We Know How

The sky is not falling. Support for environmental protections remains strong.

BY JOHN BYRNE BARRY

“If Florida can clean up its coal-fired power plants, why can’t Georgia?” So asked Sierra Club Executive Director Carl Pope at a recent national planning meeting in Airlie, Virginia. “Most power plants are clean. Why not all of them?”

Pope’s message was simple. Despite the bleak political landscape, we’ve got to raise the bar.

We know how to break our dependence on foreign oil and slow the course of global warming. Automakers have known for years how to make cars go farther on a gallon of gas, which is the single biggest step to cutting carbon dioxide emissions.

We know how to clean up dirty power plants and how to build much cleaner ones, thereby reducing the pollution and asthma that plague many communities.

We know how to reduce the risk to communities from wildfires by thinning forest brush and small trees near settled areas, not by logging in remote wild forests, which is what the Bush administration’s fire policy advocates.

Yes, the Bush administration seems to attack another environmental law almost every week. Yes, the Bush administration wants to weaken the Clean Air Act by allowing old heavily polluting power plants to expand without implementing pollution-fighting technologies.

Yes, the Bush administration seeks to undermine the National Forest Protection Act, the Endangered Species Act, and the Clean Water Act.

Yes, leaders of the 108th Congress have set their sights on drilling for oil in the Arctic National Wildlife Refuge. But the sky is not falling.

The 2002 election was not a mandate to pollute our air and water and cut down our national forests. Americans did not say they want more animal feces in their drinking water.

The president is popular, but his environmental policies are not. A New York Times/CBS News poll (November 29, 2002) found that by a two-to-one margin, Americans say that protecting the environment is more important than producing energy. Fifty-five percent say they disapprove of White House efforts to drill for oil in the Arctic Refuge.

The Sierra Club’s message was not repudiated in the election, it got trumped. And just barely. According to elections analyst Charlie Cook, “A swing of 94,000 votes out of 75,723,756 cast nationally would have resulted in the Democrats capturing control of the House and retaining a

BY JOHN BYRNE BARRY

“Aren’t We the Lucky Ones?”

[A more on p.2]

Face Time with the President

PORTLAND, OREGON • Portland firefighter Ed Hall, who helped with recovery efforts at the World Trade Center, is one of four local firemen invited to welcome President Bush at the airport when he visits Oregon. Hall uses his face time with the President to shake Bush’s hand and say, “Mr. President, it really is an honor to meet you, but you don’t have to drill for oil in the Arctic.”

Honk for Clean Streets

BETTENDORF, IOWA • Janet Latchow (right), Gerald Neff, and other members of the Eagle View Group picket the HY-VEE food store on a blustery day to protest the store’s vocal support of efforts to repeal a cash redemption law that reduces litter and encourages recycling of aluminum, glass, and plastic beer and soda containers. Activists also flooded legislators with letters and phone calls, resulting in the sound defeat of a bill to repeal the cash redemption law.

Auto State Supports Fuel Efficiency

WASHINGTON, D.C. • A poll finds that 77 percent of voters in Michigan—epicenter of the American auto industry—favor increasing fuel-economy standards to 40 miles per gallon over the next 10 years. The percentage is even higher—84 percent—among Michigan households with a United Auto Worker member.
We Know How

Youth in Wilderness participants enjoy the outdoors no matter what the temperature. At left, trip leader Heidi Huijzen Hoy and friend relax near Mono Lake, California. Below left, hikers explore Hetch Hetchy Valley in Yosemite National Park. Below, a happy trio takes a break from building snow caves at St. Mary’s Glacier, Colorado.

Building Friendships:

The Sierra Club has a great team—our volunteers and staff are just as dedicated and arguably more focused than ever. We can’t underestimate our opponents, who are not only powerful, but ruthless and ruthless. Undoubtedly, we will have to dig in and mount a spirited defense in 2003 and beyond. But we know how to do that too.

A Well-Deserved Rest:

The Planet is free to all Sierra Club leaders as well as to all members who join the Club’s activist network, Members will be contacted throughout the year and asked to take action as part of the Club’s local, state, or federal efforts to preserve and strengthen environmental protection. To join the activist network, call: (415) 977-5653.

For membership information: (415) 977-5653
Sierra Club National Headquarters, 85 Second St., Second Floor, San Francisco, CA 94105.

To receive Planet guidelines or to submit Club news, story ideas and letters to the editor: The Peer, Sierra Club, 85 Second St., Second Floor, San Francisco, CA 94105. (415) 977-5172. Fax: (415) 977-5792. E-mail: sierra@sierraclub.org. Web site: www.sierraclub.org/planet.

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A YOUTH IN WILDERNESS PARTICIPANTS ENJOY THE OUTDOORS NO MATTER WHAT THE TEMPERATURE. AT LEFT, TRIP LEADER HEIDI HUIJZEN HOY AND FRIEND RELAX NEAR MONO LAKE, CALIFORNIA. BELOW LEFT, HIKERS EXPLORE HETCH HETCHY VALLEY IN YOSEMITE NATIONAL PARK. BELOW, A HAPPY TRIO TAKES A BREAK FROM BUILDING SNOW CAVES AT ST. MARY’S GLACIER, COLORADO.
The Energy Bill That Wasn’t

Bad congressional bills die in committee. Club prepares to play defense in 2003.

**BY TOM VALTN**

A year ago, *The Planet* reported that one of the Sierra Club’s top priorities in 2002 was to help craft a strong Senate energy bill that would ensure a safe, clean, and affordable energy future. Unfortunately, the bill that emerged from the Senate would have done the opposite. Fortunately, the bill died in the House—along with the House bill, which was even worse.

With the prospect of a 109th Congress more hostile to the environment than its predecessor, the challenge for the Sierra Club and allies will be to keep bad legislation from becoming law. Before we look ahead, however, let’s look back.

In March 2001, the Bush administration released a national energy plan that Club leaders derided as a “drill, dig, and destroy” proposal. The president traveled to Iowa and Minnesota to announce his plan in front of backdrops such as “fish-friendly” hydroelectric plants, “but it was a sham,” says Debbie Boger, Club senior representative on energy issues. “That plan moved us backward.”

In what Club National Field Director Bob Bingham calls “an awesome display of the power of the Sierra Club,” the Club mobilized hundreds of people to line the streets protesting the Bush plan at each of his three appearances and placed ads in major daily newspapers in advance of his arrival, taking the president to task for misrepresenting his plan as environmentally sensitive.

