



## 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.*

## CALENDAR OF EVENTS

Thursday, **September 16** 4:00 - 7:00 PM behind the Town Hall on Titus Ave - Cool Rochester Tabling - Talk about Cool Rochester, play recycling game, hand out information. To volunteer, contact Jim Tappan at [jtappan@rochester.rr.com](mailto:jtappan@rochester.rr.com) - please include "Irondequoit tabling" in topic.

Thursday, **September 16**, 5:30 to 7 PM at [eVANHEE Geothermal &](http://www.eVANHEE.org)

[Solar Thermal](http://www.SolarThermal.org), 6355 Dean Parkway, Ontario, NY 14519. Green Drinks is a monthly networking event where people in the environmental field and the sustainably minded meet over drinks, in an informal setting to exchange ideas, find out who's doing what and spread the word on what you're doing, find employment leads and make new friends and contacts.

eVANHEE is proud to sponsor Green Drinks this month. Come take tours of alternative energy systems while enjoying refreshments and meeting other like-minded green folks. Bring a guest!  
<http://www.ceinfo.org/ugbn/index.php> for more green drink info.

Sunday, **September 26** 1:00 - 5:00 PM at Genesee Valley Roundhouse shelter - Cool Rochester tabling - Talk about Cool Rochester, play recycling game, minimal paper distribution. To volunteer, contact Eric Boxer [boxere@gmail.com](mailto:boxere@gmail.com) - please include "CSL tabling" in the topic.

**September 27** - Join us at Cool Rochester's general meeting every fourth Monday at the Downtown United Presbyterian Church from 6:30 - 8 PM. The church is at 121 N. Fitzhugh Street, just across the street from City Hall between Exchange and Plymouth. Free parking!

**October 10** - On 10/10/10, the planet is getting to work on climate change with 2200+ events in 145+ countries. [Learn more about what's](http://www.learnmoreaboutwhat.org)

[happening! Find a Work Party near you »](#) [Start your own Work Party »](#)

Cool Rochester will host Green Drinks in October – Thursday, **October 20** from 6:00 to 7:30 - tentatively at Johnny's Irish Pub on Culver Road - watch for more details - join us and other concerned green supporters. (Save the date)



## NEW FORMAT FOR GENERAL MEETINGS

Beginning with our next general meeting on Monday, 9/27, we are going to include more interactive time. We will begin by having attendees check in and share their recent energy-saving activities and results. (This is optional, of course. Remember to update your meter reads on the website, too.) Later, members of the core team will update those attending on our upcoming and latest activities, and explain any current needs for more volunteers. Lastly, we will have a presentation, which could be on a variety of topics, all relating to lowering our individual and collective carbon footprints.

## VOLUNTEER OPPORTUNITIES

As Cool Rochester continues to develop momentum, we find ourselves in need of volunteers to sign up for some specific upcoming events: We need volunteers to help at the events noted on the **Calendar of Events** to promote Cool Rochester. If anyone has a few hours to help out on any of these dates, please email us with specifics. All handout materials (such as brochures) will be supplied. You just need to bring yourself and your enthusiasm. Please send a note to [CoolRochester@gmail.com](mailto:CoolRochester@gmail.com) and indicate which events are of interest & we will contact you.

Cool Rochester is a 100% volunteer organization, and is looking to fill a few more volunteer posts in the next couple of months. Please contact: [Info@CoolRochester.org](mailto:Info@CoolRochester.org) if you are interested in more information about any of the following volunteer roles:

**Events Coordinator:** Planning and coordination of Cool Rochester events, including Climate Cafe Training sessions (approx 6 / year), Partner Recruitments (2 / year) and other events as identified. Approximately 3-4 hours per week.

**Volunteer Coordinator:** Serve as primary liaison for all Cool Rochester volunteer posts. Facilitate communication among volunteers and plan volunteer recognition events. Approximately 2-3 hours per week. In addition to this, we have some things going on that could create large demand for ECO Team facilitators:

- **University of Rochester Facilities and Services** has agreed to a pilot program for some River Campus facilities staff.

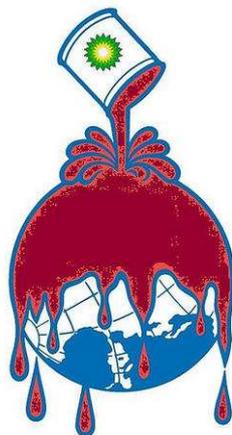
- **Action for a Better Community**

is considering arranging with Cool Rochester to train people who are qualifying for weatherization projects

Let us know if you are interested in helping out by facilitating an ECO team. Cool Rochester will help provide the necessary training for this (free of charge). Respond via email for more information on becoming a facilitator: [coolrochester@gmail.com](mailto:coolrochester@gmail.com)

One of the best training events to provide a larger perspective on our goals and objectives and the process for getting started is a free "Tele-Training" session offered by the Empowerment Institute. David Gershon, author of the book Low Carbon Diet, runs sessions. If you want to help and you feel that you need more background, this is a great place to start. Here is the link - Click on the link for more details and sign up today.

