



WENOCA SIERRAN

Newsletter of the
Western North Carolina Sierra Club

Explore, enjoy and protect the planet

NOV 2013 - JAN 2014

Upcoming Events:

Unitarian Congregation
1 Edwin Place, Asheville
(corner of Charlotte St. & Edwin Pl.)
Social: 7 pm / Program: 7:15 pm
Free and open to the public

Wednesday, November 6 Brownie Newman

*Buncombe County Set
to Reduce Carbon Footprint*

Wednesday, December 4 Holiday Party

*All are warmly invited to
attend our 4th Annual
Holiday Party and
Recognition Awards.
Please bring a potluck dish*

Wednesday, January 15 Chuck Pickering

*Biltmore Estate's Sustainability
& Environmental Preservation*

WENOCA will hold meetings on
the first Wednesday of the month.
Executive Committee meetings
will be held at 5:30 pm prior
to the monthly programs.

All members are invited to attend.

For more information, call
Judy Mattox at 828-683-2176
or email judymattox@sbcglobal.net.

WENOCA SIERRAN is the newsletter
of the Western North Carolina Sierra Club.
The newsletter is published four times a year.
Articles and comments are welcome.

Buncombe County to Reduce Carbon Footprint - Nov 6



Brownie Newman

Join us on Wed., Nov. 6 when Buncombe County Commissioner Brownie Newman speaks about plans for Buncombe County to reduce its carbon footprint by 80%. A few years ago, the City of Asheville committed to reducing its carbon footprint 80% by 2030. Their efforts have been so successful that two years ago they doubled their annual goal for carbon reduction to 4% per year. Doing what is right for the environment has saved the city hundreds of thousands

of dollars. Newman will discuss efforts to get Buncombe County to adopt the same 80% carbon reduction goal for the county government. Come and learn about this effort and how you can help us make this a reality here in Buncombe County.

Brownie is a member of the Buncombe County Commission. In addition, Brownie is VP of Business Development for FLS Energy, one of the fastest growing Solar Energy Companies in the US. Prior to his election to the county commission, Brownie served on the Asheville City Council where he led the efforts to get the city of Asheville to adopt the 80% carbon reduction goal.

Holiday Party Dec 4

All are warmly invited to WENOCA Sierra Club Group's 4th Annual Holiday Party and Recognition Awards on December 4 at 7 pm at the Unitarian Congregation. Last year about 60 folks ate, drank, and were merry.



Recognition awards were presented to community leaders.

Please bring a potluck dish to share and a book to swap, as well as laughter and good cheer.

Biltmore Estate's Sustainability and Environmental Preservation - Jan 15



Chuck Pickering

Join us on Wed., Jan. 15 when Sierra Club will present Chuck Pickering, family member and Pres. of Agriculture and Land Planning of Biltmore Estate. This date is unusual and a one time occurrence due to the first Wed of the January falling on New Year's Day.

Chuck will discuss sustainability initiatives at Biltmore and their corporate goals of environmental preservation. In addition to sharing how sustainability was considered from the time Biltmore was created, he will discuss the company's solar panel system and their study of opportunities for biofuel conversion and oil production with canola oil seeds.

Pickering is President of Government Relations, Agriculture, and Land Planning and Board Member

of The Biltmore Company in Asheville. A National Historic Landmark, Biltmore is the private home of the late George W. Vanderbilt, now owned by his grandson, William A. V. Cecil. The property and the surrounding 8,000 acres of gardens and forests, has been open to the public since 1930 and is completely self-sufficient and receives no outside funding.

Chuck is a graduate of Appalachian State University with a Bachelor's degree in Business Administration, a Masters of Religious Education from Gordon Conwell Theological Seminary, and is a graduate of the University of North Carolina at Chapel Hill Executive Management Program. He helped lead Biltmore in winning the 2008 Sustainable NC Award for Triple Bottom Line - Economic, Social, and Environmental efforts. Of major interests are creating jobs in agricultural, tourism, and economic development by partnering with the private and public sectors. He and his wife, Diana Cecil Pickering, reside in Asheville with their two children.

Coming Clean - Coal by Numbers

By Michael Brune
Executive Director, Sierra Club

Great news: In the past three years, 150 coal-fired power plants either have been retired or have announced a retirement date. Plant number 150 was Brayton Point in Massachusetts.

Like lots of people, I enjoy tracking things by the numbers. If you have a quantifiable goal, reaching a big round number is a good time to reflect both on how far you've come (and still have to go).

For the Sierra Club and our local, regional, and national allies, reaching this milestone of 150 coal plants means that we're further along in our campaign to get America completely off coal-fired power by the year 2030 than almost anyone believed possible just a few years ago. To put it in perspective, just three years into a 20-year campaign, we've already secured the retirement of nearly 30 percent of the nation's coal-fired power plants.