In the summer, the Bush plan went to the House of Representatives, which passed a bill that forked over about $35 billion in tax breaks to the coal, oil, and nuclear industries, allowed oil and gas drilling in the Arctic National Wildlife Refuge, weakened fuel-economy standards, and missed the chance to phase out old coal plants, supplied by renewable sources by 2020, was rejected. In addition, the bill took another hit upward of a million barrels of oil per day. At the time, the Club praised the bill as a “strong framework.”

The bill’s original language included a proposal from Senators John Kerry (D-Mass.) and Ernest Hollings (D-S.C.) that would have mandated a fuel-economy standard of 35 miles per gallon for America’s automobile fleet by 2020, a move that would save the United States upward of a million barrels of oil per day. At the time, the Sierra Club praised the bill as a “strong framework.”

But things began to unravel almost immediately. First came an amendment by Senators Carl Levin (D-Mich.) and Kit Bond (R-Mo.) that greatly weakened the bill’s language on fuel economy. Then the bill took another hit when an amendment by Senator Jim Jeffords (I-Vt.), which called for 20 percent of America’s electricity to be supplied by renewable sources by 2020, was rejected. Instead, the bill was weakened to require only about 4 to 5 percent from renewable sources by 2020. The current level is 2 percent.

The Sierra Club responded by grouping senators for “failing to loosen the grip oil-producing nations have on us” and for “caving in” to the energy industry and other special interests. “The Sierra Club walked a fine line with this bill,” says Boger. “Even after being weakened on several fronts it was better than the House bill, but it still took us backward on fuel economy. It did almost nothing for renewable energy or energy efficiency, and it weakened consumer protections in the electricity sector. It would have done nothing to prevent further Enron debacles—and might have made them worse.”

The payoff came on April 18 when 51 senators voted against opening the Arctic Refuge for oil drilling—by far the largest number of senators ever to stand up for Arctic protection. (See “Senate Defeats Arctic Drilling, But...” www.sierraclub.org/planet/200205/arctic.asp.)

“The celebration was short-lived, however. Shortly after the Arctic vote, the Senate passed a bill that was better than the House bill, but still, as Club Executive Director Bob Page said, ‘a truly scandalous, loathsome, shameful, disturbing piece of legislation.’

While the Senate was wrangling with its bill, controversy was swirling about the exclusion of environmental groups from the drafting of the Bush administration’s 2001 energy plan. The Sierra Club and other groups sued the administration (in three separate suits) to release information about who had advised it on its energy plan. In April 2002, a judge ordered the release of documents which showed that in the months leading up to the release of the Bush energy plan, Energy Secretary Spencer Abraham met with 109 representatives of the energy industry and trade associations, but not a single individual from either environmental or consumer groups. The Club’s suit is still pending.

During the summer, Congress began the process of reconciling the House and Senate energy bills. At this stage, Boger observes, “it was harder to involve Club volunteers and activists because all the action was behind closed doors.”

Meanwhile, in July the Club launched a national campaign to prod Ford Motor Company and other automakers to offer a “Freedom Option Package” of off-the-shelf technological options that would save three million barrels of oil per day (see www.sierraclub.org/freedompackage/).

In addition to promoting the Freedom Option Package, the Club ran television and radio ads featuring former Senator Bob Kerrey and retired Vice Admiral Jack Shanahan, recipients of the Goldman Environmental Prize, visits the United States to talk about the link between environmental advocacy and human rights violations.

More than 400 students spent the previous weekend at the Sierra Student Coalition’s Fourth Annual Public Lands Action Summit, learning about the issues and people that surround our public lands.
Sprawl Activists ‘Choose Choo-Chos’

CHALLENGE TO SPRawl CAMPAIGN COMMITTEE: Peter Tyler (chair), Neha Bhatt, Melody Flowers, Tim Frank, Shannon Harps, John Holtzclaw, Cynthia Hoyle, Brett Hulse, Richard Klein, Greg Leroy, Bill Myers, David Sullivan

2002 HIGHLIGHTS: “Smart Choices, Less Traffic,” a map taking a critical look at 49 transportation projects, generated more than 200 media hits, including 18 radio spots, 10 national wire stories, and coverage of 50 TV stations. Campaign led more than 15 “traffic buster” workshops and “tours of transportation.”

TELLING STATISTICS: Utah’s TRAX public transit system, which opened in December 1999, now has 20,000 daily riders, 41 percent of whom are new to transit.

BEST SIGN FOR THE FUTURE: Despite a disappointing election, smart-growth and transit-transportation-choice measures fared well. Voters in 79 communities in 22 states passed measures to create $2.6 billion in public funding to protect land for parks and open space. Of 41 transportation measures voted on, 24 passed.

IF I HAD 10 SECONDS OF TV AIR TIME, I WOULD SAY: Americans have become trapped in their cars—every year they are stuck in traffic for 44 hours, the equivalent of an 11-week vacation. It’s time to demand an increase in transportation choices, more funding for public transit and alternatives to driving.”

—PETER TYLER

HOW TO SUPPORT THE SPRaWL CAMPAIGN: Urge public officials to balance transportation funding so highways don’t get it all and make more funding available for public transit, bike/walk facilities, and high-speed rail.

Paul Craig (chair), Dan Beck- er, Steve Crowley, Rich Ferguson, Ned Ford, Fred Huette, Tanya Imola, Bill Magav- ern, Ann Menkoff, Ann Vanek

2002 HIGHLIGHTS: California passed a groundbreaking measure to reduce emissions of carbon dioxide from passenger vehicles.

DEFINING EVENT: Senate rejection of an increase in fuel-economy standards for cars and light trucks.

BEST SIGN FOR THE FUTURE: Increased demand for hybrids from nuns and sheriffs. In Missouri, with the help of organizer Jill Miller, the sisters of St. Joseph of Carondelet have purchased five Priuses and plan to purchase an additional 50 hybrid vehicles in the coming years. In Florida, partly due to the efforts of Club organizer Darden Rice, county sheriffs in Martin, Lee, Marion, Broward, and Polk counties purchased 25 hybrid vehicles for park enforcement and other duties.