[http://www.empowermentinstitute.net/lcd/lcd\\_files/LCD\\_Tele\\_Training.html](http://www.empowermentinstitute.net/lcd/lcd_files/LCD_Tele_Training.html)



## GRIST ARTICLE ON ECO DEPRESSION RE: OIL SPILL

<http://www.grist.org/article/2010-06-25-ask-umbra-on-turning-oil-spill-depression-into-transformation/>

## CONSUMER ELECTRONICS ASSOCIATION ANNOUNCES ITS GREEN PRODUCT OF THE YEAR

By Bob Siegel



The Consumer Electronics Association (CEA) recently awarded their 2010 product awards. The platinum award for Green Product of the Year was given to Schneider Electric's [APC Power-Saving Surge Protector with LCD Timer](#).

You might ask, "How can a surge protector save power?" Well the secret is actually in the timer and the way it lets you deal very effectively with [vampire electronics](#), which are devices that continue to draw power when you are not using them, like VCRs or cell phone chargers. APC's Power-Saving Surge Protector with LCD Timer, allows you to program the plug strip to cut these devices completely off when you know you will not be needing them, thus saving energy. There are actually two models available, the P4GC and the P6GC, which, as you might have guessed, have four and six outlets respectively. According to Patrick Donovan, senior product manager, "The new Surge Protectors not only save your electronics from damage, but they help you save money too." Company calculations show that these two devices, which retail for less than \$20 will pay for themselves in as little as four months. The timers allow up to six program settings per day. This is obviously good news for the environment as well. Even though these vampire loads tend to be

small, there are lots of them and they are generally sipping juice twenty-four seven, like little electronic leeches that are permanently attached to your house. According to David Gershon's [Low Carbon Diet](#), cutting out vampire electronics, can easily save as much as 600 pounds of carbon per year at home.

It's a clever idea, though not actually the first to address this issue. [Smart Power strips](#) allow you to designate a control outlet to which you plug in an appliance that you want your other appliances to follow. For example, if you plug in your TV to that outlet, your VCR, DVD, cable box, etc., which is then all plugged into "switched outlets," will all shut off automatically when the TV shuts off. Other earlier approaches were featured in this [TreeHugger](#) article.

Devices like this can save even more energy and money in the office, where printers and copiers can be shut off overnight, if that isn't already being done. So while these little devices are not about to win a Nobel Prize for innovation, they will save a lot of energy.

RP Siegel is co-author of the eco-thriller [Vapor Trails](#). Follow RP Siegel on [Twitter](#).

### **FORMER BP EXEC SETS HER SIGHTS ON ALGAE AS THE FUEL OF THE FUTURE**

By Bob Siegel

[http://www.huffingtonpost.com/rp-siegel/former-bp-exec-sets-her-s\\_b\\_648740.html](http://www.huffingtonpost.com/rp-siegel/former-bp-exec-sets-her-s_b_648740.html)



### **RECYCLE PLASTICS WHILE AT BRIGHTON FARMERS MARKET**

Summer Market: Every Sunday, May 30 to October 31, 2010, 9 am–1 pm, at the Brighton High School Parking Lot

Rain or shine, come to the market for fresh and delicious vegetables, fruit, meat, and more. Help support local farmers who, by growing food in sustainable ways, create a healthier food supply and a cleaner environment. Meet your neighbors, bring the kids, and enjoy summer in Brighton!

#### ***Recycling at Brighton Farmers' Market*** (from their website) -

Bring the following items at the ColorBrightonGreen.org table at the Brighton Farmers' Market and we'll recycle them for you.

Items we recycle:

Plastic #3 through #7 containers and lids, **clean and dry**.

Unnumbered plastic lids or caps are OK. (No Styrofoam or egg containers! See below.)

Compact fluorescent lamps (CFL)

Compact discs and DVDs

Batteries (all kinds, not corroded and no car batteries)

Crayons (leave labels on when possible)

Wine corks (real cork, not plastic ones)

~~Sneakers~~ (Sorry! We are not taking sneakers at this time.)

Items we DO NOT recycle

Styrofoam and other rigid foam packaging: see [tip on our recycling tips page](#).

Egg Containers: Some farmers at the market will take them.

Plastic flower pots: Some gardeners and garden stores will take them.

