

# green news

NEWSLETTER OF THE GREEN DECADE COALITION / NEWTON



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NOV/DEC 2008

## Cash in the Trash - a public forum

**W**hy do Newton citizens throw away \$5 million per year? How can we avoid this waste? Join the League of Women Voters of Newton for a forum called, Cash in the Trash, to explore this issue and better understand how Newton citizens can reduce the production of solid waste and save the city money. The forum will be held on Thursday, November 20 at 7:00 pm at the Newton Free Library.

The evening will include a presentation by Brooke Nash, Branch Chief, Municipal Waste Reduction, Massachusetts Department of Environmental Protection. Ms. Nash has worked in the environmental and recycling field for 25 years. She will speak on how cities and towns in the Commonwealth are saving or even making money on their trash and recycling services. She will give solid examples of how Newton might save up to five million dollars a year.

Tom Daley, Newton's new Commissioner of the Department of Public Works, served for six years as the Director of Public Works/Town Engineer in Duxbury, where, among other things, he implemented a money-saving recycling program that included Single Stream and a Pay-As-You-Throw program.

He will describe pilot programs getting underway in five Newton neighborhoods this Fall in five neighborhoods to test whether single-stream recycling and automated trash pick-up can work effectively in the city. Automated pick-up reduces labor costs for trash collection and single-

stream recycling simplifies recycling, thereby encouraging more recycling by home-owners and businesses. He will discuss how these and other practices could favorably impact the city's budget for solid waste removal and recycling. The evening will conclude with question and answer period moderated by Brooke Lipsitt, former president of the Board of Aldermen.

Organized by the Environmental Issues Committee of the League of Women Voters of Newton, the forum is also being sponsored by the Newton-Needham Chamber of Commerce, the Green Decade Coalition/Newton, the Newton TAB, the Newton Free Library, the Newton Solid Waste Commission and Newton for Fiscal Responsibility (NFFR).

For more information call the Newton Free Library at 617-796-1360. All programs are free and open to the public; parking is free. The Newton Free Library is handicapped accessible.

## The Power of One, the Power of All - conference

**T**his year's Massachusetts Climate Action Network conference "The Power of One, the Power of All" will be held at MIT's Stata Center on Sunday, November 16th, from 9am to 5pm. They have dropped the price a bit from last year and are instituting a student rate of \$25. This year's speakers include David Gershon, the creator of the Low Carbon Diet, EcoTeams and a visionary climate leader. His talks are always inspiring calls to action, and his appearance at the conference this year promises to be as well. Sign up at <http://massclimateaction.net/conference/2008-conference.html>

## Your choice: e-mail or print

**G**reen Decade members have chosen to save paper and postage by receiving the Green News on line, instead of by snail mail. An additional advantage is that you get to see the pictures in vibrant Technicolor and you can send it on to your friends with a click of your mouse! Please let us know at [contact@greendecade.org](mailto:contact@greendecade.org) if you would like to have your name added to the Green News email list, and be sure to include your name and e-mail, along with Green News Online in the subject line. Congratulations to our paper-savers! We have now received more than 100 online subscribers to the Green News! Thank you!

by Marcia Cooper

Environmental  
Forum

Cosponsored with the Newton Free  
Library at the library

**FREE**

**Thursday, Nov. 20 - 7pm:  
"Cash in the Trash"**

*Speaker:* Brooke Nash, Branch Chief, Municipal Waste Reduction, Massachusetts Department of Environmental Protection & Tom Daley, Newton DPW.

*Why do Newton citizens throw away \$5 million per year? How can we avoid this waste?*

**Organized by the Environmental Issues Committee of the League of Women Voters of Newton and cosponsored by the Green Decade Coalition/Newton and other Newton groups.**

## A Green Decade Action !

### How to profit from inflation

**M**ayor Cohen said it best...the one time you can profit from inflation is to keep your tires properly inflated! According to a government report, you can improve your gas mileage by around 3.3 percent by keeping your tires inflated to the proper pressure.

Under-inflated tires can reduce gas mileage by 0.4 percent for every 1 psi drop in pressure of all four tires. Properly inflated are safer, last longer and can save you up to 11 cents per gallon of gas.