CAMPAIGN GOALS FOR 2003: Continue to work to curb global warming and broaden support in areas near Big Sur, California; Arctic Spared from oil and gas development, and place the country on the path of renewable energy. “This is one issue where conservative and liberal voters agree: We should reduce our dependence on fossil fuels,” says Rob Jordan, Utah volunteer.

—ROBIN MANN, SIERRA CLUB LEADER

IF WE HAD 10 SECONDS OF TV AIR TIME, WE WOULD SAY: “We will have 20 new volunteers—right now they’re living in blissful ignorance on their farms, but Seaboard or Smithfield has targeted their area for a highly-intensive, environmentally and economically destructive concentrated animal feeding operation. These people will demonstrate to political hacks that clean air and clean water do matter to their constituents.”

—KEN MIDKIFF, CAMPAIGN DIRECTOR

www.sierraclub.org/cleanwater
www.sierraclub.org/cleanwater/rapsheet

Forging New Alliances for Clean Water

CLEAN WATER CAMPAIGN COMMITTEE: Hank Graddy (chair), Chris Bedford, Roy Hengerson, Ed Hopkins, Laura Kresbach, Ken Midkiff, Louie Miller, Don Mills, Dick Mochow, Debbie Newstadt

2002 HIGHLIGHTS: Made alliances in areas where no Sierra Club staffer had gone before—the Texas Panhandle, Maho’s Snake River Plain, and Clovis/Roswell, New Mexico. Filed lawsuit against Tyson Foods. Released “Rape sheet on Animal Factories.”

CAMPAIGN GOALS FOR 2003: Defend Clean Water Act from Bush administration policy changes. Protect streams and wetlands from destruction and pollution. Stop concentrated animal feeding operations from locating where they’re not wanted.

BEST SIGN FOR THE FUTURE: A rapidly-growing demand by consumers for meats raised by small farmers—without antibiotics or growth hormones and out in God’s green world (rather than locked up in small spaces in large numbers).

IF WE HAD 10 SECONDS OF TV AIR TIME, WE WOULD SAY: “We’ve made great progress in cleaning up our waters, but we can’t stop until all our lakes and rivers are safe for fishing and swimming. We can’t allow the Bush administration to stop enforcing the protections for our freshwater that have been in place for 30 years.”

—ROBIN MANN, SIERRA CLUB LEADER

IF WE HAD 20 NEW GUNO-HO VOLUNTEERS, WE COULD...

We will have 20 new volunteers—right now they’re living in blissful ignorance on their farms, but Seaboard or Smithfield has targeted their area for a highly-intensive, environmentally and economically destructive concentrated animal feeding operation. These folks are without doubt NIMBYs—but if you can’t protect your own backyard, how the hell can you protect the Arctic Refuge? These people will demonstrate to political hacks that clean air and clean water do matter to their constituents.”

—KEN MIDKIFF, CAMPAIGN DIRECTOR

www.sierraclub.org/cleanwater
www.sierraclub.org/cleanwater/rapsheet

Nuns, Sheriffs Join Fight to Curt Global Warming

GLOBAL WARMING AND CLEAN ENERGY PROGRAM COMMITTEE: Paul Craig (chair), Dan Becker, Steve Crowley, Rich Ferguson, Ned Ford, Fred Huette, Tanya Imola, Bill Magavern, Ann Menkoff, Ann Vanek

2002 HIGHLIGHTS: California passed a groundbreaking measure to reduce emissions of carbon dioxide from passenger vehicles.

DEFINING EVENT: Senate rejection of an increase in fuel-economy standards for cars and light trucks.

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—KEN MIDKIFF, CAMPAIGN DIRECTOR

www.sierraclub.org/cleanwater
www.sierraclub.org/cleanwater/rapsheet

Wildlands Protected in Maine, Nevada, Colorado, California; Arctic Spared

WILDLANDS CAMPAIGN COMMITTEE: Mark Pearson (chair), Scott Anaya, Bill Arthur, Len Broberg, Alan Carlton, Clayton Daughenbaugh, Carole Haas, Barbara Lange, Mark Lawler, Dexter Perkins, Melinda Pierce


IF I HAD ONE WISH: “A sane energy policy that saves America’s greatest wildlife sanctuaries like the Arctic Refuge coastal plain and Montana’s Rocky Mountain Front from the ravages of oil and gas development, and places our country on the path of renewable energy.” —DICK MOCHOW, NORTH DAKOTA VOLUNTEER

BEST SIGN FOR THE FUTURE: “We’re working together with other groups and forming effective coalitions.” —MARK PEARSON, NORTH DAKOTA VOLUNTEER

IF I HAD 10 SECONDS OF TV AIR TIME, I WOULD SAY: “Help us protect America’s wildlands, which belong to all Americans. The Bush administration and its allies in the oil, timber, and mining industries want to dismantle the laws that protect the land we love.”

—ROB JORDAN, UTAH VOLUNTEER

www.sierraclub.org/wildlands

Earth Day in Kentucky

“Ansel Adams,” a documentary film produced by Sierra Club, features Adams’ life and work. Explores the meaning and legacy of Adams’ life and work.

www.sierraclub.org/anseladams

A Portrait of Ansel Adams

BOSTON, MASSACHUSETTS • Ansel Adams, one of the most famous photographers in world, is the subject of an upcoming film produced by Sierra Club. “Ansel Adams,” a documentary film produced by Sierra Club, explores the meaning and legacy of Adams’ life and work.

www.sierraclub.org/anseladams

For Sierra Club Activist Resource

Sierra Club Activist Resource...
Fighting Fire With Forest Protections

FOREST PROTECTION AND RESTORATION CAMPAIGN COMMITTEE: Clyde Hanson (chair), Brynn Bird, Sheila Bosworth, Sean Cosgrove, Trevor Fitzgibbon, Connie Hanson, Gerald Nell, Dave Mulhy, Rene Voss, Bernie zaleha

CAMPAIGN GOALS FOR 2003: Protect and restore national forests by ending commercial logging on federal public lands in the United States. Seek to protect communities from fire and defend against attempts to use concern about wildfires to undermine basic forest protections and public participation.

2002 HIGHLIGHTS: In April, 221 scientists signed a letter urging President Bush to end commercial logging of our national forests and renew the Forest Service’s original vision of forest protection. The scientists, including Pulitzer Prize-winning author Dr. Edward O. Wilson, Dr. Anne Ehrlich of Stanford, and Dr. Peter Raven, director of the Missouri Botanical Garden, stressed the benefits of forest protection to the economy, water quality, wildlife, and recreation.


