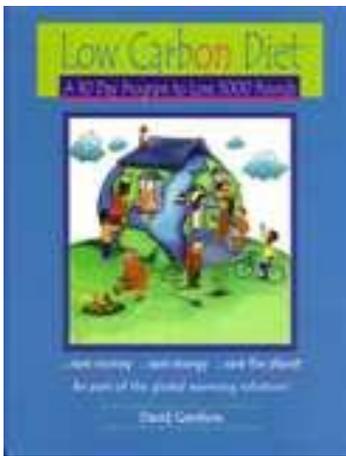




## OUR MISSION

*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.*



## UPCOMING EVENTS & MEETINGS

**December 1<sup>st</sup>** (note: *rescheduled*), 7-9pm. **Cool Community Tele-Training.** David Gershon, founder and CEO of Empowerment Institute and author of *Low Carbon Diet*, will facilitate the training. He is one of the world's leading authorities on behavior change and community empowerment. His state-of-the-art empowerment tools have been applied over the past twenty-five years to achieve significant, measurable and sustainable behavior change. His experience with large-scale transformation and diffusion of social innovations are other assets this training will build upon. The training is two hours and includes pre-work and a post training web-based support system to exchange best practices. All participants must pre-register: visit <http://www.empowermentinstitute.net/lcd/index.html> for more information.

**November 16<sup>th</sup>**, 6:30 - 8:00 pm. **Cool Rochester general meeting**, Downtown United Presbyterian Church, 121 Fitzhugh St. N. (there is plenty of free street parking at this hour, as well as free parking in the City Hall lot across the street). Join us for an update on the latest Cool Rochester activities, as well as help out discussion in smaller working groups.

**December 21<sup>st</sup>**, 6:30 - 8:00 pm. **Cool Rochester general meeting**, Downtown United

Presbyterian Church, 121 Fitzhugh St. North (there is plenty of free street parking at this hour, as well as free parking in the City Hall lot across the street). Join us for an update on the latest Cool Rochester activities, as well as help out discussion in smaller working groups.



## TIP OF THE MONTH

By Margie Campaigne

### **Weatherize, and schedule an Energy Audit**

Remember looking at homes around your neighborhood last winter, and at your own home? You saw some homes and buildings had a lot of icicles hanging off the roof and gutters. Others had none or very few. What is the difference? If a home or building has lots icicles it means that enough heat from inside is escaping via the roof, windows, etc. to melt the snow that had collected. The melted snow runs down to the edge of the roof and the gutter, meets with cold air again, and re-freezes into those pesky frozen fingers of ice. You may recall a few years ago that when we had a lot of snow combined with very cold weather,

many people had ice damage that needed to be repaired. Roofers were extremely busy the next spring.

Instead of buying heat tape for gutters and roofs, and just knocking off icicles after they form, you can *prevent* ice damage, wasted heat, plus higher heating bills by insulating. Each home and building will have its own unique insulation remedy. Some people will be able to install the insulation needed by themselves, and others will need to hire a contractor. When we have cold, snowy weather, you can prepare for the work to be done by going out and taking photos all around your home, focusing on any problem areas. These will help you and/or a contractor to pinpoint and identify areas that need specific attention when warm weather returns and you are ready to insulate. OR, beat old man winter this year and have a contractor look at your home ASAP. Many have infrared cameras that can also show where your home is losing heat.

There IS help available to homeowners, renters, landlords, businesses, farmers, and municipalities alike. Call 1-866-NYSERDA, or see [www.nyserda.org](http://www.nyserda.org) (New York State Energy Research & Development Authority). The next step is to get an energy audit from a qualified, certified professional. They will do a thorough inspection, take various measurements, and recommend the type and scope of work indicated by their findings. Based on your needs, budget, and preferences, you then choose the work you want to have done, after you've been shown the approximate payback periods for different items. You might choose to replace some old energy hogs with new Energy Star appliances, too. The contractors handle any paperwork to qualify for incentive programs like grants and low-interest loans.

More tips always available on [www.Project-HOUSE.us](http://www.Project-HOUSE.us), with links to hundreds of other helpful sites.