The most important numbers, though, don't tally the number of coal plants retired. They tell us how our world will change simply by not burning coal. Much of that change can be measured by what won't occur. With 150 fewer coal plants, 4,000 Americans won't die as a result of coal pollution each year. More than 6,000 heart attacks and 66,000 asthma attacks will never happen. Americans won't have to pay \$1.9 billion in annual health costs. As for the personal suffering and heartbreak that those 150 plants will no longer cause - I don't think there's even a number for that.

Something we can measure, though, is the positive change to our nation's energy future. As we've retired **58,000 megawatts of coal power**, we've also added more than **66,000 megawatts of clean energy** like wind and solar - enough to power the equivalent of 15 million American homes. Across the country, this growth in clean energy is **creating local jobs - nearly 200,000 so far** - while providing clean, affordable energy and dramatically reducing the carbon pollution that threatens our climate.

As far as we've come, though, and as much as we've accomplished, I'm even more excited about the future beyond coal plant number 150. The transition from coal is gaining momentum for several reasons. First, the grassroots movement that is the heart of the Beyond Coal campaign is gaining strength and diversity as entire communities realize they can cast off the curse of coal. Second, the steadily falling cost of renewable energy resources such as wind and solar has made it even easier to replace coal with clean, non-polluting power. And last but not least, the long-overdue regulation of carbon pollution from old, out-of-date coal-fired power plants is going to tilt the energy economics even more decisively toward cleaner sources.

The Beyond Coal campaign could never have reached this milestone so quickly without the hard work and passionate dedication of many, many people - all of whom deserve to feel proud about what we've accomplished together - and even prouder about the great things we're going to do next. You can count on it.

River Trash Wars

By Richard Kark

Wenoca Sierra Club cleanup crews fought three battles on local rivers during August and September. The enemy? It was the copious trash which is constantly strewn on and along our local rivers. I suspect its presence tempted some of us to suspend our usual non-violent tendencies. Perhaps there could be an open shotgun season on the trash tossers. Or maybe there could be public tar and featherings at Pack Square. In any case, it was heartbreaking to see the desecration of our river ways. At least we had fun doing battle using our arsenal of weapons.

Eric Bradford at Green Works supplied us with canoes, grabbers, and other supplies which equipped us for the battlefields. Those included two campaigns on the Swannanoa and one on the French Broad. Each time there were between 8 and 16 of us who all worked very hard to fill our canoes to overflowing with all manner of junk. The spoils of war included shocking numbers of tires, several shopping carts, countless bottles, and an odd assemblage of items including a motor scooter. And to add insult to injury, there were all those obnoxious plastic bags hanging like tinsel on Christmas trees. We talked of the need to ban these ubiquitous eyesores and creature killers like they do in San Francisco.

On the Swannanoa we twice scoured the same stretch from Zoe's in Biltmore Village down to the French Broad confluence and on to Jean Webb Park. Our last epic battle started at that same park and concluded at the Pearson Bridge. This is the



section of the French Broad our Wenoca Sierra Club Chapter has adopted, so the troops that day were especially attentive to their mopping up operations.

After each battle many of us celebrated the day's triumph with a beer and peanuts at the nearby Wedge Brewery. We may have won these battles but definitely not the war. There will be the need for more campaigns in the future. Potential recruits who have not already enlisted can call Richard Kark at 253-2650 or email him at karka@uwec.edu. The generals in charge will also need a shore platoon at some point in the future, so if anyone would like to be the field marshal for that area of battle, let Kark know. Landlubbing grunts interested in shore duty can volunteer by calling him as well.

The WENOCA Group of the Sierra Club

Executive Committee Nominating Ballot

The following members have been nominated to serve a two-year term.

Please vote for four candidates (five including a write-in). For those who have joint memberships, the ballot provides space for two people to vote. Bring your completed ballot to the November 6 or December 4 meeting or return by mail to PO Box 469, Asheville, NC 28802 by Dec. 4, 2013.

	MEMBER 1	MEMBER 2
Anne Marie Doherty	<input type="checkbox"/>	<input type="checkbox"/>
Judy Mattox	<input type="checkbox"/>	<input type="checkbox"/>
Mark Threlkeld	<input type="checkbox"/>	<input type="checkbox"/>
Robert Zieber	<input type="checkbox"/>	<input type="checkbox"/>
Write-In _____	<input type="checkbox"/>	<input type="checkbox"/>

The wealth of the nation is its air, water, soil, forests, minerals, rivers, lakes, oceans, scenic beauty, wildlife habitats and biodiversity ... that's all there is. That's the whole economy. That's where all the economic activity and jobs come from. These biological systems are the sustaining wealth of the world.

