

Explore, enjoy and protect the planet

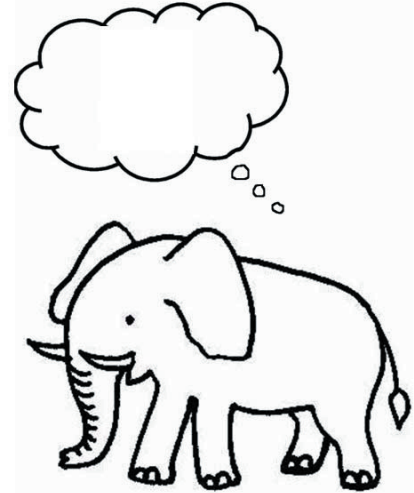
## DON'T THINK OF AN ELEPHANT!

BOOK REVIEW BY JANET ALLEN

I bet an image of an elephant just popped into your head! George Lakoff, author of *Don't Think of an Elephant! Know Your Values and Frame the Debate: The Essential Guide for Progressives*, would also be confident in making this prediction. Lakoff, a cognitive linguist, explains that words evoke frames – mental structures that shape how we see the world. Even if we negate a frame, we nevertheless evoke it. Think of how Nixon's "I am not a crook!" line backfired. This illustrates a basic principle of framing: *Don't use the opposition's language*. Their language picks out a frame and it won't be the one you want.

Framing is more than just picking the correct words, though. It's about ideas. And the ideas have to be in people's minds already, before the words make any sense. For example, conservative Frank Luntz advised his clients to use words like "healthy," "safe," and "clean," even when talking about coal or nuclear plants. These words and phrases fit the frames of people who support environmental issues. And they're much more effective than the paragraphs explaining policies and facts progressives tend to use.

Written in 2004, *Don't Think of an Elephant!* has many illuminating examples of how ultra-conservatives captured the debate on many issues. In 2009, it's still a fascinating and timely (if somewhat hodgepodge) reminder that it's not the facts, but the *frames* that shape the debate about the issues we care about.



## BOTTLE BILL UPDATE

A decision issued by Federal District Court Judge Deborah A. Batts that will allow most provisions of the "Bigger Better Bottle Bill" to go into effect immediately, and the bottled water expansion to take place in October.

Implementation of an April update of the NY Bottle Bill had been delayed until 2010 by a lawsuit — and resulting court order — filed by the bottled water industry.

Judge Batts decision means that:

The state can start collecting 80% of the unclaimed deposits on beverage containers;

The compensation to stores and redemption centers increases from 2 cents to 3.5 cents per container;

The expansion of the law to include bottled water will likely take place on October 22;

Hundreds of primarily family-owned small businesses are saved from folding, thus saving thousands of jobs. Many redemption centers were on the verge of collapse and needed the fee increase.

Over \$100 Million in revenue will be added to NY State's budget;

The improved infrastructure for collecting and recycling will make the program more user friendly

Only one provision of the expanded bottled bill, which had required bottles sold in New York to have a UPC label code specific to New York, continues to be enjoined indefinitely. The State did not seek to modify that part of the injunction.

## FOIS GRAS POLLUTES

The Humane Society of the United States, the nation's largest animal protection organization, has filed a lawsuit against Hudson Valley Foie Gras, a factory farm with over 1,100 violations of the federal Clean Water Act. "This facility has flouted federal pollution laws for years, and The Humane Society of the United States intends to see justice done for the environment, animals and local residents who have all suffered at the hands of this factory farm," said Jonathan R. Lovvorn, of HSUS.

Hudson Valley Foie Gras raises and slaughters ducks to produce foie gras. Birds are force-fed through a pipe thrust down their throats to enlarge their livers. The birds suffer from the process, which produces large amounts of manure and slaughter waste, some of which allegedly has been discharged into the Middle Mongaup River.

For more information, visit HSUS' website [http://www.humanesociety.org/farm/camp/ffa/foie\\_gras.html](http://www.humanesociety.org/farm/camp/ffa/foie_gras.html)

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IROQUOIS MESSENGER IS PUBLISHED  
MARCH, JUNE, SEPTEMBER, & DECEMBER.  
SUBMIT ARTICLES BY THE 15<sup>TH</sup> OF THE  
PRECEDING MONTH:  
DEBBYS@VERIZON.NET  
SUBJECT LINE MUST BEGIN WITH IM

## PENDING IN THE NY SENATE

The following bills have passed the House and are wending their way through the Senate. To follow their status go to <http://www.nysenate.gov/> and paste the bill number in the search box. You can also use the site you find your Senator's contact information to discuss the issue with him or her.

