Of Water, on Saturday Nov. 22 at 8pm. Please join us for a celebration of people truly making a difference in their lives and communities.

People around the world are fighting for their basic human right to access free water. This provocative wake-up call of a documentary introduces viewers to, among others, an African shantytown where citizens secretly reconnect their water pipes, a "water guru" who promotes community-based initiatives in India, and a Canadian author who exposes the disturbing realities behind the global bottled water business. Focusing on issues of pollution and corporate responsibility, filmmaker Salina depicts the increasingly at odds relationship between humans and the quintessence of our existence.

## International Coastal Clean up

Update by Jamie Romeo

September 20, 2008 - Rochester, NY. This past Saturday, 716 Volunteers removed 4,956.89 lbs. of trash and debris from local shorelines here in Monroe County, New York. Local volunteers along with the American Littoral Society, Ocean Conservancy, Rochester Pure Waters District, City of Rochester, with a growing number of local businesses and municipalities and the Sierra Club, continue to coordinate this year's International Coastal Clean Up event in Monroe County, NY. This year's event will mark the 16<sup>th</sup> annual year of local participation in this global event. More extensive results and data, along with our raffle prize winners, will be available on our website, [www.RochesterCoastalCleanUp.org](http://www.RochesterCoastalCleanUp.org)

## Mountaintop Removal Campaign Update

by: Paul Ciavarrri

We had an excellent discussion at Sierra's June event about mountaintop removal and the film, 'Black Diamonds.' Thanks again to all who participated.

There are still opportunities to make a difference. Now is a crucial time. Mountaintop removal continues to steal the important, ecological treasures of central Appalachia.

If you missed the film, you can learn more about mountaintop removal at [www.ilovemountains.org](http://www.ilovemountains.org).

Also, the Clean Water Protection Act needs co-sponsors from our area. It would make a real difference to send the local congressional candidates a

## FLOW (For The Love of Water) -

This film will be shown at the Dryden Theater, George Eastman House, at 8PM on November 22. It will be followed by a panel discussion hosted by the Great Lakes Committee. It's been described as the "Inconvenient Truth of Water." A truly remarkable film! Please see the following site for more information and to view the trailer: [www.flowthefilm.com](http://www.flowthefilm.com).

## Many Thanks

to Chris, Lisa, Chris & Cooper Hayes for sharing with us their Tanzanian trip slide show. About 30 people showed up for the dinner and slide show. It really makes us appreciate that environmentalists are making a difference in various parts of the world because there are still wild animals in their natural habitat. It was a great treat to try African beer too!

## Healthy Lakes Healthy Lives Continues

by Suku Menon, Great Lakes Committee

Healthy Lakes Healthy Lives Tour: The "Earth Voyager" trimaran sail boat, touring 15 locations in the Great Lakes, organized by the Healing Our Waters (a Coalition of over 100 environmental groups), began at Buffalo, NY, June 4<sup>th</sup>, 2008. The sail boat, 50 feet long and nearly 100 feet tall, made the final stop outside the Rochester Port Authority building September 5/6/7, 2008. The purpose of the tour was to raise the profile of the Great Lakes, engage people who love the lakes, and highlight the need and the remarkable economic, social, and environmental benefits of restoring and protecting the Great Lakes. The celebration included press conferences, a reception, and an environmental expo including displays by the Great Lakes committee to educate the public on Great Lakes issues and solutions.

Great Lakes Restoration Conferences: Great Lakes committee participated in the Healing Our Waters (HOW) Great Lakes Restoration Conferences at Milwaukee, Wisconsin (September 10-12, 2008) and the NYS chapter at Rochester, NY (October 4, 2008). These conferences discussed accomplishments and began prioritization of Great Lakes related

issues to be addressed in 2009. Various elected officials expressed their willingness to support legislation and funding to resolve various issues threatening the water quality and sustainable nature of the lakes due to sewage dumping, invasive species, air quality, global warming and contaminated sites in the region. Over 200 attendees will participate to lobby for the Great Lakes on Great Lakes day in Washington, DC, February 2009. Great Lakes proponents are encouraged to attend these conferences to help pass legislation and provide funding for the Great Lakes Legacy Act, the Invasive Species act, the Clean Water Restoration Act, the Coast Guard Reauthorization Act etc. Please visit [Healthylakes.org](http://Healthylakes.org) for further details.

