



THE GREEN MAINSTREAM

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CONSERVATION'S COMMUNITY FOUNDATION



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Earth Friends Wildlife Foundation

The Mission: Earth Friends Wildlife Foundation attempts to establish a balanced and effective approach to championing, conservation, and compassion for wildlife and habitat as an integral part of any healthy human environment. We challenge partner organizations to higher levels of productivity and financial soundness.

Some conservation issues you should know about:



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National Parks

Loaded Guns in Parks?

The Administration's proposal to change gun regulation in the national parks to allow loaded and concealed firearms in the parks is controversial. At the urging of Congress, park rangers, and NPCA, the Department of Interior has extended the comment period on its controversial proposal to August 8, 2008. Go to www.npca.org to take action.



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Climate Security

Take the "Good Neighbor" pledge

Think you can't do anything about global warming? You can take simple actions in your energy consumption like switching to energy efficient light bulbs or washing your clothes in cold water. Small actions can make a big difference. See how you can be a "Good Neighbor." Go to www.nwf.org and click on the "Good Neighbor" icon.



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Healthy Oceans

"Offshore drilling won't help at the pump."

Guy Caruso, of the Energy Information Administration — the government's "top energy forecaster" — said expanding offshore oil drilling would do little to lower gas prices: "It would be a relatively small effect, because it would take such a long time to bring those supplies on." To learn more, Google "Guy Caruso, off-shore drilling, gas prices."

Lee's Letter

My friend, writer/photographer Karin McQuillan, was living in Africa when she wrote "The Cheetah Chase." She told me a story about an organization that did research and preservation of these endangered cats.

Local ranchers in Africa were trapping and killing cheetahs, because they believed the animals were preying on their herds. So cheetah scientists asked the ranchers to, before killing the cheetahs, first call the two scientists so they could measure, weigh, and take blood samples of the animals for their study. When a rancher called, the scientists would go out and anesthetize the trapped animal. They would ask the rancher to please hold the unconscious cheetah while they were doing their measurements. When they were done, they asked the rancher if, instead of killing the cheetah, he would now let it go. The ranchers would be shocked – and then they mostly said yes, and went on to become involved in cheetah conservation. What happened between the time the individual was willing



Lee and Rick at Redwood National Park

© Mike Snader

to kill the animal and then, after holding the animal in their arms, they decided to let it live?

I once heard, "When we see beauty, we know it as truth." Maybe when we see something beautiful in the wild, it connects us to something basic and mystical inside ourselves. My husband, Rick, says he thinks all of us, if we are connected to ourselves at the deepest emotional level, have an inward part of us that cares about preserving nature.

Rick's Write

The Apollo Alliance -- Clean Energy, Good Jobs, Freedom from Foreign Oil

My space in this edition of our newsletter is devoted to telling you about the Apollo Alliance. As the organization states, "The Apollo Alliance is dedicated to advancing a broad strategic agenda for good jobs and energy independence. What inspires our mission is the conviction that working Americans do not have to choose between the economic well-being of their families, the environmental health of their communities, and the security of their country. On our website (www.apolloalliance.org), we provide resources – including reports, data, and examples of best practices – to help the progressive community unite uncommon allies behind an agenda for energy independence, good jobs, and national security.

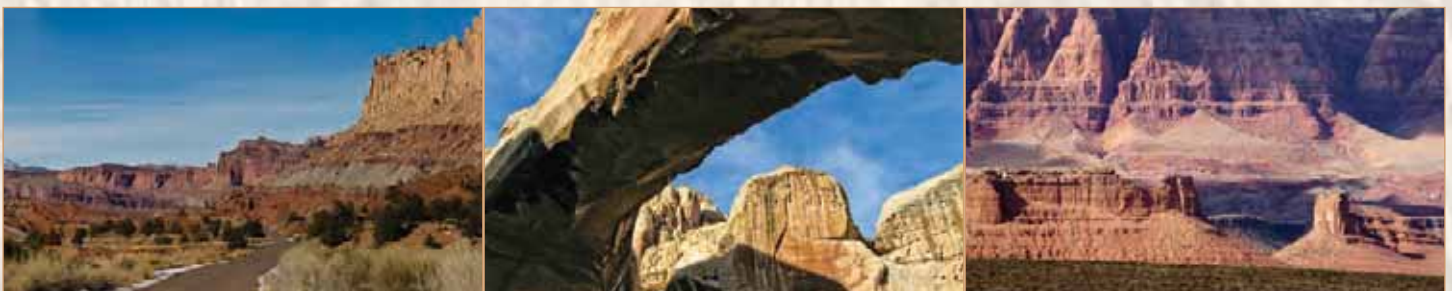
The Ten-Point Plan for Good Jobs and Energy Independence

Apollo's ten-point plan for energy independence is designed to bring our country together to rethink and

reshape our energy future, to create a stronger economy, a safer world and a cleaner environment. The plan calls for diversifying our energy sources, making America less dependent on imported oil and making energy less polluting. It calls for investing in new technology and expanding markets for American durable goods. The Plan's results will increase construction of high performance, energy efficient buildings and will drive new spending on transportation and public infrastructure.