IF I HAD 10 SECONDS OF TV AIR TIME, I WOULD SAY: “National forests are now being logged and turned as tree farms, foreign to wildlife and people, and prone to catastrophic fire. Join us in stopping commercial logging in our national forests.” —CLYDE HANSON, CAMPAIGN CHAIR

Family Planning Fervor

GLOBAL POPULATION AND THE ENVIRONMENT PROGRAM COMMITTEE: Ned Grosnickle (chair), Karen Gaia Pitts, James Hufnagel, Joan Jones Holtz, Laura Kelnhofer, Chris Kennedy, George Loring, Kirk Koepself, Annette Souder, Ron Weisen


CAMPAIGN GOALS FOR 2003: Slow global population growth by promoting voluntary family planning and comprehensive reproductive health services and encourage individuals to live in ways that reduce natural-resource consumption.

HOW TO HELP THE CAMPAIGN: “Make your voices heard locally about the connections between population and the environment. Talk with your friends and family, write letters to your local papers, and contact your decision-makers regularly.” —ANNETTE SOUDER, GLOBAL POPULATION AND ENVIRONMENT PROGRAM CHAIR

IF I HAD 10 SECONDS OF TV AIR TIME, I WOULD SAY: “Slow global population growth is the best long-term environmental initiative we can support. Providing universal access to voluntary family planning takes us one step closer toward a sustainable environment.” —ANNETTE SOUDER, GLOBAL POPULATION AND ENVIRONMENT PROGRAM CHAIR

www.sierraclub.org/population

Trade, Human Rights Programs Looking Beyond Borders

HUMAN RIGHTS AND THE ENVIRONMENT RESPONSIBLE TRADE PROGRAM COMMITTEE: Jim Mays (chair), Kathleen Casey, Stephen Mills, Sam Parry, Chris Rembold, Cathy Rose, David Scott, Dan Seligman, Libby Tart, Craig Volland, Ginny Yingling

DEFINING EVENT OF 2002: Fast-track trade negotiating authority prevailed by three vote margin, but the Sierra Club shined a spotlight on NAFTA’s “corporate lawsuits,” which empower global corporations to file suits that undermine environmental protections.

CAMPAIGN GOALS FOR 2003: Promote environmentally responsible trade policies that allow countries to promote a higher quality of life for all, maintain high environmental and health standards, establish and enforce environmental rights, and give Congress and the public a strong voice in trade policymaking. Look at how global trade agreements, like allowing Mexican trucks to drive on U.S. highways, affect states.

BEST MEDIA COVERAGE: In the PBS documentary “Trading Democracy.” Bill Moyers explained the perils of NAFTA’s corporate lawsuits to a broad television audience.

BEST SIGN FOR THE FUTURE: Immediately after the 2002 elections, the Responsible Trade Campaign joined with the Sierra Student Coalition to train 110 new activists at workshops in Boston and San Francisco.

IF I HAD 10 SECONDS OF TV AIR TIME, I WOULD SAY: “The Bush administration is pursuing trade deals that give global corporations new powers to harm our environment. Congress needs to hold the administration accountable for safe, clean, and fair trade.” —DAN SELIGMAN, RESPONSIBLE TRADE PROGRAM

HOW TO SUPPORT THE RESPONSIBLE TRADE PROGRAM: Ask for our new tool kit to help build a grassroots responsible trade campaign in your state.

www.sierraclub.org/trade

www.sierraclub.org/human-rights

Rally for Rail

WASHINGTON, D.C. — A coalition of state and local government officials, business, labor and environmental leaders, and others plan to rally for rail, expressing support for the national Amtrak system and calling on Congress to fully fund Amtrak in 2003.

Protecting Wild California

SAN FRANCISCO, CALIFORNIA • Senator Barbara Boxer (D-Calif.) unveiled the California Wild Heritage Wilderness Act, which would protect more than 400 miles of wild rivers and approximately 2.5 million acres of wilderness.

Mountaintop Removal Mining Legalized

TWO-STEP: The Bush administration legalized the practice of mountaintop removal mining, whereby mining companies blast the tops of mountains, then dump the waste into rivers and streams. Five days later, a federal court stops the Bush administration in its tracks when it rules that mountaintop removal mining violates the Clean Water Act.

Small Family Farms Day

BURLINGTON, VERMONT • The Sierra Club honors the Farmers’ Co-op Organic Oat Growers, a co-op of small farmers who sell their certified organic, shade-grown, fair-trade oats (www.sacredgroundcoffee.com).

Java Gets Green

WASHINGTON, D.C. • The Sierra Club, in partnership with Sacred Grounds Organic Oat Farmers, launches a line of certified organic, shade-grown, fair-trade coffee (www.sacredgroundcoffee.com).

Beyond the Borders

BIRMINGHAM, ALABAMA • The Small Family Farmers Day Rally. Participants visit the “Celebrate Small Family Farms Day” event and learn about the positive aspects of small farms and how they can be part of a sustainable food system.

Prune Farms Day.” Participants visit farms in Montana and Wisconsin. The event is co-sponsored by “Celebrate Small Family Farms Day.”

www.sierraclub.org/logging

Defend environmental/forest defen- der Campaigns

The Club’s Beyond the Borders program is providing grants and technical expertise to community groups in Mexican border towns suffering from unchecked pollution from maquiladoras.

www.sierraclub.org/human-rights

MAY
Less Manure, Cleaner Buses, and a Ban on Soft Money

Despite hostile landscape, Club scores wins from coast to coast

BY LAURA FAUTH

Michigan Wins Clean Water Victory

On January 14, the state of Michigan agreed to issue pollution protection permits for factory farms, as required by the Clean Water Act. For years, the state had shirked its responsibility and refused to enforce the permit system. “We won by putting together a coalition that included family farmers, environmentalists, rural communities, and the EPA,” says Dan Farough, political director of the Mackinac (Michigan) Chapter.

Campaign Finance Reform Passes:

Elections and the environment will be a little cleaner in 2003, thanks to the Campaign Reform Act of 2002. The bill, signed into law by President Bush on March 27, will ban the use of unregulated soft money—huge, unlimited, and unreported donations from corporations and wealthy individuals—by the national parties. The legislation makes the most far-ranging changes since 1974 in how political parties and outside groups participate in campaigns. “The Campaign Reform Act is a critical first step toward taking our elections back from special interests,” says Deanna White, the Sierra Club’s deputy political director.