With that in mind, Green Decade decided to run our first Tire Check event, and the J & S Mobile Gas Station at 1094 Beacon Street generously agreed to host the event on September 13th. The weather cooperated and we



(top left) Volunteers Trevor Romich, Eric Rosenberg, Marcia Cooper and J&S Mobil station owner stand ready to help drivers save gas by inflating their tires.

(top right) Volunteer Carolyn Rand from Students for a Greener World welcomes Louise Livingston.

(middle left) Cathy Schneider is our first customer !

(bottom left) Russell Robinson and his daughter Hailey saving gas on their tandem bike need their tires checked as well.

had an enthusiastic crew of volunteers. Students for a Greener World members, Trevor Romich and Carolyn Ranti held signs and waved drivers in to get their tires checked by our volunteer tire checker, Eric Rosenberg.

Marcia Cooper and Margaret Ford stood by to let people

know how beneficial it is to keep their tires filled to the optimal level to improve gas mileage. A steady flow of nearly fifty vehicles streamed into the station, and every tire that was found to be under-inflated was given the recommended amount of air.

It was clear that all who participated in Green Decade's tire check were more than glad to have the opportunity to learn how important it is to maintain proper tire pressure to save on the cost of their gas mileage and help the environment at the same time.

*by Marcia Cooper*

### Ask a friend to join !

**W**here else in the USA can a local environmental organization boast a membership of over 500, other than the City of Newton? Green Decade can proudly take credit for having a current membership that, as far as we know, is like no other environmental organization in a community of comparable size.

Over the past several years, our organization has made a significant connection with our residents, schools and businesses. Now imagine how Green Decade might have an even greater impact on every level of community life if we were to double our membership.

The way we see it, the more people who join Green Decade, the more opportunities would be available for us to make measurable improvements in the way we use our resources and reduce Newton's carbon footprint. Therefore, we are asking each of our 500 members to help in this endeavor by bringing one new member to Green Decade.

Without a doubt, increasing Green Decade's membership would also increase community awareness of how we play a key role as advocates for important projects that

bring energy efficiency to our city. Getting solar panels installed in Newton's middle schools is one such project.

Expanding programs that seek to improve residential energy efficiency will likely happen with an increased membership base. Green Decade would also have greater influence on city policies, such as pesticide use, solid waste management and building codes.

Our ability to invest in significantly more educational outreach would also get a boost. Our efforts to network with local businesses by encouraging their increased participation in Green Business practices would be that much more effective.

We want to raise awareness about proven strategies to limit the impact of climate change. Increasing environmental awareness and encouraging life style changes can be more easily accomplished with greater participation in local groups such as ours. So we ask you to please help spread the word by asking one friend to join us and get involved! If you need help or have a good idea for how we can reach more people call me 617 964-8567.

*by Marcia Cooper*

## Why I volunteer for the Green Decade Coalition:

**Noah Brown,  
5th Grade - Franklin Elementary School**

I have always been interested in animals, ever since I can remember. As I researched them and their habitat, I became aware of how they are affected by the environment and especially pollution and littering. I believe that recycling is one way that we can improve the world for animals and ourselves as well.



Noah shows a junior devil how pedaling the Halloween Magic Energy Bike lights up compact fluorescent bulbs easier than an incandescent bulb at the Farmers' Market.

I learned about the Green Decade two years ago when I was in third grade, and my neighbor, Margaret Ford, asked to borrow my bicycle for the Farmers' Market. I soon learned that my bike was becoming the Magic Energy Bike, and she invited me to help demonstrate it to people at the Farmers Market that fall!

Since then, I have helped out as a volunteer at several Green Decade events as well as the Farmers Market, such as the Lower Falls Ball last spring and the recent Solar Homes Tour in October. I usually help with setting up and welcoming people to the events, and showing people the Magic Energy Bike and the caterpillars. I'm happy that my bike is the right size for little kids to make the light bulbs shine and to help them understand how much energy it takes to light each one!

This year my school has started an Environment Club and I was asked to be the vice-president. Our main interest is improving recycling at Franklin School and our new principal, Ms. Kelly, and the principals before her have helped us to get blue bins for recycling bottles, cans and paper. The blue bins are in each classroom, the lunchroom, music room and other places in the school. When they fill up in the classroom, we take them to the bigger bin in the hallway so the contents can be recycled at the right places. Why do I volunteer? Because I like helping the environment which is important to a lot of people, animals and me!