State Leadership for a New Energy Future

The Apollo Plan also outlines a comprehensive, four-part strategy for state leadership to promote clean energy and create good jobs. In the absence of strong federal action over the last six years, states have acted as laboratories of democracy, pioneering bold, new solutions to our energy challenges. They have tapped the "can do" spirit of the American people, demonstrating



Photos © Karin McQuillan



Photos © Karin McQuillan

that we can tackle some of the great issues of our time—creating good jobs, energy independence, and curbing global warming and pollution—with the right combination of leadership and know-how.

As the Alliance says, “The four initiatives outlined in our State Leadership plan offer states broad road maps on how to address the full gamut of our nation’s energy challenges. Many of the ideas here reflect some of the best ideas already tested by state governments. These initiatives can be adopted in whole or piece-by-piece, depending on where a state might be in the process of creating a new energy policy framework.”

I urge you to find out more about this common sense, progressive organization and its initiatives by going to www.apolloalliance.org

No More Cheap Shoes

Editorial By Lee Robert

Consumer buying habits are deeply ingrained in all of us. From household products to fashion, we have been conditioned from an early age to associate certain products with a sense of well-being and success. From body soap and skin cream, to toilet paper and fashion, there is something out there for us to buy that will surely make our lives better and ourselves more beautiful.

I have struggled all of my life with my “love affair” with shoes. Yes, SHOES! I love shoes. The more shoes the better. And, naturally, I thought when I became tired of a pair of shoes I could just give them away or throw them out. No more!

I have recently learned that the landfills in many third world countries are overflowing with shoes! It’s perfectly logical. Women have more shoes than men, and most of our shoes have plastic and rubber components, and rubber and plastic are not biodegradable. So old shoes, like old tires, never return to nature. Knowing this, I also now know that it’s better for me to invest in a quality pair of shoes that can be repaired a few times, rather than buying a cheap pair of shoes that goes out of style within twelve months.

As with most things, the initial purchase of a quality product costs more, but maintaining a quality pair of shoes and keeping them longer is a lot less expensive than buying several pairs of new shoes over the same period of time. And if Rick gives me a hard time about spending more money on shoes, I can just look at him, smile sweetly, and say, “Why, honey, I’m just doing my little bit to save the planet. Aren’t you proud of me?”

Seriously, after what I’ve learned, my buying habits have changed - and it’s not just rethinking my buying habit about shoes. Have you ever wondered what happens to your “stuff” when you dispose of it? Annie Leonard spent ten years studying the social, environmental and economic impact of “stuff” around the world. “From its extraction through sale, use, and disposal, all the ‘stuff’ in our lives affects communities at home and abroad, yet most of this is hidden from view,” Leonard says.

“The Story of Stuff” is a fast-paced, fact-filled, 20-minute look at the underside of our production and consumption patterns. It exposes the connections between a huge number of environmental and social issues, and calls on us to act together to create a more sustainable world. It’ll teach you something, it’ll make you laugh, and it just may change the way you buy all the “stuff” in your life forever. Go to www.storyofstuff.com.



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Encouraging stewardship from community, socially responsible businesses, and scientists to create a sustainable future.



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Clean Air

Reversing the Paradigm and Cutting Emissions
“On the day I was born in Pittsburgh, PA, 2000 people were hospitalized because of the air pollution. I have spent my life trying to change that,” says National Wildlife Federation President, Larry Schweiger. To read Larry’s blog, go to www.nwf.org and then enter “NWF View” into the site’s search engine.



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Clean Water

Water Becoming “Liquid Gold”

Water in the West has pitted human uses against wildlife uses, urban growth against agricultural persistence, and immigrant cultures against native cultures. Today, advocates for many of these interests are coming together to negotiate “win-win” solutions. To learn more, Google “Center for Sustainable Environments at Northern Arizona University,” and click “Water”



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Healthy Landscapes

Freedom to Roam

At their recent conference, Western governors took action to preserve wildlife corridors impacted by growth, energy development, climate change and transportation. Tom Brokaw, former NBC News anchor, led the discussion on a “Meet the Press” television interview. To learn more, Google “Freedom to Roam, Meet the Press, Jackson Hole”



Conservation’s Community Foundation

Earth Friends Wildlife Foundation, founded in 1994 by Rick Flory, an entrepreneur and conservationist, is a non-profit Foundation committed to using its resources to support the work of conservation and wildlife/habitat protection organizations in the 15 western-most states, northern Mexico and western Canada. With his wife, Lee Robert, Executive Director of Earth Friends, the organization supports over 100 groups with challenge grants that encourage entrepreneurship, capacity-building, and best-business practices. Earth Friends Wildlife Foundation desires to influence other foundations and individuals to become focused on conservation and the environment; the primary sustaining resource for the health of people and the planet. For Letters to the Editor, questions, or comments email Lee at speakerlee@aol.com



Lee Robert and Rick Flory of Earth Friends at Yellowstone's Lower Falls

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