- Sen. Gaylord Nelson



Late Fall/Winter Hiking Schedule



SAT, NOV 9 - DEVIL'S COURTHOUSE to FLAT LAUREL CREEK – Moderate to easy, approx 6 miles round-trip on this hike. This hike starts at Devil's Courthouse and goes down to Flat Laurel Creek. If we're lucky the creek will be low enough to cross; otherwise we'll take an alternate route. This hike has only around 500 ft net elevation change, but the trail is rugged/uneven with rocks & muddy places, requiring good footwear & maybe hiking poles. There is a panoramic view of mountains across 2 state lines from Devil's Courthouse, if visibility is good. Meet at 10 am in Asheville, back around 5:30 pm. Wear good footwear because there are a few rocky & muddy places. Contact hike leader to sign up. Lisa McWherter at lisamcw2@gmail.com, or call 828-713-4994.

SAT, NOV 16 - JOHN ROCK - This is a 5.2 mile loop trail up and over John Rock, a granite outcrop like Looking Glass Rock. The hike starts near the Fish Hatchery in Pisgah National Forest and is considered easy to moderate although there are some steep sections. The elevation gain is 1295 feet. Wear sturdy shoes or hiking boots, bring water and a lunch or snack. Meet in Asheville at 10 am and return about 4 pm. RSVP to hike leader Jane at janelaping@sbcglobal.net or 828-772-0379.

SUN, DEC 1 – DUPONT STATE FOREST: CEDAR ROCK & BURNT MTN TRAILS – A approx 6.8 miles round trip. Hiking on Sunday to avoid running into hunters on the lesser-traveled trails. This trail starts on Corn Mill Shoals trail, then to Burnt Mtn. trail, which offers some interesting rocky areas. Back via Little River trail, and then for excursion – to the top of Cedar Rock where there are some great views of the surrounding mountains. Meet in Asheville at 10 am and return around 5:30 pm. This hike is for experienced hikers. RSVP to hike leader Lisa McWherter at lisamcw2@gmail.com or 828-713-4994.

SAT, JAN 18 - CAESAR'S HEAD, RAVEN CLIFF FALLS AREA in SC. Moderate/ easy hike, approx 6.5 miles round trip. More details to come. Meet in Asheville at 10 am and return around 6 pm. Be prepared for \$2/person park admission fee. NOTE if there is snow we will come up with an alternate hike that's closer to Asheville, as long as the roads are open. RSVP to hike leader Lisa McWherter at lisamcw2@gmail.com or 828-713-4994.

The Executive Committee meets monthly. For more information, please contact Judy Mattox at 828-683-2176 or at judymattox@sbcglobal.net. All WENOCA members are invited to attend.

Our website is www.wenoca.org.

WENOCA OFFICERS - 2013 EXECUTIVE COMMITTEE

Judy Mattox – Chair - 828-683-2176

Lisa McWherter - Outings Leader

Rich Wasch - Treasurer

Mark Threlkeld - River Cleanup - At Large

Grace Curry - Publicity Committee

Ken Brame - Political Committee

Anne Marie Doherty - At Large

Gene Keil - Website/Membership Committee

Rober Zieber - At Large

Elaine Lite - Newsletter Editor

Kelly Martin - Beyond Coal - 828-251-1272



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Asheville Beyond Coal Rally & City Council Resolution - Aug 24 / Oct 22

Duke Energy was on the defense back in August when the Sierra Club pulled out all the stops to execute a week of pressure on the company. It started with a paid media campaign, that included 400 TV spots, internet ads, public radio underwriting and paid radio ads, plus a full page ad in the paper. The effort earned us national press and an advance story in the local paper.

Mary Anne Hitt, national Sierra Club leader of the Beyond Coal Campaign, joined us in Asheville and we spent two days filming for the a segment for 'Years of Living Dangerously' on climate change that will run on Showtime TV next year. Ian Somerhalder, star of the 'Vampire Diaries' joined for some of the filming and for the "Beyond Coal: Rally for our Future." 650 people came out for the rally on Aug 24 - including 5 out of 7 city council members and the district manager for Duke Energy! The program included speeches from Mary Anne, Mayor Bellamy, a 4th generation coal miner, a solar company executive, our riverkeeper, interspersed with music, prompts for texts to Duke, and a call to action.

The Action: We passed a Clean Energy Resolution

We passed a Clean Energy Resolution through a committee of city council that calls on Duke to partner with the City of Asheville to meet its carbon reduction goals and phase out coal. On October 22, with Duke Energy's district manager, Jason Walls, speaking in favor, Asheville City Council passed the resolution unanimously!