## Thanks for donations go to:

**PATRONS:** Anonymous, Michael Atkin

**DONORS:** Alan & Liz Cody, Katherine Howard

**FRIENDS:** Arlene Aguirre, Lee Breckenridge, Marcia Gittes, Stephen Heinrichs, Alderman Carleton P. Merrill, Jill Schon.



**Trevor Romich,  
Senior, Newton North High School**



Trevor holds Spikey the caterpillar at a Farmers' Market Green Decade tent

The main reason why I volunteer for the Green Decade Coalition/Newton is that I have been concerned with environmental issues for a long time (long enough that I am not sure when I first developed this interest!). I do not know why this is; I think it is because I have been exposed to nature from a young age and value the natural world.

I became involved with the Green Decade Coalition/Newton specifically through a roundabout route. In my first year of high school at Newton North, I joined the Environmental Club. In my Junior year, I learned from the club that the Green Decade Coalition/Newton was forming an organization and wanted some students to be members. I joined this organization, the Students for a Greener World, so that I could participate in environmental activism outside of high school.

Since becoming involved with the Green Decade through the Students for a Greener World, I have volunteered at a number of Green Decade events, including the Green Decade's Farmers Market Booth. When I volunteer at these events, I feel like I am both doing something worthwhile with my life and actually making a difference by encouraging others to do their part in helping the planet.

## Green Decade's Mission

*Our mission is to create an environment in better balance with the natural world by making significant, measurable improvements in the way we use resources.*

*Goals include helping households, businesses and institutions to: Increase energy efficiency and seek alternatives to fossil and nuclear fuels; Use IPM and organic alternatives to pesticides; Promote high performance (green) building measures; Prevent pollution through source reduction and reduced consumption; Promote reuse and recycling practices; Improve waste disposal practices; Conserve water and other resources.*

*Our programs are designed to build awareness, provide opportunities for public dialogue, and to educate and empower citizens to take personal and civic action.*

## Organic Garden Tour 2008

**R**ain or shine, gardeners will go see others' gardens – and the weather gods smiled on the September 13 Newton Organic Garden Tour by stopping the rain just as check-in began at City Hall! The group of 24 brought their boots, cameras and other gear, posed for pictures and received their garden tour books, compiled and beautifully illustrated by Sue Avery, Loren Sklar and Felix Doolittle, then set off in a carpool caravan for the five organic gardens on the tour.

Ted Chapman's large home garden full of ornamental and edible delights was the first stop, and the group was invited to pick and munch raspberries from the bush and pears from the tree as they toured the site for nearly an hour, wanting to stay longer!

Next stop: the Newton Angino Community Farm where we were welcomed by farm manager Greg Maslowe and his assistants -- son Jasper, daughter Rhea and loyal dog Casey. Greg shared organic techniques used on his large scale garden that can also be done in a residential setting, and encouraged us to sample the cherry tomatoes and other treats while touring the fields full of vegetables, fruits, sunflowers and herbs.

A brief rest and snacks were provided at the mid-point of the tour, the small and peaceful nonsectarian Meditation Garden at St. Paul's Parish in Newton Highlands. The Reverend Gretchen Grimshaw, Betty Murray and Maeve Ward welcomed us and each shared information about the history of the garden, which features an altar created from fieldstone and a piece of four hundred million year-old schist.

From there, the group proceeded to our fourth garden at the home of Rohna Shoul, to learn about her three-section progressive compost system which includes removable slats, three different compartments and a screen for sifting. Only garden waste is used, besides wood ashes and cow manure. The "tourists" were also provided with informational handouts on composting along with plant samples from the perennial and herb gardens.

We wrapped up the tour at Sue Avery's garden, certified as a Backyard Wildlife Habitat by the National Wildlife Federation. Insects are welcome here and sustainable, organic practices, including composting, rainwater storage and drip irrigation ensure a peaceful haven where one can observe wildlife and enjoy the garden in all seasons.

Tired but happy and full of organic gardening knowledge at the end of the day, the tour group returned to their cars at City Hall at 5 pm. They are now enjoying the benefits of sharing information and questions on the new Organic Gardening ListServ, which welcomes new participants to sign up on the GDC website's Organic Gardening Committee page at [greendecade.org/organicgarden](http://greendecade.org/organicgarden).