Plastic grocery bags, bread bags, newspaper bags, other thin plastic bags or plastic wrap: Grocery stores take them for recycling in their "plastic bag" recycling bins.

### **RECYCLING TIP OF THE MONTH – BELIEVE IT OR NOT**

By Margie Campaigne

You know how all the instructions about recycling specify "clean" containers? Do you wonder why that is? Yes, the leftover spaghetti sauce in that jar does not recycle into glass, and can turn smelly and attract bugs. These are fine reasons to want people to rinse out containers before putting them in their blue (or green) box, or before taking them to another collection facility.

I have to tell you, though, about another reason I learned about when I toured the Monroe County Recycling Facility on September 10<sup>th</sup>, with the Zero Waste Committee of our local Sierra Club. Yes, it has to do with vermin, but you might not guess which ones. It turns out the problem is with ... skunks! Those cute black "cats" with the white stripe down their backs. The smell of "unclean" containers attracts them to sneak their way into the facility at night. When the huge overhead doors open the next morning, they are startled and then spray that unmistakable smell, which fills the facility and makes a nasty environment for the workers. So people, do our county workers a BIG favor and make sure your bottles, cans, pizza boxes, and other containers are as clean as you can get them!



### **WE'RE HOT AS HELL AND WE'RE NOT GOING TO TAKE IT ANYMORE**

By Bill McKibben of 350.org

<http://www.grist.org/article/2010-08-04-time-to-get-mad-hot-as-hell-climate-global-warming-bill-mckibben>

## **COOL ROCHESTER NOW ON FACEBOOK**

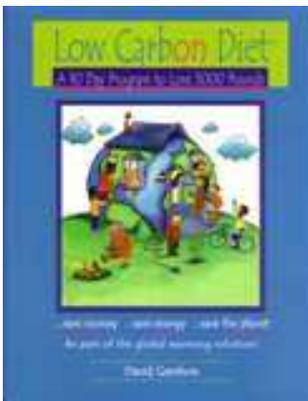
Cool Rochester is on FaceBook. <http://www.facebook.com/CoolRochester> "Like" us! Share your news and links with all of us there.



## **OUR HISTORY**

By Cheryl Munson

In the fall of 2006, Rochester Sierra Club's Global Warming & Energy Committee had an idea to launch a local effort to promote the 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 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 Management Support; Chris DiMuro, Public Relations Manager; Tanya Cuda, Treasurer; Barbara Grosh, Web Developer; and Clayton Munnings, Intern. On June 24, 2009, we held a successful public meeting to recruit other volunteers and identify additional strategic partners and sponsors.



## **TIP OF THE MONTH – AUTUMN LEAVES**

By Margie Campaigne

In the next few weeks, while we are admiring the gorgeous colors of the trees in our area, we will also be dealing with the leaves that fall in our yards. Each municipality seems to have its own collection routine. Be sure to find out what it is and how it works where you live.

Leaves, and other dead plant material, are what turn into fertile soil if left to their own devices, or composted. If you don't or can't compost them in your own yard, the next best thing is to put them out in piles for your city, town, or village to collect for composting. Many areas then allow residents to come and collect finished compost for use in their yards and gardens.

If you compost the leaves yourself, note that leaves and other plant material will decompose faster if shredded into smaller pieces. You may have a mulcher and/or bagger on your lawnmower or leaf blower. Mulching will not only help the leaves compost faster, but also you will have a smaller, more manageable pile to start with.

You can simply pile them in a corner of your backyard, make a simple enclosure out of chicken wire or fencing, etc., or use a purchased outdoor compost bin.

It makes me sad to see perfectly good leaves all gathered up in plastic bags, which are then destined for the landfill. This is such a waste of a natural resource.

Topsoil is a precious commodity, and compost only enriches it. Please do consider making sure your leaves will go to their highest use – that which nature intended – enriching the soil.

## **WEGMANS PULLS TWO REUSEABLE BAG DESIGNS WITH HIGH LEAD LEVELS**

<http://www.environmentalleader.com/2010/09/13/wegmans-pulls-two-reusable-bag-designs-with-high-lead-levels/>



## **NEWS ON THE WEBSITE: TEAMS!**

By Barbara Grosh

When you join the Cool Rochester website, (or visit later) you get the chance to affiliate with teams, possibly from your workplace, your school, your congregation or any organization you belong to. If you don't see a team for an organization you think should have one, you can create it, which will make you a team captain! Team captains can use the website to email their team members to cheer them on, remind them to recruit their friends, crow about whether their team is saving more carbon than rival teams, remind them to log in and update their readings, etc. You can see how the teams compare by clicking on the teams link on the top right of the homepage. How's your team doing? Getting any ideas?

<http://www.CoolRochester.org>