

## MESSAGE FROM THE PRESIDENT

*Never doubt that a small group of thoughtful, committed citizens can change the world.  
Indeed, it is the only thing that ever has. "Margaret Mead"*

Never doubt that a small group of thoughtful, committed individuals can change the world... Those individuals and the strength of their conviction shone at the April dinner meeting. Participating on the panel two of our home grown experts (Vicki Wakefield, C.P.P. and Susan Doig) provided their insights into eating the elephant that is sustainability.

The information was thoughtful and the take away was "start somewhere but just start". It is imperative that we as individuals in our community acknowledge the power and expertise that we hold. To be able to add that value to preserve our planet or human rights is a pretty amazing opportunity. The point was 'it is easy'. How do you eat an elephant? One bite at a time....

Where can you start if you are interested? Some of the projects can include choosing products for their full life span... computers arrive without packaging, carpet that can be recycled, paper from renewable forests... fair pricing, don't print so much, duplex what you do print... use your coffee mug and recycle your waste... reduce, reuse, recycle or REFUSE... the fourth but unpopular "R". Refuse to pay for what you don't need and don't want.

Get familiar with the terms.... One that I think is pretty interesting from a caveat emptor place is "greenwashing". Greenwashing is when more money is spent on advertising or marketing the "greenness" of the organization versus actually being green. There are shades of green – light, medium, and dark. There is a great article on Wiki. As always, "don't be so open minded that your brains fall out". But realize your capability and your impact and use your expertise for prudent green choices that will sustain our planet and treat developing nations with dignity.

It's not the guy in the cape that saves the day it is each of us contributing in our own way that builds momentum... Start somewhere, but do start and watch the momentum build.

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