This was the first event sponsored by the new Organic Garden & Landscape Committee, chaired by Sunwoo Kahng. Additional events are planned for spring 2009

along with group sessions where interested gardeners can meet to discuss and share organic garden and landscaping issues. Thanks to the entire committee for the planning, preparation and hosting of this event and to our participating host gardeners for their generosity in sharing their gardens and knowledge!

*by Margaret Ford*



(top) Seventeen happy garden tour participants pause after seeing the garden at the parish of St. Paul.

(above) Farm manager Greg Maslowe talks about organic gardening at the City's Angino farm.

(left) Loren Sklar holds her son Julian up so he can pick some pears at the Angino Farm on their tour.

### 2008-2009 Board of Directors

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Robert Warren, <i>Schl. Com.</i>	

## September Science Club for Girls kick-off is a success

The Green Decade participated in the Science Club for Girls Kick-Off on Saturday, September 13. This event was held in the Newton Boys and Girls Club to show Newton girls of all ages how fascinating science can be and to spark their interest in the scientific world. According to Connie Chow, the Executive Director of the Science Club for Girls, the main goal of the event was to "...broaden girls' knowledge, open them up to participating in the Science Club for Girls, and give girls a taste of science."

Crowded into the noisy Boys and Girls Club gymnasium, these girls aged 5-12 toured the various scientific "stations," each of which demonstrated how science is present in our everyday lives.

Green Decade volunteers Chris and Maren Kjelson presented the "Magic Energy Bike" as part of the GDC station, which is an interactive way to show kids and adults the difference between fluorescent and incandescent light bulbs and their impact on the environment.

This stationary bike is hooked up to a generator to power both a fluorescent and incandescent light bulb. Pedaling to light up the fluorescent light bulb is relatively easy, but it is noticeably harder to pedal when trying to light the incandescent bulb. Imagine if you were the Earth. Which bulb would you want sapping your strength?

Also present were the Green Decade's infamous "Magic Energy Caterpillars" (actually Luna moth caterpillars), which regularly delight kids passing by at the Newton Farmers' Market. The creatures continued to do the same for the girls at this event, with Marcia Cooper and Malini Gandhi as the caterpillar wranglers.

In addition to the Green Decade's station, the girls viewed many other exhibits that covered everything from extracting DNA from a strawberry to measuring the sound waves produced when strumming a guitar. At one station,



(above right) Malini Gandhi from the Students for a Greener World shows the Magic Energy bike to Science Club for Girls Executive Director, Connie Chow.

(above left) Malini Gandhi and Green Decade volunteers Maren and Chris Kjelson try out the magic energy bike.

(below left) At the Boys and Girls Club Maren teaches the girls attending the Science Club for Girls how to ride the magic energy bike.



three engineers who taught a class for the Science Club for Girls presented a Rube Goldberg Machine, a complex machine to accomplish a simple task, which was created by four girls in their class.

According to Julie Olinswe, one of the three engineers who taught this class, "I think they (the girls in this program) not only learned the science of designing a machine, including the mechanical and magnetic aspects, but also learned to work out problems and work as a team."

Chow believes that working together as a team to solve scientific problems is one of the major goals of the Science Club for Girls, and hopes that this event served as a way for Newton girls to explore how science is conducted and to open them up to the opportunities science offers.

by Malini Gandhi

(Malini is a charter member of Students for a Greener World and science editor for the F. A. Day Middle School paper, the DAY-TIME)

## 8th Annual Newton Solar/Green Homes Tour

Saturday morning, October 4th, about 30 enthusiastic, energy-efficiency minded local residents, joined us for our Eighth Annual Newton Solar/Green Homes Tour. A big thank you goes to Eric Olson, chair of Green Decade's Energy Committee, for leading the tour, and to Katherine Gekas for her expertise as we listened attentively to the four homeowners.

Our first stop was the home of Max and Bea Goldsmith, where we learned about an innovative heating system that generates electric power as well as heat. The Goldsmiths' installation is new this year but they are

already observing savings in energy costs. It will be years before the system pays for itself, but this is a first in any event – it's a heating system that pays for itself!

Next stop was the home of Guntram and Edie Mueller. Installed in 1983, their solar collectors supply the Mueller family with 2/3rds of their hot water. During the summer months, when their new, highly efficient gas furnace is not being used for heat, the family's gas consumption is close to zero.