**Global Warming Pollution Control Act (S.4315 /A.7572).** This bill requires an 80% reduction of greenhouse gas emissions from all sources by 2050, as recommended by the Intergovernmental Panel on Climate Change. If enacted will be the strongest carbon cap legislation in the country. (Passed Assembly)

**Green Jobs-Green NY Act (S.5888/A9801)** This bill will establish the "Green Jobs/Green New York" program administered by the New York State Energy Research and Development Authority (NYSERDA) with the goal of making 1,000,000 homes, businesses, and not-for-profits in New York more energy efficient while creating thousands of new green jobs and training the workers to fill them. (Passed Assembly and Senate)

Update: It just passed the Senate 52-8, in spite of rancorous debate and promises of NAYS. In the end few senators wanted to be on record as opposing the creation of thousands of new green jobs and training workers to fill them. This is truly a great victory for us in combating climate change. Thanks to all who made calls and wrote in support of this bill.

**Electronic Equipment Reuse and Recycling Act (S.6047/A.9049)** This bill requires manufacturers of electronic equipment to take back their share of e-waste and ensure that it is properly handled and recycled. By including a broad scope of products and strong collection standards, this legislation will effectively address the burgeoning problem of toxic e-waste and benefit cash-strapped municipalities and towns. (Passed Assembly)

**Expanded Wetland Protection Act (S.6145/A.4807)** This bill requires violators of wetlands to restore disturbed adjacent areas as well. It also increases fines from 3,000 to 10,000 dollars for violations. (Passed Assembly)

## No! To MOUNTAINTOP REMOVAL

### Great news for our mountains!

After eight long years of rubber-stamping permits, the EPA announced Friday that all 79 mountaintop-removal permits submitted by the Army Corps of Engineers would likely violate the Clean Water Act. This is one of the most dramatic actions yet taken by the Obama administration to halt a process that destroys our lands and pollutes our communities with toxic mining waste.

The announcement is a stark reminder that the coal industry is the beneficiary of loopholes that no other industry enjoys. It is time to close these loopholes, protect public health, and return the rule of law not just to Appalachia, but to all of America. It's time to end the hideous practice of mountaintop removal coal mining once and for all.

Now the Army Corps has 60 days to review and revise their proposals, and we expect coal companies to spend this time pulling out all the stops in attacks on the EPA. King Coal will say and do anything they can get away with as they try to reverse this decision.

Your show of appreciation for the EPA's likely denial of these permits is critical to continuing the momentum to end mountaintop removal coal mining. A way to thank the EPA would be to personalize and send the suggested message that's at the following site

<http://action.sierraclub.org/site/R?i=eZKRkz5KeNE0ZgsJYWDWsa>

Together we can make sure the EPA has the support it needs to stand strong against the coal industry.

## FROM THE CHAIR

Dear Tree Huggers,

I have returned from a wonderful summer of hugging, trees and family in the Adirondacks.

My surprise upon return was to find that my house had been an urban time-share with a very busy family of mice. They obviously expected to settle in for the duration. After opening a 10 pound bag of safflower seed, they spent much time storing the seeds for the future. I cannot figure how they climbed the side of a door to put a stash in a small laundry bag. How did they scale the sides of a mason jar? Clean up would have been easier if the squirrels hadn't alerted the mice — with their overtime nut burying — to expect a long, hard winter.

Of course my 2 cats, who think mice are only to watch running about, simply yawned and took long naps — too tired from the long ride home to even investigate. Storing seeds seems more like a chipmunk activity, but I do not think those critters could get in.

It is good to be back. I am looking forward to the hike at the Rome Sand Plains this Saturday.

Hope you all read the article about the Chapter meeting here in Syracuse in October and will consider attending — to meet and learn from the members from across the state.

For the Earth and all its critters, even the ones who use my home in the summer. (Would be nice if they would wash the windows.)

Martha Loew

## ROOF OVERHANGS SAVE MONEY

If you think that wide roof overhangs are just an esthetic choice, think again. Think of them as an **energy-efficient supplement** that doesn't cost much in comparison to the benefits you receive.

- They protect doors, windows and house paint from harsh weather, prolonging their useful life.
- They protect the foundation and home walls from water damage by redirecting water runoff away from the structure.
- They shade the interior from the high sun in summer and allow the low winter sun to penetrate and warm the house in winter.
- They can be

***Save!!* Buy calendars at any indoor or outdoor event for only \$10 each.**



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## FALL EVENTS

Sierra Club Indoor and Outdoor events are all **educational or service programs** that encourage us to Explore, Enjoy and Protect the Planet. They are free and open to everybody. Parks may charge entry fees.