The Great Lakes Compact (dealing with water diversion and water conservation) is approved by The House of Representatives and the Senate. President Bush signed the Compact into law October 3<sup>rd</sup>, 2008.

Ontario Lake Level Control – the Great Lakes committee actively participated in opposing the 2007 Plan proposed by the IJC for Ontario Lake level control. We are happy to report that the IJC has abandoned

the 2007 plan and is working on a more environment friendly proposal, scheduled for June 2009, promising greater involvement by the affected parties and seeking measures to combat shore line erosion.

Great Lakes Water Concerns Display - The Webster Library is currently hosting an informative display on "Great Lakes Water Concerns" by the Great Lakes Committee. The display will be on view October 2nd through early November, 2008, in the Webster library located in Webster Plaza, 980 Ridge Road. The exhibit guides you both visually and descriptively through the Great Lakes issues and offer ways you can make a difference in your own home, lawn and garden to protect our water supply. Special focus is on - How the lake gets overloaded with specific nutrients that often cause beach closings as well as adversely affecting the overall health of the lake. There is a quick quiz you can take on how much water do we consume while carrying out various every-day tasks. Do make it a point to visit the display and pass the information on to anyone you think may be interested. The Webster Library is handicapped accessible.

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Pretty darn close to ZERO WASTE



Chris Burger and his family with one year's waste

# Towards an Environmentally-Friendly Transportation Plan for the Rochester Area

by Frank J. Regan (FrankRegan@RochesterEnvironment.com)

Slowly, beginning with our popular 2008 Transportation Forum back in April, we at the Rochester group have been building a Rochester area transportation policy and hopefully a transportation committee. Our group's policy, of course, will be based on the national policy. However, we have many innovative ideas about future transportation unique to the Rochester area that we would like to help implement with the help of many other groups.

Since our Transportation Forum generated much interest in local efforts to help alleviate the potential problems caused by climate change in our area of influence, we have been exploring ways we can implement the Sierra Club's philosophy to:

- minimize the impacts on and use of land, airspace and waterways, minimize the consumption of limited resources, including fuel, and reduce pollutant and noise emissions;
- provide everyone, including pedestrians, bicyclists and transit users, with adequate access to places of work, shopping, services and recreation;
- provide adequate and efficient goods movement and substitute local goods for those requiring long distance movement, where feasible;
- encourage land uses that minimize travel requirements, strengthen local communities, towns and urban centers, and promote equal opportunity;
- eliminate transportation subsidies which handicap achievement of the above goals; and ensure vigorous and effective public participation in transportation planning.

Already, besides our 2008 Transportation Forum, we have met with the City of Rochester, the Department of NYS Transportation, Genesee Transportation Council, and the County of Monroe, and the Rochester Bike Club, as Monroe

County tries again to win the Bicycle Friendly Community Award.

Under the leadership of Richard DeSarra of the Rochester Bicycling Club, we won the 'Honorable Mention' award this year and this bodes well in bringing the parties again to the table to strengthen measures to win either the Bronze, Silver, Gold, or Platinum Awards—as Portland, Oregon has done.

Also, we are working with the Center for Environmental Information on a funding opportunity for a pilot project that would investigate the possibilities of promoting alternative modes of transportation in specific communities in Rochester. And we are considering helping the Genesee Transportation Council and the Rochester Bike Club distribute an updated version of their very popular biking map for our area.

How we achieve these goals largely depends on how successful we are in engaging the attention of our members and developing concrete activities. So, we are looking for members interested in helping to shape the Sierra Club Transportation policies to the special conditions of our area. Some ideas we are considering are: bike lanes, bicycle boulevards, bike safety training classes, help shape various transportation grants, bike safety announcements, and input from you. To achieve this goal, we have three ways you can help:

First we need a special individual who would have the time and leadership abilities to form a small Sierra Club committee and orchestrate our new Transportation Committee towards a great program—don't worry we'll help you. Just contact me [FrankRegan@RochesterEnvironment.com](mailto:FrankRegan@RochesterEnvironment.com) or our Sierra Club phone 585-234-1056.

Second, we need input from you, some suggestions on how to increase environmentally friendly transportation modes and decrease those that are not by joining in our blog discussion (first resource link below).