Sun Woo Kahng and her husband Peter Boberg built a custom highly energy efficient home in Newton Centre. In designing their new home, SunWoo had the advantage of being able to create a super-insulated structure, with appropriate placement of windows for passive solar heat in winter as well as the proper roof angles and overhangs to keep the house cool in the summer. The roof of their new home is designed to accommodate photovoltaic solar panels. This home is so energy miserly that it won "LEED" certification.

In great contrast to new construction, Ted and Bev Chapman have taken their 1880 working class Victorian, and in 1983 retrofitted it to capture the sun. Their two-story, south-facing, vertical glass walls serve as passive solar collectors, and their trellised plantings maintain summer comfort, while providing delicious grapes and kiwi. Based on the success of the passive solar design, in 2006 the Chapmans made a substantial investment in solar photovoltaic panels to generate electricity. The family has graciously opened their yard for the Green Decade Coalition's Organic Garden Tour as well.



(above) Guntram Mueller considers a question being asked about his 25 year old solar hot water system by tour participant.  
(below) Max Goldsmith describes his heating system that generates electricity and pays for itself in energy savings.

Each homeowner described in great detail how they selected their particular design to create their energy efficient home. The Green Decade Coalition is an excellent resource for those who might be interested in residential energy efficiency projects, big and small.

by Susan G. Korn  
Green Decade Coalition  
Energy Committee  
Member



### Thanks ! and . . . next deadline

For the next newsletter, please send submissions or requests by e-mail to Ira Krepchin, irapk@alum.mit.edu, by Friday, Nov.14, 2008.

Thanks for making this newsletter possible to Managing Editor Ira Krepchin, Coeditors Peter Smith and Louise Bruyn, and those who wrote articles. Many thanks to our Newsletter Collator Chairs Marcia Cooper and Frank Propp, with their team for the last issue: Marcia Cooper, Frank and Edie Propp, Lynn Scheller, Fran Seasholes and Sharon Sholkin.

# Farmers' Market 2008 wrap-up: kids going green!

“I recycle, do not litter, respect nature, bike, and compost.” Over several weeks Simone posted her good deeds on a squiggly “caterpillar crawling” on a sheet of chartreuse paper.

Fifty other kids also printed their environmental good deeds on “caterpillars”-- all as members of the Green Caterpillar Club, which evolved from watching the natural wonder of multi-hued caterpillars gracing the Green Decade table at the Newton Farmers' Markets. They complimented the bouquets of hot pink zinnias, cobalt-blue delphinium, or sunny daisies as well as the handouts featuring information on organic land care, energy issues, recycling, conservation, eco-teams, and upcoming events.

The kids also energetically took turns pedaling the Magic Energy Bike set to the side of the table. Quickly they found out how fast an energy-efficient light bulb lights up compared to an incandescent one and then delighted in showing their friends and families how to do it. Bowls of water nestled beside the table for any friendly dogs that came along.

And come, they did! Huge quantities of multi-colored vegetables and fruit surrounded the kids and grown-ups. Purple bell peppers, luscious red, yellow, even green, tomatoes, fresh-picked dark-blue blueberries -- to name a few. Also one day the kids (and others) ogled and petted the silky-smooth coat of a charming kid (goat) that came to put on her annual shenanigans.

And of course the setting in Cold Spring Park added to the ambiance. Perhaps all this (aided by the ice cream stand!) helped these kids appreciate the beauties and wonders of nature. And helped counter Nature Deficit Disorder which unfortunately has afflicted some kids and teens. The atmosphere was also festive at the expanded,

lively Friday market at Post 440 on California Street as well.

Thanks go to our grown-up volunteers: Karen Albert, Jean Bartholomew, Eileen Chodos-Beth, Sheila Clawson, Marcia Cooper, Betsy Davis, Lucia and Dorothea Dolan, Risa Edelstein, Margaret Ford, Amanda Frank, Laura Katleman-Prue, Francoise LaMonica, Eric Olson, Jane Rosenof, Rohna Shoul, Maeve Ward and our dear friend, the



(above left) Everyone gets into the fun with the green caterpillars and the magic energy bike. (above right) Julie points to her Caterpillar Club achievements.

