



SIMPLY NEWS

Sharing Information, Joy and Thoughtfulness
A Publication of Simply Living

A CELEBRATION--Our 17th Annual Meeting: *Making Life Good Together*

Join us in celebrating our efforts to create a more compassionate and sustainable community

New this year will be a Members' Fair to share a project, your business, or another group with which you are involved that showcases your passion to build a more resilient and sustainable community. Are you part of an informal project that is doing good work? Own a business that promotes more sustainable living? Involved with another organization that you want people to know about?

Contact MeLisa Longo, melisa_longo@yahoo.com, to reserve a 2-3' table area, and tell her what your featured project will be. (You should receive an email confirmation from her within 48

hours; otherwise call her at 861-8012.) Then bring a simple display and/or handouts to showcase your work.

Details:

**Saturday, February 27
5 - 7:30 p.m.
St. John's Evangelical
Protestant Church
59 E. Mound St.**

(downtown between S. High and Third Sts.) Free parking available in the lot east of the building. To carpool from Simply Living's office, call 447-0296. The church is one block south of the #2 COTA bus line.

Yes! We'll celebrate highlights of this past year, enjoy Columbus' best potluck of the year, and elect our valued board members. Children are welcome, and we will have special activities for them. Please bring a dish to serve six and your table service. (A list of ingredients is appreciated.) We'll feature Simply Living's programs and projects and have plenty of time for networking.

We look forward to seeing you there!



Call to Action--Engaging with others through Earth Institute Groups

A core program of Simply Living for thirteen years has been our Earth Institute discussion groups. Why? Because participants are inspired and motivated to take action, and in

doing so improve their quality of life and further systemic change.

For those new to Northwest Earth Institute (NWEI) courses, they provide an enjoyable, supportive opportunity for 8-12 participants to

examine personal values and habits, engage in stimulating conversation, create meaningful community, and take action towards creating a

(Continued on Page 3...)

Simply Living's Vision: Creating a compassionate and sustainable world through personal, community and cultural transformation.

We welcome articles for our website:

www. simplyliving.org

Send submissions to:

Marilyn Welker: *mwelker@ctcn.net*

PLEASE SEND ALL CALENDAR SUBMISSIONS TO:

Missy Hintz Phone: 614.447.0296

Email: *missy@simplyliving.org*

Simply Living Welcomes New Members

Joanne & Richard Wissler

Scott Kucinski Karen Carpenter

Jim Coe

Welcome!



Our Mission:

Simply Living of Central Ohio supports individuals, families and organizations in creating a more compassionate and sustainable world by offering learning opportunities which promote personal and civic responsibility, informed action and wholeness.

Simply Living Board

Donna Sigl-Davies, President, 268-7656

Gwen Uetrecht, Secretary, 261-8399

Dan Baer, Treasurer, 343-0493

Erin Chacey, 913-909-9838

Stephanie Glass, 617-852-4668

Jim Kammerud, 844-5066

Marilyn Welker, Director, 937/484-6988

An Invitation to Electronic Information

You are invited to receive timely, relevant information through two listservs created and sustained by the generous commitment of Janet Ingraham Dwyer and Chuck Lynd.

- Simply Living listserv: Expect 2-5 diverse messages per week ranging from events of note to free available items to housing requests and more. Contact Janet Ingraham Dwyer to join and/or to request posting of information you'd like to share with the Simply Living community: *janet@simplyliving.org*
- Clintonville Community Market (CCM) listserv is created by Chuck Lynd and now available on the CCM website: *www.communitymarket.org*. To receive an email notice when an updated calendar has been posted, please contact Chuck Lynd at *chuck.lynd@gmail.com*. Chuck's Community Update calendar is an enjoyable read, chocked full of opportunities to connect with good work, good people and good fun!

Simply Living Membership Information

Join us in supporting vital work that is creating sustainable communities! You will participate in a lively community of like-minded people engaged in creating resiliency in the midst of change.

Simply Living members are the organization. Members may be involved at various levels, are financially committed, and share a vision of growth and transformation.

We invite members to participate in all activities and to offer your special interests and gifts as well. For more information, call Simply Living at 614/447-0296.