Army Chooses Bugs Over Burning in Colorado:

The Army announced on March 17 that it would not incinerate 2,600 tons of mustard gas being stored at the Pueblo Chemical Weapons Depot in Colorado. Instead, they will use the much safer “bug method,” which involves warm water and microbes. A campaign to halt the weapons incineration was launched 14 years ago by Sierra Club volunteer Ross Vincent, who says it’s a reminder that mean victories take time. “If we take care of ourselves and each other, we can stick with this for the long haul and win,” says Vincent.

Better Buses Hit the Road in DC

Four years of lobbying for compressed-natural-gas (CNG) buses over diesel finally paid off for Washington, D.C., activists. On April 18, the Washington Metropolitan Area Transit Authority Board voted to purchase 250 CNG buses and build a second CNG refueling facility, in addition to 164 CNG buses ordered earlier in the year. Momentum for the decision got a boost when 30 people turned out for a pre-election meeting rally carrying signs that said “I Want My CNG” and “Diesel Kills” and chanting “Diesel is a Weasel!”

Saving South Carolina’s Special Places:

In April, South Carolina Governor Jim Hodges signed a bill that will help protect the state’s wildlands and historical areas from development. The South Carolina Conserva- tion Bank Act allows the state to issue grants to buy land or purchase development rights from landowners. Funding for the program, which will come from a real estate transfer fee, is expected to be around $10 million annually. “This is the most important piece of environ- mental legislation passed in the state in a half-dozen years,” says Dell Isham, director of the South Carolina Chapter.

Senate Stands Up for Arctic Protection:

On April 18, 54 senators rejected a proposal to open the Arctic National Wildlife Refuge to oil drilling—the largest number ever to stand up for Arctic protection. To defeat the measure, the Department of the Interior and Gasfield staff and volunteers held town meetings, wrote letters and op-eds, and dressed up as polar bears, while Club staff worked tirelessly on Capitol Hill. “We hit every single senate office many, many times,” says Melinda Pierce, senior Washington representative on Alaska and wildlands issues.

Montana’s Weatherman Draw Spared:

In April, An- schutz Exploration Corporation gave up its plans to drill for oil in a Montana canyon known as Weatherman Draw. The area is sacred to at least 30 Native American tribes and is adorned with Native American petroglyphs that date back more than 1,000 years. Several Native American tribes joined together to halt the project, working in coalition with the Sierra Club and the Na- tional Trust for Historic Preservation. “Without the Sierra Club and the National Trust, this victory would not have happened,” says Howard Bogess, historian and member of the Crow Tribe.

Hawaii Passes Bottle Bill:

Hawaii eased its landfill cri- sis, created jobs in the recycling industry, and vastly re- duced bottle and can litter in one fell swoop this year. On May 2, it became the 11th state to pass a bottle bill, placing a nickel deposit on all glass, plastic, and alu- minum beverage containers. The bill passed despite in- tense lobbying from the beverage industry, thanks in part to a strong support from the Sierra Club Hawaii Chap- ter. “Hawaii is paradise,” says Jeff Mikulina, director of the Hawaii Chapter. “We want to keep it that way.”

‘Sooey Six’ and Mercury Deal Blows in Connecticut:

Three years of work on a power plant bill and two years of work on a mercury bill paid off for Connecticut activists this year. On April 17, Governor John Rowland signed a bill requiring the “Sooey Six”—the state’s oldest and dirtiest oil- and coal-fired power plants—to be cleaned up on-site by 2005. A month later, the governor signed the landmark Mercury Reduction and Education Act. The bill bans the sale of novelty items that contain mercury, and requires labeling of mercury-containing products, putting Connecticut at the forefront of nation- wide efforts to remove mercury from our environment.

School Bus Diesel Law Passes in Minnesota:

Minnesota’s first law to reduce children’s exposure to toxic fumes from diesel-school buses was signed into law on May 10. The new law requires buses drivers to minimize the idling of school buses and requires schools not to park buses near schools in areas with poor air quality. Student leaders of the Club’s School Bus Diesel Campaign were instrumental in get- ting the legislation passed. “When students learned the alarming facts about school-bus diesel, we got off our butt and headed to Capitol Hill,” says University of Minnesota student representative on Alaska and wildlands issues. “That is a victory in itself.”

South Dakota Rejects Corporate Farming:

On June 6, South Dakota voters rejected a constitutional amend- ment that would have invited corporate farming into the state, erasing the 1974 Family Farm Act and a 1998 ban on corporate farms. “We fought hard for family farms and won,” says Club organizer Tracie Weber. “The Sierra Club proved it can work alongside farmers and ranch- ers,” said South Dakota State Senator and farmer Frank Klocek at a party to celebrate the victory. “In a state where the Sierra Club receives a lot of opposition,” says Weber, “we proved that we can win our friends and neigh- bors. And that is a victory in itself.”

Sacred Space:

Historic Trust for Historic Preservation. “Without the Sierra Club, the project would have been submitted to strong support from the Sierra Club Hawaii Chapter. “We want to keep it that way.”
the Descheneaux Lakes region in the north Maine Woods, to be managed as a wilderness area. The Sierra Club was a partner in crafting the deal between The Nature Conservancy and Great Northern Paper. Great Northern will also place a conservation easement on 200,000 acres of forestland. “Area residents, hikers, canoeists, fly-fishermen, and wilderness enthusiasts statewide have long pressed this area as a remote haven of solitude and quiet beauty,” says Karen Woodsum, director of the Club’s Maine Woods Campaign.

Court Rules Against Utah’s Legacy Highway: Ruling that federal environmental laws were flouted during the permitting process, on September 16 a three-judge panel upheld an earlier ruling that shut down construction of Utah’s Legacy Highway. According to the court’s evaluation, the environmental impact study for the proposed highway was inadequate as it failed to evaluate an abandoned rail corridor as a possible alternate route, neglected to examine the effect of pending commuter rail projects on the region’s future transportation needs, and did not properly assess the impacts of the highway on wildlife. Lawton LeGate, senior southwest regional representative of the Sierra Club, characterized the court’s decision as a huge victory. “This isn’t the end of our fight, but we clearly enter a new phase significantly stronger than when we started.”