(above top) Rep. Ruth Balser (4th from left) congratulates seven Green Decade volunteers. (far left middle) Noa Golan from Students for a Greener World shows Spikey the caterpillar to some friends. (above) Ralph Giurleo and Dorothy Dolan are glad to show their success as Caterpillar Club members.

late Susie Taylor, who passed away in August. Thanks also to our student volunteers: Carra Cheslin, Noa Golan, Raphael Giurleo, Jason Kuo, Sarah McKay, Antonia Nichols, Trevor Romich, Zachary Rosenof, Emily Walsh, Bing Wang and Sally Zuar. Thanks also to our dogs: Venus, Chelsea, Roa and Riley. And to all of this summer's caterpillars like Eric & Eric, Spikey, Greg & Angie, Elmo & Elmo Jr., Julie, Christina, Crunchy & Munchy, and Tommy the Tomato Hornworm. And especial thanks to the Farmers' Market Management Team, Judy Dore and Mary Flynn. *by Maeve Ward*

**"In China some 160 million people get their hot water from rooftop solar hot water heaters."**

—Lester Brown, *Plan B 3.0, Mobilizing to Save Civilization*, p237.

**green decade**  
COALITION/NEWTON

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**Get involved !**

**Have time for occasional volunteering?**

If you would like to support Green Decade's environmental role in the community on an occasional basis (even for just a couple of hours), please add your name to a list of GDC volunteers to be contacted for special community fairs and other events.

Help us provide members of our community with printed versions of important environmental information, such as energy saving tips for home owners. Go to our web site [www.greendecade.org/volunteer.html](http://www.greendecade.org/volunteer.html) and click on the committee with which you would like to work or send an email to [volunteer@greendecade.org](mailto:volunteer@greendecade.org) attn: Margaret to add your name to our list of people who want to help wherever there is a need.

There are always opportunities to be active in environmental events and programs—

**Be a TV producer:**

NewTV's Environment Show needs a producer. Now is your chance to learn how to be a TV producer! No prior experience is required to learn what it takes to produce six programs annually for NewTV's Environment Show.

This is an opportunity for you to play an important role in bringing essential information to our community that is not available in the commercial media. Francoise LaMonica, our superb current producer, will provide guidance on everything from the selection of a topic, finding speakers and writing the show's script to putting together the logistics for the taping of each show.

If you are interested in volunteering to become The Environment Show's producer, please contact Francoise at [MediaNewTV@greendecade.org](mailto:MediaNewTV@greendecade.org).

**Coach an Eco-Team**

Have you participated in an Eco-team or Low Carbon Diet seminar and enjoyed the experience? Would you like to help others learn about ways to lessen their environmental footprint? We are recruiting new coaches to help coach our eco-teams starting in the 2008-2009 year.

It requires only 3 meetings (a training meeting to be a coach and then 2 face-to-face meetings with your group). Please email Eco-team Coordinator Jen Kaplan at [jen@spencerfilms.com](mailto:jen@spencerfilms.com) or call 617-795-2822 with any questions and to indicate your interest.



Printed with soy-based ink on 100% post-consumer waste unbleached recycled paper that is made without a chemical separation process.



**We need you: be Green Decade's office data manager**

Douglas Leith, our data manager since 2000, would like to retire from this volunteer position in 2009. The job of maintaining our membership data base averages around four hours per week. We are seeking someone interested in a long term commitment to the GDC. Training will be provided. Contact Marcia Cooper ([marciac@aol.com](mailto:marciac@aol.com)) for general information or Douglas Leith ([jdleith@comcast.net](mailto:jdleith@comcast.net)) for more details.

*by Marcia Cooper*



**CALENDAR**

<b>Nov 16 (Sun)</b> 8:30-5pm	<b>"The Power of One, the Power of All"</b> Mass Climate Action Network conference at MIT. See article this issue on page 1. Register at <a href="http://www.massclimateaction.net">www.massclimateaction.net</a>
<b>Nov 20 (Thur)</b> 7pm	<b>"Cash in the Trash"</b> a forum on how we can reduce waste and save \$ five million. Organized by the Newton League of Women Voters cosponsored with Newton Free Library, Green Decade and others. See box and article page 1 - FREE

Send environmental events to *GREEN NEWS*. email to Ira Krepchin by Friday, Nov. 14, 2008 [irapk@alum.mit.edu](mailto:irapk@alum.mit.edu). We will list as space permits.