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Visa/MC: _____ Exp: _____

Individual Membership* -- \$35 / year

Family Membership* -- \$50 / year

Senior Citizen or Student Membership -- \$20 / year*

___ Please add me to SL listserv

___ Please add me to the CCM listserv

___ Please contact me about volunteering.

I'm interested in:

Join online at *www.simplyliving.org* or make checks payable to Simply Living and send to:

2929 N. High St. Suite A
PO Box 82273 Columbus OH 43202

Dear Friends,

If you've been a Simply Living member for awhile, I wonder if you've missed our newsletter? It has been many months since we published an issue, and staying connected with you is very important to us. Do tell me your thoughts about this either via email (mmwelker@ctcn.net) or by phone – 447-0296. (P.S. We're always looking for eager helpers to contribute content!)

The environmental costs of print vs. electronic communications are very complex, as Tom Lasik explores in his articles on pgs. 10-11. His point of view is not the first to give me pause to realize the environmental costs of the internet are very real, though somewhat hidden.

In addition to our ongoing programming work, we've been busy with two important assignments: 1) finding a new home as soon as possible, due to our landlord's plans to renovate our space into efficiency apartments; and 2) hiring an office coordinator to replace Missy Hintz. Missy will continue to coordinate our Earth Institute courses. She has been invaluable in dealing with a very tired database and setting up a number of improved and long overdue office systems. I am grateful for her conscientious service to Simply Living.

View the job description on our website (simplyliving.org), and help us publicize the position. As is true for so many who are fortunate to have jobs, our staff members work long hours for low pay with always more we'd like to be doing.

Thank you for your commitment to our work of creating a more compassionate and sustainable world. I look forward to seeing you at our Annual Meeting later this month!

--Marilyn Welker, Director



Earth Institute Groups, Cont'd...

more sustainable future. Participants self-facilitate each course with the help of a mentor and a coursebook of readings. Each course emphasizes individual responsibility, the importance of a supportive community, and the inspiration to walk lightly and take action on behalf of the Earth.

Help us meet Simply Living's goal to start 15 Earth Institute discussion groups over the next 5 months! Here are some ideas for starters: Start a discussion group with your friends, neighbors or co-workers—we'll help. Contact us* to let us know which courses you'd like to take. Join our Earth Institute Steering Committee to help organize the courses. Or perhaps you have ideas about where courses would be welcomed? *Please contact Missy (614.447.0296 or missy@simplyliving.org) and share your ideas, thoughts, and interests.

Courses offered include:

Sustainable Systems at Work: A five-session discussion course for the workplace, designed to further organizational sustainability initiatives.

Global Warming: Changing CO₂ urse: A four-session course exploring the history and science of global warming, personal values and habits as they relate to climate change, and personal actions to curb the effects of global warming.

Choices for Sustainable Living: A seven-session course exploring the meaning of sustainable living and the ties between lifestyle choices and their impact on ecological systems.

Menu for the Future: A six-session course exploring the connection between food and sustainability.

Voluntary Simplicity: A five-session course addressing the distractions of modern society that keep us from caring for ourselves, our relationships, and the environment.

Healthy Children - Healthy Planet: A seven-session course that discusses how the pervasive effects of advertising, media, and our consumer culture can influence a child's view of the world.

Discovering a Sense of Place: A seven-session course focusing on knowing and protecting our place.

Reconnecting with Earth: A six-session course addressing core values and how they affect the way we view and treat the earth.

Do let us know how you'd like to be involved!

(See Page 4 for two upcoming courses...)

SIMPLY LIVING PROJECT UPDATES

AGENT OF CHANGE PROGRAM

Have you considered *trying* to change some aspect of your workplace or faith community or even your family's habits, but just been a little timid to take the first steps? Or tried and thought you had failed? Well...welcome to the club! ...**And consider taking the Agent of Change course.**

Simply Living is partnering with the Center for Earth Leadership of Portland, OR, to offer this six-session course, **"How to Be an Agent of Change in your Circle of Influence."** This is how it works. Each participant selects a circle (such as a school, neighborhood, or workplace), develops a plan to introduce sustainable practices and raise eco-awareness, and takes steps to implement the plan during the two-month course. Groups of no more than 16 participants act as co-consultants, keeping one another focused.

Participants in our first course offering chose projects ranging from starting a Sustainable Delaware group to implementing a precycle day in Worthington. We are now offering our second course at COSI and are planning to start another course soon. Please contact Marilyn at 447-0296 or (mwelker@ctcn.net) if you are interested in participating and/or being a course facilitator.