And, finally, let us know if you would like to be a part of our new transportation committee to be formed, with the contact information above. And, thanks

Resources:

1. Rochester Sierra Club Blog discussion on Transportation: <http://rochestersierraclubblog.blogspot.com/2008/10/rochester-transportation-ideas.html>
2. 2008 Transportation Forum: [http://newyork.sierraclub.org/rochester/10th\\_forum.htm](http://newyork.sierraclub.org/rochester/10th_forum.htm)
3. Sierra Club national Transportation Policy: <http://www.sierraclub.org/policy/conservation/trans.asp>
4. Rochester Transportation Committee Web site: <http://newyork.sierraclub.org/rochester/Transportation.html>
5. Bicycle Friendly Community Award: <http://www.bicyclefriendlycommunity.org/>
6. Rochester Biking Club: <http://www.rocbike.com/>
7. D&C article "Bike club honors Rochester/Monroe County" <http://www.democratandchronicle.com/apps/pbcs.dll/article?AID=2008810020326>
8. Bicycle Boulevards: [http://www.bta4bikes.org/at\\_work/bikeboulevards.php](http://www.bta4bikes.org/at_work/bikeboulevards.php)

## The Water Front

If you missed the showing of The Water Front last month, here's another chance to see and hear about the perils of running and paying for water in a shrinking community. It's playing on Tuesday, December 9<sup>th</sup> starting at 7:00pm at Carlson Auditorium of RIT. A panel discussion will follow the film.

## BALLOT

Sierra Club  
Rochester Regional Group  
November, 2008

Officers elected last year and serving through the end of 2009 are: Margie Campaigne, Nancy Chalker-Tennant, Linda Isaacson Fedele, Suku Menon, Ray Nelson and Bob Siegel.

The Nominating Committee has proposed six officers for 2009-2010. Vote for any six. Use blanks for write-in candidates.

Members of the Executive Committee  
2-year term (2009-2010)

Vote for six:

- Peter Debes
- Hugh Mitchell
- Deb Muratore
- Frank Regan
- Sara Rubin
- Dina Stein
- \_\_\_\_\_
- \_\_\_\_\_

PLEASE VOTE!

Cut out ballot and mail by Dec. 1 to the address below. Ballots will be tallied at the Winter Solstice Party, Dec. 15.

Elections  
Sierra Club  
PO Box 10518  
Rochester, NY 14610-0518

## Book Review

by Nancy Chalker-Tennant

*The Great Turning From Empire to Earth Community* by David C. Korten, published jointly by Kumarian Press and Berrett-Koehler Publishers was the book we discussed in October. This book begins by giving an overly long history of the ancient and modern empires, how they developed and are in practice today through the dominance of the financial markets of the world.

The author then states that corporations (empire) are now seen by the business world as living entities, having rights, in some cases, above human beings and the natural world.

This point stunned me. Korten proposes that we must alter this attitude, by using our creative potential to liberate and change our story to one that values community, family, and cooperation above excessive possessions and the will to dominate. He gives many specific paths to earth community such as "Human-scale enterprises and markets that foster face-to-face economic relationships of mutual trust and accountability." I recommend this book for a better understanding of the situations we currently face, as he offers choices about how to go forward into a more humane, sustainable future.

## Sierra Book Discussions

November and December

Discussions for these two months will be held at the Friends Meeting House, corner of Scio and Charlotte Streets 7:00 to 8:30. All are welcome

November 10: Buckminster Fuller: anthology for the new millennium edited by Thomas T.K. Zung

December 8: We will compare the previous books we have read, look for the new ideas they have generated and plan the books to read for the winter and spring, so bring your ideas, books and suggestions.

SAVE THE DATE  
Thursday, April 16th, 2009  
The Sierra Club's  
11th Annual Environmental Forum  
2009 Topic: Local and Sustainable Food  
Contact: Dina Stein at 585-234-1056

