



## **OUR MISSION**

*Cool Rochester is dedicated to making this planet a healthier, more sustainable environment to pass on to our children and grandchildren. To accomplish this goal, we need to make changes now—and we need to start at home. That's why Cool Rochester offers the tools to empower the Rochester, NY community (businesses, colleges/universities, communities and individuals) to: Understand your carbon footprint; Reduce your energy consumption and carbon emissions; Help create and implement organizational policies and practices; Realize the future environmental benefits of making lifestyle changes now; Appreciate immediate benefits, including: Lower energy bills, A cleaner environment, Improved physical health (from eating locally and walking/biking more). Actions promote change. *Together we can preserve our natural resources and ensure a brighter future for our children.**

## **OUR HISTORY**

By Cheryl Munson

Back in the Fall of 2006, Rochester Sierra Club's Global Warming & Energy Committee had an idea to launch a local effort to enforce the initiatives of

Sierra Club's Cool Cities program in place in other US cities such as Washington, DC. To expose the concept to the Rochester community, they rolled out the Low Carbon Diet challenge in 2008. By Spring of 2009, a 501- c3 organization was formed that included a core team of individuals with diverse expertise: Bob Siegel, Executive Director; Alison Davidson, Director of Operations; Jim Tappon, Communications Officer; Diane Newton, Project Director; Chris DiMuro, Public Relations Manager; Tanya Cuda, Treasurer; Barbara Grosh, Web Developer; and Clayton Munnings, Intern. On June 24, 2009, a public meeting to recruit other volunteers and to identify additional strategic partners and sponsors for the program was held and met with success.

## **TIP OF THE MONTH**

By Margie Campaigne

Sending kids back to school? As parents, you know how much you can spend on school items. Especially with the current economy, you may want to re-think some purchases. Going green means saving money too! Your kids have grown and need "new" clothes? Try some of the many stores offering gently used clothing

and other necessities, as well as Freecycle and Craig's List. Look for notebooks and other paper goods made of 100% recycled content. Packing lunches? Think about using durable and reusable containers instead of throw-aways and single serving packs. More tips always available on [www.Project-HOUSE.us](http://www.Project-HOUSE.us), with links to hundreds of other helpful sites.

## **UPCOMING EVENTS & MEETINGS**

**September 8, 7:00 - 9:00 pm:** Low Carbon Diet "Cool Community Tele-Training" offered at no charge by the Empowerment Institute. This is a wonderful training tool for anyone interested in facilitating Ecoteams with the LCD program. For more information visit

[http://www.empowermentinstitute.net/lcd/lcd\\_files/LCD\\_Tele\\_Training.html](http://www.empowermentinstitute.net/lcd/lcd_files/LCD_Tele_Training.html). Please e-mail [alison.davidson@CoolRochester.org](mailto:alison.davidson@CoolRochester.org) if you would like to register.

**September 15, 6:00 - 8:00 pm:** Mayor Robert Duffy will host our official program launch at City Hall, 6-8 pm. This event is by invitation only - please contact us at [CoolRochester@gmail.com](mailto:CoolRochester@gmail.com) if you would like to attend!

**September 28:** Join us for Cool Rochester's monthly meeting for CoolCorps volunteers and the general public. 6:30 - 8:00pm, in the conference room of the Center for Community Health (University of Rochester Medical Center), 46 Prince St. There is ample parking around the building.

## **WORKING GROUP SPOTLIGHT**

By Heather Newton

Cool Rochester's biggest event since its inception is coming September 15<sup>th</sup>. The Launch Event group has been working hard to produce an inspiring and engaging evening with national and local speakers, a diverse audience of representatives from businesses, community groups and municipalities, and of course, refreshments. This official launch of the Cool Rochester program aims to involve as much of the Rochester community as possible. The event will be held at City Hall and will feature a short video created by a local production company, a keynote address by RiT's President, Dr. Bill Destler, and an invitation to the numerous Rochester groups represented to join in on the Cool Rochester vision. Dr. Roger Saillant, who co-authored the novel *Vapor Trails* with Cool Rochester executive Bob Siegel, will also be contributing to the evening. The working group hopes that this event will be the perfect opportunity for recruiting partners, a fundamental part of Cool Rochester's goal to reach the whole Rochester community.

Behind the scenes, a team of enthusiastic CoolCorps volunteers has been helping to identify, meet with, and personally invite many businesses, community groups, and municipalities. It's not too late to get involved. Staffing for the night of the event is another need that the group is working to fill. Volunteers have the opportunity to help set up the City Hall atrium, coordinate with the speakers, help with Audio-visual needs, process registrations, and hand out personalized press kits, among other tasks.

## **EXEC CORNER**

By Alison Davidson, Director of Operations

When I started volunteering for the Low Carbon Diet Challenge in the fall of 2008, I never imagined it would grow into such a dynamic and groundbreaking program as Cool Rochester. But here we are, one year later, with our sights set on reducing one billion pounds of Rochester's CO2 emissions. I could not be more thrilled! As Director of Operations, I've been working to help establish the basic elements of our program infrastructure, as well as strategize on how best to bring it to the Rochester community. With the rest of the Cool Rochester team, I have helped to develop our organization's structure and project timeline, helped to design our logo and program materials, participated in meetings with the City of Rochester to establish our partnership, started to plan and organize details for the September 15 launch at City Hall, and helped pull

information together for our all-important website. However, none of my contributions would have been possible without the rest of the Cool Rochester team, and I am honored and inspired to be working with such a dedicated group. Like everyone else at Cool Rochester, I am a volunteer. So why am I taking time away from my family and friends to help make Cool Rochester a reality? For me, my motivation comes from my small children. I truly worry about the changes they will see within their lifetime. I know that change is inevitable, and that change can be good. However, some things, like changes in sea levels and major climate patterns, will bring about unprecedented hardships and challenges. I don't want my children to have to deal with this. So I'm on a mission to do anything and everything I can to circumvent this outcome. Cool Rochester is carefully designed to address these "big picture" problems, while also helping the community to save money and rethink our usage of energy. It's a perfect fit. So on behalf of my little children, I thank each and every one of you for your interest and support of our program. We are in for an exciting ride, and I look forward to getting to know many more of you as we take this journey together. Please feel free to contact me any time at [alison.davidson@CoolRochester.org](mailto:alison.davidson@CoolRochester.org).