### **BOTTLE BILL UPDATE**

From 13WHAM News on Oct 23<sup>rd</sup>:  
A statement from Governor Paterson Friday says all bottled water must include a minimum nickel deposit, effective October 31<sup>st</sup>, 2009.



### **VOLUNTEER SPOTLIGHT**

By Alison Davidson

Cool Rochester would not exist without the continued hard work and dedication of our wonderful volunteers, so each month we will now introduce you to one of our "Cool Corps". This month we meet Karen Monroe, who was instrumental in helping to organize our September 15 kick-off at City Hall, and continues to volunteer with us as our Business Manager and Web Editor. Karen – thank you for all you do!

Cool Rochester: When did you start to volunteer with Cool Rochester?

Karen Monroe: Fall 2009

CR: What do you do for Cool Rochester?

KM: Business Manager & Web-editor

CR: What was your motivation to volunteer?

KM: I have a passion for sustainability and after meeting with the Core Team, I felt a very warm welcome and a drive to continue working with such a great, passionate team of people

CR: What do you do in your regular job?

KM: I am a Chemical Safety Assistant. I monitor the Chemical inventory for the U of R's Laser Lab, maintain all the records for MSDS sheets and answer all chemical safety related questions from the Lab staff members.

CR: Other than volunteer for Cool Rochester, how do you like to spend your spare time?

KM: I have two young nieces (3 & 5) that I love to hang out with. And as far as extracurricular hobbies I love to go hiking and running which is extra exciting this time of year with all the fall foliage. We are also hoping to try snow shoeing this winter.

CR: What do you hope to see Cool Rochester achieve?

KM: I hope CR is able to raise the community's awareness of the depths of the Climate Crisis and make a strong, positive impact at reducing ALL consumption.

CR: If you could have one wish (any wish) granted, what would it be?

KM: It may be cliché but...I would wish that all people could find & know true happiness within themselves and in the outside world.

## SLEAZE DETECTOR

Under the guise of concern over global warming an anti-immigration group in California called Californians for Population Stabilization (CAP) claims that immigrants to the US, worsen the environment once they Americanize their lifestyle, noting a four-fold increase in carbon footprint soon after they arrive from Mexico. While this statement might be factually true, their proposed solution, banning immigration, is certainly less than noble and out of step with the principles upon which this country was founded. Perhaps a better solution would be to green the American lifestyle, so that people no longer jeopardize the planet by adapting it. As one blogger (Mary Catherine O'Connor) notes, "Very interesting! Maybe the folks at CAP should "Mexicanize" their consumption patterns to make up for those gluttonous immigrants..."

## EXEC CORNER

By Bob Siegel

### **Reflections on your electric meter**

Anyone serious about reducing their energy consumption, or reducing their carbon footprint, or saving the planet for future generations, should definitely spend some time in front of their electric meter. Why not take a look now?



What you see are a set of clock faces, each with one hand and only ten "hours." They are a little odd, however, since, being gears, each of them turns in the direction opposite from the one next to it. First things first, you should learn how to read them. (Hint: the meter above reads 46372 kW-Hours which is a measure of cumulative electrical energy usage). An

excellent set of instructions for doing this can be found at <http://www.gjps.net/meterread.htm> (Courtesy of the Greeneville, TN electric company). Having the ability to read your meter enables you to keep track of your electric usage. In a way it's like the gas gauge on your car, except that since you are always connected, you never run out, which is why you rarely look at it.



The same would be true if your car was always connected, you would rarely look at the gas gauge. That might be more convenient, but I wonder if being less aware of how much gas you were using would affect your driving habits and your gas consumption. If you agree that it might, then you can see why taking a moment to look at your electric meter might be useful. Now take a look at your meter. Just below the dials you will see a horizontally mounted disk, oriented in such a way that you just see the edge of it. If you look carefully, you will see that the disk is spinning. The rate at which it is spinning is directly proportional to the rate at which you are using electricity. Every time the disk goes around that is more electricity you have used and will be billed for. If the disk is spinning slowly, that means you aren't using very much electricity, and if it's spinning fast, then you are using a lot. Now, try a little experiment. While you are looking at the meter, have someone else turn on and off various appliances. This will give you an idea of how quickly your house is gobbling up energy. Have someone unplug the refrigerator for a minute, then plug it back in. Turn on a space heater, an air

conditioner, or an electric stove. In just a few minutes, you can start to get a feel for how much electricity these things use. Now, turn as many things off as you. Try to see if you can slow down that disk to where it is almost stopped. Now, imagine living like that. And as you go through your day, think about that disk every time you turn something on or something off.