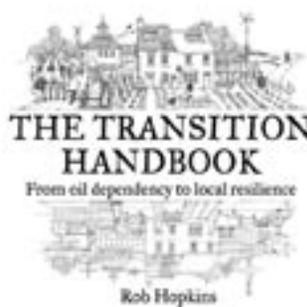
We especially thank Erin Chacey, Lisa Kreischer, and Sara Rampersaud for their leadership in facilitating the courses!

TRANSITION CENTRAL OHIO

in a nutshell is a local project sponsored by Simply Living to create community resilience in this time of rapid change. As a local expression of the international Transition Initiative movement (www.transitionus.org), we are a group of volunteers motivated by the understanding that:

- if we wait for governments, it will be too little, too late;
- if we act as individuals, it will be too little;
- but if we act as communities, it might be just enough, just in time.

Awareness raising: Over 100 people attended a recent showing of the movie, *In Transition 1.0*, highlighting what communities around the world are doing to transition to a future of lower fossil fuel supplies



and higher energy costs. Contact Contact Beal Lowe at mail@beallowephd.com if you'd like to schedule a showing of the film to your group.

We'll show an inspiring film, *A Farm for the Future*, on **Thursday, March 11,**

7 p.m. at 2231 N. High St., Room 100. It shares the story of one family in England who understood that our farming and food production methods must be more harmonious with Nature, then set about to transform their farm and themselves.

Networking: Central Ohio is a hotbed (!) of people working in their neighborhoods to create safer, more livable environments and healthier communities. In the next few months we'll talk with other groups in Franklin County who are doing this work and explore collaborative possibilities.

Join us! Visit www.simplyliving.org/transition for more information.

COURSES STARTING SOON!

Healthy Children/Healthy Planet

organizational meeting

Wed. Feb. 24, 7 - 8:30 p.m.

How does advertising influence you and your family? Would you like to discover ways to create meaningful family times and healthy environments for your children? Discuss these questions and more in this 7-week discussion course.

Coursebook \$25 plus optional donation to Simply Living. Hosted by Sarah Straley in Worthington. Call 630-621-5156 or 447-0296 to register.

Menu for the Future

begins February 23, 7 p.m.

at Global Gallery, 3535 N. High St.

A six-week course exploring how your food choices impact not only you but also our ecological, political, economic and agricultural systems. Participants will gain insights into practices which promote personal and ecological well-being. Coursebook \$25 plus optional donation to Simply Living. Call Missy at 447-0296 to register.

Great winter “blah” chasers!

Treat yourself to some inspiration, awareness raising, learning and/or action opportunities, and the pleasure of good conversation with any of the following activities! Visit simplyliving.org for details on these and more upcoming events.



Special Film Night: *A love letter to all Ohioans*

Wednesday, Feb. 17th, 7 p.m.
First Unitarian Universalist Church
93 W. Weisheimer Rd.

Featuring two films (55 min. total) about our Wayne National Forest in southeastern Ohio and the man whose vision made it possible. Jean Andrews, co-producer of both films and resident of Athens County, will be on hand for a very personal perspective about one of Ohio's great treasures. Free!

Introduction to Your Money or Your Life

Thurs. Feb. 18, 7-9 p.m.
The Oasis Center/YWCA 65 S. 4th. St.

For those interested in learning more about Your Money or Your Life (YMOYL) & those already using or desiring more clarity with the program. Contact: Randall Loop, erloop@yahoo.com or 614.496.4595. Free parking at meters. No charge but free will donations accepted.

Beyond Stress Management: Into Awareness

A four-week course to assist you with “keeping your cool”!

Beginning March 3rd, 7 – 8:45 p.m.
Olentangy Village Community Room
2929 N. High St.

Are you dealing with increased stress and worry? Here is an opportunity you don't want to miss! Learn to recognize your response to stress and develop an awareness of thoughts, beliefs and feelings and how they affect your mind, body, and spirit. You'll learn how to control biological processes through awareness, cope more effectively with stressful situations, and relax in spite of daily stressors.

Facilitator extraordinaire Mary Struble will lead this 4-week course on Wednesday evenings - March 3,

10, 17, 24. With 27 years of experience as a Stress Management Educator and Biofeedback Trainer, Mary has taught thousands of people through private practice, corporate environments, and community programs.

Previous participants have especially appreciated learning how to live more mindfully through Mary's compassionate presence. Course cost: \$30 – Simply Living members; \$40 – non-members. Scholarships are available. Please register by calling Missy at 447-0296 or missy@simplyliving.org.