Nevada Wilderness Protected: A bill passed in late October designated nearly half a million acres of new wilderness in the Mojave Desert counties of Clark, Lincoln, and Nye, Nevada. Hundreds of people wrote letters, letters, and phone calls to Staples, filed a shareholder’s resolution, and others. Activists held more than 600 demonstrations, generated 15,000 postcards and thousands of letters and phone calls to Staples, filed a shareholder’s resolution, and flew the Staples’ CEO over clear-cuts in Nevada. Staples’ CEO over clear-cuts in Nevada. Staples announced on November 12 that it would phase out paper products originating from endangered forests and increase its sales of recycled paper products. The move followed a two-year campaign led by the Sierra Student Coalition, ForestEthics, and others. Activists held more than 600 demonstrations, generated 15,000 postcards and thousands of letters and phone calls to Staples, filed a shareholder’s resolution, and flew the Staples’ CEO over clear-cuts in Nevada.

Great Lakes Legacy Act Passes: President Bush signed the Great Lakes Legacy Act on November 27, authorizing $260 million over the next five years for the monitoring, remediation, and prevention of sediment contamination in the Great Lakes. Decades of industrial pollution and growing housing and commercial development have taken their toll on the lakes, which hold 18 percent of the world’s fresh surface water. “This successful vote marks more than three years of effort to develop and pass this legislation by the Sierra Club, the Lake Michigan Federation, and others,” says Emily Green, the Club’s Great Lakes Director.

Victory for Big Sur Wilderness: On November 20, the U.S. Senate approved the Big Sur Wilderness and Conservation Act of 2002, which would protect as wilderness 95,000 acres of chaparral, grassy meadows, pines, oak woodlands, and old-growth redwoods on the Big Sur coast and in Pinnacles National Monument, including habitat for the endangered California condor and steelhead trout. President Bush is expected to sign the legislation, which will permanently ban off-road vehicles, logging, oil and gas drilling, and roadbuilding in these areas.

Population Aid Withheld: The Bush administration announces that it will not contribute to the United Nations Population Fund, withdrawing a previously approved $14 million in aid. The administration claims that the fund provides aid for forced abortions in China, although a State Department investigation found no evidence to support the claim.

Smart Choices, Less Traffic: SAN FRANCISCO, CALIFORNIA • The Sierra Club releases “Smart Choices, Less Traffic,” a report/map highlighting the best and worst local plans for relieving traffic congestion and air pollution. For more information, go to www.sierraclub.org/smartreport.
Becoming a Player

Sierra Club not just commenting on the news, but making it

**BY ZACHARY ROTH**
SERRA CLUB MEDIA TEAM

“Feedlet Perils Outsource Regulations, Sierra Club Says”

“The Sierra Club Criticizes Ford’s Chief in a Campaign for Fuel-Efficient Cars”

“Sierra Club Assails Thune on Water Issue”

We’ve all grown accustomed over the years to seeing the Club’s name in print. But what’s different about the three headlines above, as well as scores of others over the past year, is that now the Club isn’t just commenting on the news, it’s making it. Whether we were turning the page in the Sierra Club Activist Resource magazine, commenting on the Sierra Club’s message defiantly speaks loudly, thanks to its solutions-driven focus which places people before protests.**1**

**Of course, it’s easier to attract media attention when you’ve got something positive to say. An October 7 article in PRWeek magazine commented that “the Sierra Club’s message definitely speaks loudly, thanks to its solutions-driven focus which places people before protests.”**

**We’re not above a good protest or two, but perhaps PRWeek was onto something here: fairly or not, environmentalists are often seen as being long on dire warnings of impending catastrophe, but short on practical solutions or alternatives. The more we present our work as positive, optimistic ideas for the future, rather than backward-looking attempts to cling to the past, the better we do in the battle for the hearts and minds of the American public. On a number of fronts, the Club’s campaigns—such as voter education campaigns established to protect our forests, we’re getting far afield and the wave of media coverage the Club received reflected—our understanding. Here are two examples:**

**When the timber industry got together with the Bush administration and a group of anti-environment lawmakers, the Club received a lot more coverage this year. The amount and quality of the coverage the Club generated this year was quoted widely in newspapers and on television.**

**Sierra Club’s efforts. Often in these campaigns, the Club’s message registered concretely: our work at the Summit conveyed to the rest of the American public that environmental action is a testament to the combined quality of the coverage the Club generated this year. The amount and quality of the coverage the Club generated this year was quoted widely in newspapers and on television.**

*For more information, contact the Gift Planning staff at (415) 977-5639 or plannedgiving@sierraclub.org.*
Our demands aren’t so radical after all

BY JENNY COYLE

Yes—the anti-environmental Bush administration has control of the Senate and the House and, before long, will control the top federal judiciary as well.

But take heart! Environmental forces still have The People on their side—and when it comes to the environment, people line up behind the Sierra Club, not the Bush administration.

Turns out it’s not so radical after all to want clean air, clean water, and healthy forests.

Ask Wyatt Earp, director of fleet management for the Marion County Sheriff’s Office in Florida. (Yes, he’s related to the Wyatt Earp of Old West lore; the original was his great-great-uncle.)

When gas-electric hybrid vehicles hit the market, Earp did some cost analysis to see whether it would be a good idea to pay a little more up front for a car that gets superior mileage. The answer?

“It zeroed out when you factor in that you’ll have the car for five or six years and run it for 100,000 miles,” he said. “It costs a little more to start with, but operating expenses are less. Plus, we’re working for the environment and showing people that we don’t need to be so dependent on foreign oil. ‘We want to make a statement that we can be more self-contained than we are.’”

Mind you, the four Toyota Prius vehicles used by the department are not par-trolling the streets or engaging in high-speed chases: Rather, they’re being used to deliver subpoenas, transfer prisoners, and run administrative errands.

The real star of the fleet, however, is the Prius that serves as the department’s “Homeland Security Patrol.” Trained civilians use it to check the county checking out bridges, pipelines, and other potential terrorist targets, ever on the watch for signs of tampering.

“We work to conserve as much energy as we can—that’s our obligation to the American people,” said Earp. “We spend taxpayers’ money wisely, and that means we don’t run experiments. We’ve got good cars here. Hopefully American car companies will offer something similar, soon.”