**ExCom meetings** — October 14, Nov 11, Dec 9, at 7:15 PM at 128 Buffington Rd., Syracuse. **Sierra Iroquois members only**, business and strategy sessions.

## INDOOR EVENTS

Indoor programs are held the *forth* Wednesday of the month at 7:30 PM, at University United Methodist Church (UUMC), 1085 E. Genesee St. Park and enter on University Ave.

*Updates, cancellations and information at newyork.sierraclub.org/iroquois or 492-4745.*

### MATT PERRY — SEPTEMBER 23

Matt Perry will present “From Hairly Willow to Wood Nymph,” at 7:30 at UUMC. Matt is a naturalist and director of the Spring Farms Nature Center in Clinton, NY. Learn about the diverse flora and fauna of this huge restoration project and about non-lethal methods of coping with invasive species. Info: 492-4745; 446-1273

### CHAPTER MEETING — OCTOBER 17

The Atlantic Chapter is governed by an Executive Committee, made up of a representative from each of the 11 Groups, plus 9 at-large members. They hold quarterly meetings at various locations. The Fall 2009 meeting will be on October 17 in Syracuse, so our Group will host.

The meeting will be held from 10:30 AM to 5:00 PM at University United Methodist Church on 1085 E. Genesee Street. Enter on University Place and go downstairs to Fellowship Hall.

All Iroquois members are welcome to attend for as long as they want. Let us know you are coming and when. If you cannot plan ahead, just drop in when you can. It's OK to arrive late, but come at the start if you want to join us for a free continental breakfast. Lunch will cost \$10 and will be served around 1:30. RSVP if you plan to have lunch: 492-4745 or 446-1273.

We need help starting at 9:30 AM to set out the breakfast, make coffee and arrange tables and chairs.

### GREEN TOWNS — OCTOBER 28

Eileen Clinton, Sustainability Committee Chair from the Town of Dewitt, will present “How to Turn Your Town Green.” Your town can go green with LEED options and more. Learn how Town and Planning Boards can save money by saving energy.

### WHITHER I-81? — DEC 2

James D'Agostino and Meghan Vitale will brief us on *I-81: Up, Down, Under or Around?* We'll learn why Interstate 81 doesn't meet current safety standards and why it can't stay the way it is. There will be reports on the progress of this important change. We will have an opportunity to express our concerns.

## OUTDOOR EVENTS

**Outdoor programs** are usually on **Sundays at 2 PM** at various interesting locations. **No RSVP unless specifically requested. Info: Jenna 315-299-7175.**

### CLARK RESERVATION — SEPT 26

Celebrate National Public Lands Day on Saturday Sept 26, noon to 3 PM, with the Council of Park Friends of Clark Reservation. Join with other environmental friends for a free pot luck picnic. The Friends will

furnish hot dogs, hamburgers, drinks, plates and utensils and you bring a dish to pass and have a good time.

The ESF Woodsmen and Women Team will demonstrate traditional skills.

Clark Reservation is on Route 173 about 2 miles west of Jamesville.

### HIGHLAND FOREST — OCTOBER 25

We'll meet **before 10 AM** for a challenging 8.7-mile hike on the Main Trail in Highland Forest in Fabius. The projected hike time is 4.5 hours, with plenty of ups and downs along the way. You may choose a shorter loop, either 3 miles (Short Cut Trail) or 4.2 miles (Crossover Trail), depending on interest. Trail information and a map can be found online at <http://onondagacountyparks.com>. This is a beautiful time of year to spend a day in the woods learning to identify our local trees.

Directions from Syracuse: Take I-81 S to Exit 14. Make a left off the ramp, then left onto Route 80. Drive about 12 miles. Highland Forest entrance is on the right. Follow signs to Skyline Lodge and meet in front of it for a prompt 10:00 AM start.

### J'VILLE NATURE TRAIL — NOV 15

Meet at 1 PM for a hike on a recently-improved trail with interesting bio-diversity right in the village of Jamesville. It borders a small pond with beaver and birds, and has upland forest of hardwoods and cedars. We will look for invasive species, and consider more ideas for trail improvements. Easy 1.5 mile loop with a few hilly and wet spots.

Directions: West on 173 from the center of Jamesville turn right into the Jamesville Elementary School driveway. Drive straight ahead past the school to the dumpster and park there. Look for sierra sign. Martha: 492-4745