## ORDER FORM

## SIERRA CLUB 2009 CALENDARS

Make Check or money order payable to: <b>Sierra Club - Rochester</b> Mail check and order form to: <b>Sierra Club, Dina Stein</b> <b>143 Eastland Ave.</b> <b>Rochester, NY 14618</b> Questions? Call Dina at (585) 271-0544 or E-mail: rdstein@rochester.rr.com <b>Note:</b> Please support the work of your local club by ordering directly from us.	<b>CALENDAR</b>	<b>Price</b>	<b>Quantity</b>	<b>Amount</b>
	<b>2009 Wilderness Calendar</b>	<b>\$13.99*</b>		
	<b>2009 Engagement Calendar</b>	<b>\$15.07*</b>		
* Price includes 8% sales tax				<b>Subtotal:</b>
<b>Shipping: \$3.00 per calendar*</b>				
<b>Total:</b>				
<b>*Orders of ten or more: free delivery or shipping within a 15-mile radius of downtown Rochester</b>				

Sold to: _____ _____ _____	Ship to: _____ _____ _____
Phone: _____	Phone: _____

For access to photos of calendars, and a printable order form go to: [http://newyork.sierraclub.org/rochester/buy\\_our\\_calendar.htm](http://newyork.sierraclub.org/rochester/buy_our_calendar.htm)



ROCHESTER REGIONAL GROUP  
OF THE SIERRA CLUB  
P.O. Box 10518  
ROCHESTER, NY 14610-9998

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Rochester, NY

## CALENDAR

Nov. 3	Monday	6:30 PM	----- ExCom meeting <sup>1</sup> -----	----- Harro East, suite 600
<b>Nov. 6</b>	<b>Thursday</b>	<b>7:00 PM</b>	<b>Zero Waste (see page 1)</b>	<b>Brighton Town Hall Auditorium<sup>2</sup></b>
Nov. 18	Tuesday	7:30 PM	Wetlands Committee	150 Sunset Drive, Brighton <sup>5</sup>
Nov. 18	Tuesday	7:30 PM	Global Warming and Energy Committee	St. Thomas Episcopal Church <sup>3</sup>
<b>Nov. 22</b>	<b>Tuesday</b>	<b>8:00 PM</b>	<b>FLOW (For Love of Water) (see page 2)</b>	<b>Dryden Theater<sup>6</sup></b>
Nov. 25	Tuesday	7:00 PM	Great Lakes Committee	Brighton Library <sup>2</sup>
Dec. 2	Tuesday	6:30 PM	----- ExCom meeting <sup>1</sup> -----	----- Harro East, suite 600
Dec. 9	Tuesday	7:00 PM	The Water Front (see page 4)	Carlson Auditorium, RIT
<b>Dec. 15</b>	<b>Monday</b>	<b>5:30 PM</b>	<b>Winter Solstice Celebration (see page 1)</b>	<b>Brighton Town Park Lodge<sup>7</sup></b>
Dec. 16	Tuesday	7:30 PM	Wetlands Committee	150 Sunset Drive, Brighton <sup>5</sup>
Dec. 16	Tuesday	7:00 PM	----- Global Warming and Energy Committee -----	----- St. Thomas Episcopal Church <sup>3</sup>
Dec. 30	Tuesday	7:00 PM	----- Great Lakes Committee -----	----- Brighton Library <sup>2</sup>
Jan. 6	Tuesday	6:30 PM	ExCom meeting <sup>1</sup>	Harro East, suite 600
Jan 11	Sunday		----- eco-logue deadline	
Jan. 20	Tuesday	7:30 PM	Wetlands Committee	150 Sunset Drive, Brighton <sup>5</sup>
Jan. 20	Tuesday	7:00 PM	Global Warming and Energy Committee	St. Thomas Episcopal Church <sup>3</sup>
Jan. 27	Tuesday	7:00 PM	----- Great Lakes Committee -----	----- Brighton Library <sup>2</sup>

<sup>1</sup>Open to members. Call 234-1056

<sup>2</sup>2300 Elmwood Ave.

<sup>3</sup>2000 Highland Ave. (at corner of S. Winton Rd.)

<sup>5</sup>Call Sara at 442-6890 for information

<sup>6</sup>George Eastman House, 900 East Ave.

<sup>7</sup>South side of Westfall just east of the Islamic Center

Visit our web site at <http://newyork.sierraclub.org/rochester>

Check out our blog: <http://www.sierraclub.org/policy/blogs/>

Also worth a visit: <http://rochesterenvironment.com>

To add your name to our E-mail list send your address to [FrankRegan@RochesterEnvironment.com](mailto:FrankRegan@RochesterEnvironment.com) and put

“subscribe SC Mailing List” in the subject line.

Call 585-234-1056 for Sierra Club voice mail.