Earp has been working with the Sierra Club to promote the use of hybrids. In fact, at this year’s Florida Sheriffs Association conference in Tampa, he invited Dar- den Rice, the Club’s global warming and energy organizer in Florida, to speak to the crowd.

Meanwhile, in South Carolina, organ-izer Virginia Sanders found herself al-most getting arrested for promoting something basic, but apparently a radical idea to some: free speech.

Sanders and others had gathered with rally signs at the Columbia Metropolitan Airport in South Carolina one day in late October when President Bush was sched-uled to fly in. They set up a table in an area where they were sure Bush would see them. “Our message,” said Sanders, “was in support of clean air, you know, a really wild idea.”

As they stood waiting, some security people approached and ordered them to move to a designated area that they later learned was one mile down the road in a location where President Bush would not see them. They refused to budge, and the security folks got testy. They brought in Secret Service agents who in-formed Sanders and the others that they had to move because that area was not “a free-speech zone.”

Sanders was aghast.

“I thought the whole country was a free-speech zone,” she said to the agent. “In fact, I’ll bet my husband, a perma-nently disabled Vietnam vet, thinks the whole country is a free-speech zone, too. And I’ll bet my brother does, too—he’s missing an arm from his service in Korea.”

This did not sway the agent, who in-sisted that Sanders leave or risk arrest. Sanders didn’t mind risking arrest, but wasn’t familiar with the Sierra Club policy on civil disobedience. So she got on her cell phone and tried to call her supervisor to ask whether it was OK with the Sierra Club for her to get arrested. She wasn’t there. So she called his supervisor, who also was not there. (Sierra Club policy is to “go it alone.”)

Sanders put her phone away and turned to the agent.

“I want you to know,” she said, “that I’m a child of the civil rights era, and I’ve been arrested more times than you have toes on your feet and fingers on your hands, but I’m not getting arrested today.”

Meanwhile, miles and miles away on the Lolo National Forest in Montana, where the Sierra Club is conducting a citizen inventory of roadless areas, conserva-tion organizer Bob Clark relies on the help of 35 local citizens—only five of whom were started as Club members. Most are just local residents who “get it.”

Clark gives the volunteers maps of the area to be inventoried, plus a list of the signs of wildlife, whether they are footprints, scat, or the animal itself.

“People care about the land, and they’re committed and willing to spend their valuable time working to protect these areas whether or not they’re affiliated with an environmental organization,” said Len Iffordgen, brokerage chair for the Montana Chapter. “Regular folks un-derstand how special—and vulnerable—these places are.”

Common Cause

SAN FRANCISCO, CALIFORNIA • On the 31st anniversary of National Energy Policy Day, the Sierra Club launches a Web page dedicated to educating the allied networks of environmentalists, hunters and anglers, all of whom are interested in conservation and habitat protection.

Energy Bill

BY JENNY COYLE

Military Advisory Committee Chairman of the Bush administration was asked to do his part to reduce America’s depend-ence on foreign oil by manufacturing more fuel-efficient vehicles. But our dependence on imported oil is part of the problem and we know that incre-asing the fuel economy of the cars we drive is part of the solution.

The radio ads targeted Ford Chair-man Bill Ford, who has publicly de-clared his support for the hybrid com-pany’s environmental performance. By this time, the Club’s primary goal had been pointed as well to the bipartisan majority that opposed Arctic drilling. “The fight is going to get harder now that Bush allies are in complete control of Congress, but our strategy isn’t going to change. We’re going to have to fight to keep our 52 votes against Arctic drilling, and to stop any attempts to weaken fuel economy or ignore renewable energy.”

Our biggest job next year will be taking the truth to the public.

Listen Up:

As part of the Public Lands Action Summit in Washington, D.C., in March, Sierra Student Coalition members rally at the Capitol to save the Arctic and promote clean energy.

You Have the Right to Get Good Mileage:

For Wyatt Earp, director of fleet management for the Marion County Sheriff’s Department in Florida, purchasing fuel-efficient hybrid vehicles and reducing dependence on oil make sense for the environment—and the county budget.

Military Advisory Committee Chairman of the Bush administration was asked to do his part to reduce America’s depend-ence on foreign oil by manufacturing more fuel-efficient vehicles. But our dependence on imported oil is part of the problem and we know that incre-asing the fuel economy of the cars we drive is part of the solution.

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Unmasking Pretenders

Voter education campaign shines light on candidates, keeps environment in voters’ sights

BY TOM VALTIN

In Greenspotting work? Wayne Allard did it in Colorado, and he prevailed in November’s Senate election despite a full-court press by the Sierra Club to refute his claims. In addition to Allard, candidates with credible green records faced the label of environmentalist during the campaign season. According to the Sierra Club, “Allard campaign manager trumpeted his candidate’s green credentials, asserting anew that Allard had been honored by the Sierra Club.”

But the Allard campaign stuck with their claim. “The tactic demonstrates that no candidate for public office wants to be perceived as weak on the environment,” said Sierra Club Executive Director Carl Pope, “is that never before have so many people been elected to Congress claiming to care about the air, the water, and the land. The bad news is that an unprecedented number of them didn’t mean it.”

Greenwashing is simple—you say you’re for environmental protection, but you act and vote otherwise. The Sierra Club published a list of 10 ways to tell that you aren’t a true environmentalist—voters could find out for themselves.

Sierra Club Praised

10. Upon further inspection, you realize you’re actually a member of the fun club for Seattle Mariners’ outfielder Ruben Sierra.

9. You oppose holding polluters responsible for their messes. (Bond Amendment to S.1371, 12/13/01)

8. You think Birkenstocks are where Germans invest their 401(k)s.*

6. Your favorite pillow is stuffed with feathers from an endangered red-cockaded woodpecker.*

5. Your name is Senator Wayne Allard. Items marked with * renounce the actions of Wayne Allard. All other items based on vote made by the senator.

4. You try to attend a Sierra Club meeting by flashing your collection of Sierra Nevada Pale Ale bottle caps.*

3. You consider yourself a neutral candidate—lost. “A year ago, Sununu would have never called himself an environmentalist,” she says, “but by this fall that’s exactly what he was doing.”