You might also buy or borrow a Kill-A-Watt meter, which will show you exactly how much electricity is being used by whatever appliance you plug into it. You can find them on EBay and internet stores for usually under \$20.00. Also the Kill-A-Watt EZ (easier to use, more functions, higher price) is available at [www.Greenelrene.com/1144](http://www.Greenelrene.com/1144). Some churches and neighborhood groups have them on hand to borrow.



## JOIN OUR TEAM!

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: [alison.davidson@coolrochester.org](mailto:alison.davidson@coolrochester.org)

if you are interested in more information about any of the following volunteer roles:

**Events Coordinator:** Planning and coordination of all major Cool Rochester events, including Climate Cafe Training sessions (approx 6 / year), Partner Recruitments (2 / year), Annual celebrations (1/year - maybe in conjunction with a Partner Recruitment event), and other events as identified. Report to Director of Operations (Alison). Approx 3-4 hours per week.



**Program Office:** Research, preparation and distribution (collaterals) of major program elements, such as on-line energy-savings program resources, state- and national financial incentives for energy efficiency, development of a Cool Rochester "help line", etc. Coordination of program content between the various Cool Rochester sectors: residential, business, municipal, Cool Champions, campuses, schools, etc. This position would become an additional member of the Cool Rochester Executives, and participate in weekly executive meetings. 5 - 8 hours per week.



**Volunteer Coordinator:** Identify, recruit, and serve as primary liaison for all Cool Rochester volunteer posts. Facilitate communication among volunteers, plan volunteer recognition events, etc. Report to Director of Operations (Alison). 2-3 hours per week.

## 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.

## BONUS TIP OF THE MONTH

By Margie Campaigne

The idea of **Green Gifts** doesn't have to inspire thoughts of Scrooge or the Grinch. Quite the opposite, consider Green Gifts as those that keep on giving, because they promote sustaining a livable planet! Most any gift idea can be transformed into a green gift. Here are a few ideas, and questions to ask yourself:

1. If the gift is a tangible object, is it truly filling a need or desire on the part of the intended recipient? Is it of good quality, and made to last? Is it recyclable or biodegradable? Does it come as is, or with a lot of unnecessary packaging?

2. If the gift is on the expensive side, can other gift-givers go in on

the purchase and omit smaller, perhaps more extraneous gifts?

3. Could the idea for the gift be turned into one for consumable goods (i.e. food), a charitable donation on their behalf, or a gift certificate for a service (massage, babysitting, yard work, computer help, etc.)?

4. Could you sew, knit, craft, bake or otherwise make the gift?

5. Rather than buying gifts that come with their own passports, think of locally made gifts, especially of items unique to your area - maple syrup from a local farm, an artistic gift from a local art festival, a useful item from a local souvenir shop, wine from a local vineyard, and so on.

6. Make it something truly personal - find a nice photo you've taken of the person or their family, or a favorite locale, and have it enlarged and framed (or do it yourself).

7. Give a membership in a CSA (Community Supported Agriculture), local food cooperative, or an organization you know the person would enjoy (museum, symphony, hiking club, season tickets to the theatre, etc.).

8. Give a vegetarian or vegan cookbook. Invite friends and family over for a vegetarian or vegan gourmet dinner (or potluck). See <http://www.goveg.com/environment.asp> for the wonderful benefits to the environment.

9. Wrap the gift in something useful (a nice hand towel), a reusable gift bag, the Sunday comics, an attractive storage container, etc. If you use standard gift-wrap, make sure it's printed on recycled paper.