“A New Hampshire is a conservative state,” Scott explains, “but I met a lot of people—hunters, for instance—who don’t think Wayne Allard convinced voters he was an environmentalist; voters just had other priorities this year, and even though election day brought disappointment, one considers air and water quality a big issue.”

Pope observes that the environmental agenda is now a central campaign issue.

“The day after the election, I actually felt really good,” said Sierra Club Press Officer Jeffords Amendment S.A. 3017, 3/14/02) (Sierra Club press release, reprinted in Denver’s Rocky Mountain News)

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‘Aren’t We the Lucky Ones?’

Inner City Outings program plants seeds, inspires tears

By LI MIANG

Six months into his training as a youth leader, 16-year-old Chris Nicholson moved from the back of the pack to lead an inner-city youth group on a dayhike in the Catskills. Seeing his determination, adult volunteers from Sierra Club’s Inner City Outings Program (ICO) had “tears in their eyes,” according to ICO organizer Kate Purcell.

An all-volunteer program, ICO provides outdoor experiences and cultivates leadership skills among urban youth who might not otherwise have these opportunities. With 45 groups in the U.S. and Canada, ICO logged 963 trips this year with kids from inner-city schools and youth agencies.

In New York, the volunteer pool has tripled in size since September 11, 2001. Youth agencies wired for ICO trips is high, but the New York group can only take on a handful of additional agencies each year given the ongoing relationship it develops with agency staff and kids.

Some agencies, like the Family Academy of Harlem and the Floating Hospital of New York City, have been involved with ICO for more than a decade through partnerships developed by ICO leaders Marc Becker and Ray Greenwell, respectively. For its work with the children of incarcerated mothers, the New York ICO group won an Outstanding Service Award from the Women’s Prison Association.

This past October, the group organized its first annual take-a-thon in upstate New York, involving more than 200 participants and big-name sponsors like Patagonia and The North Face. More than $10,000 was raised, all of which will go directly toward operating costs for future ICO trips.

Green Guides is a program developed by Kate Purcell to teach leadership and wilderness skills to teenagers from agencies that partner with the New York ICO group. With relatively few faces among the volunteer leadership resembling their clientele of African American, Latino, and Asian youth, adult ICO volunteers are working with teens like Chris Nicholson to train the next generation of leaders.

“We’re hoping that when they’re out in the real world, they’ll stay involved and become ICO leaders,” said Craig Mesner, New York ICO co-chair.

The Miami ICO group has also developed a Youth Leader Program, with the long-term goal of drawing leaders from the communities being served. Youngsters in this program receive training in backpacking, canoeing, and navigation skills, as well as guidance from adult mentors. Since September 11, the group has involved youth leaders closely in the decision-making process.

“Not only are the kids learning, but the adults are learning, too—about all the ways that kids communicate,” remarked Mark Walters, one of the mentors in the Youth Leader Program.

ICO groups in Florida have been highly responsive to the particular needs of the region. Drowning is a learning, too—about all the ways that kids communicate, the program has involved youth leaders closely in the decision-making process.

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Ten Reasons Things Aren’t as Bad as They Seem

1. Americans support environmental values. By a two-to-one margin, a New York Times/CBS News poll (November 29, 2002) found that Americans say that protecting the environment is more important than producing energy.

2. Campaign finance reform kicked in on November 6. When the polls closed at midnight on November 5, the Bipartisan Campaign Reform Act, which will prevent polluting industries from dumping unlimited “soft money” into electoral campaigns, was in effect. Now, which passed in March, is a critical first step toward giving power back to voters.

3. Demand for hybrid cars soars. Toyota has already sold more than 100,000 Priuses, and a recent auto industry survey found that 60 percent of consumers were considering hybrids for their next car.

4. Wind energy is becoming economically competitive with coal. According to Stanford University energy experts Mark Z. Jacobson and Gilbert M. Masters (Science, August 24, 2001), “The direct cost of energy from large wind turbines has dropped to 3 to 4 cents per kilowatt-hour, wind energy is unequivocally less expensive than coal energy.”

5. BP backs off from Arctic. In November, the largest oil producer in Alaska, BP, withdrew from Arctic Power, a lobbying group dedicated to oil drilling in the Arctic National Wildlife Refuge.

6. ‘Loathsome’ energy bill dies in committee. The House bill included drilling in the Arctic and billions in tax breaks, but was still a huge step backward. Any marriage of these bills would have increased pollution and the nation’s dependence on oil.

7. The last time anti-environmental Republicans took over Congress, they squandered their mandate. House Speaker Newt Gingrich launched his ambitious “Contract With America” in early 1995, which would have dismantled decades’ worth of environmental protection. By the end of the year, his campaign had sputtered and only a fraction of it became law.

8. The Kyoto Protocol is on the verge of ratification. In December, Canada and New Zealand signed the Kyoto Protocol, bringing the total to 98 countries, contributing 40 percent of greenhouse emissions. The Kyoto Protocol becomes law when a minimum of 55 countries covering at least 55 percent of 1990 greenhouse gas emissions have ratified it. Despite the U.S. refusal to sign it, it will take effect when Russia, which has promised to ratify, signs it in 2003.

9. The Sierra Club is strong. PWWeb named the Sierra Club “the most powerful and influential organization dedicated to environmental organization in the country.” With more than 700,000 members in 66 chapters and 955 groups and a $70 million budget, the Sierra Club is solvent, stable, and ready to climb into the ring for the next round.

10. The Sierra Club is attracting young people. The Sierra Student Coalition has more than 20,000 members and is active on more than 100 campuses. The SSC’s organizing training programs have trained hundreds of high school and college students in activism, many of whom have become volunteer leaders of the Club.

Enforce the Clean Air Act, Don’t Weaken It

Dear Representative ________________

The nation’s air is far cleaner than it was when the Clean Air Act became law in 1970, but more than 170 million Americans still breathe air that doesn’t meet health-based standards. The good news is that we have proven, readily available technology to clean up old power plants, refineries, and factories.

But the Bush administration’s announcement in November that it would weaken the New Source Review provision of the Clean Air Act won’t protect communities from increases in pollution linked to asthma, heart disease, and premature death. New Source Review requires older factories to install modern pollution control technology when they make a change that increases pollution.

I urge you to hold town hall meetings in your district about the potential consequences of weakening the Clean Air Act. Please work to enforce the Clean Air Act, not weaken it.

Sincerely,

— JOHN BYRNE BARRY