And a teaser for SL members....We're looking for a person to coordinate a Simply Living worksite on Earth Day.

Our location can be anywhere in Franklin County. Our project can be any activity that makes our place more beautiful, more green, more honoring of our life community. Might we help plant some of those 10,000 trees that our friends at Buckeye Forest Council have committed to planting for Earth Day?

With this year marking the 40th anniversary of Earth Day, Green Columbus organizers are hoping to sign up 10,000

volunteers, each contributing a minimum of 3 hours, on the weekend of April 17th and 18th. We'll celebrate Earth Day on Thursday, April 22nd, from 3-10 p.m. at the Franklin Park Conservatory. More information about the tree planting initiative and other aspects of the Central Ohio Earth Day event can be found at www.Update2010.org. Contact us at 447-0296 or Marilyn at mwelker@ctcn.net to share your ideas and energy!



WCRS NEWS & NOTES:

STATE OF THE STATION 2010

- Twenty-five WCRS volunteers met on January 16th to celebrate our 2009 accomplishments, strengthen our connections, and identify priorities for 2010.



2009 HIGHLIGHTS INCLUDE

- Distinction of being Columbus' only community radio station, featuring both locally produced and Pacifica programming, including exclusive airing of *Democracy Now!* in the Columbus market;
- Launching our webstreaming at wcrsfm.org, with support from our Comfest friends;
- Underwriting support from the following businesses and organizations: Kitrick Lewis & Harris Law Office; Abucar Universal Design; Amana Check Cashing; Central Ohio Green Ed Fund; Green Columbus; India Oak Grill; Keller Chiropractic; Safari Coffee House; Snowville Creamery; Used Kids Records; and Worthington Jewelers - *Thank you all!*
- An improved signal, thanks to antenna improvements on the rebroadcast station at 98.3FM;
- Being Central Ohio's most diverse station, including offering 12 hr/wk. non-English programming serving the Somali, French West African, and Latino communities;
- Website improvements;
- Locally produced public affairs programs that feature area youth (*Youth Beat Radio*—one of only 45 youth-produced programs in the country), weekly interviews on topics of public interest (*Talk of the Town*), serious coverage of critical issues and citizens' efforts to address them (*Conscious Voices*, including an hour-long special on mountain-top mining, eyewitness reports from the G20 meeting in Pittsburg) and more;
- Local music programs featuring—local musicians!
- Growing presence around town, including more media coverage.



CHALLENGES ABOUND AS DO OPPORTUNITIES.

- Visit our website, wcrsfm.org, to learn about volunteer opportunities, see our current schedule, stream programming, read about our programs, and offer your suggestions.
- Follow us on Facebook: WCRS Columbus, or Twitter: WCRS.



WHY IS THIS STATION SO IMPORTANT TO COLUMBUS AND BEYOND?

Jeff Chester, executive director of Center for Digital Democracy, in a 1/7/2010 interview on *Democracy Now!* shared what is happening in the world of telecommunications and electronic media. As powerful giants like Comcast seek ever more control of media, even the issue of net neutrality is but one fish in a big sea of players motivated by profits and power. An excerpt from his interview follows:

... While we need to support the work of Free Press and ... Media Access Project and other groups trying to keep this system [media] open, I think we have to ask ourselves, where does progressive media end up ten years from now? Even if the system is open or slightly open, and there are no guarantees that it will be, *will we have a robust and vibrant, interactive, progressive media sector that can help drive this country towards the social justice goals that we know it requires?*

And unless progressives begin spending more time creating content locally and nationally and figuring out how it can survive, I am very worried that we're going to see a kind of closing of the door. You'll have the Comcast,... the Googles,... basically a Hollywood show biz business model dominating how the media is created and distributed. And we'll still be left out in the margins. We need more than just ...Democracy Now! and Huffington Post. This is a time when progressives also need to be working together to change the media system, not just on a regulatory basis, but on a content basis.



IN THAT SPIRIT, WE ESPECIALLY HONOR OUR 2009 PRODUCERS who have given their time and talents so generously to produce public affairs programming to serve Central Ohioans: Ahmed Adan and Luuliyo, Eugene Beer, Marisa Benzle, Evan Davis, Kristi Lekies and the students of Upper Arlington H.S., Basra Mohamed and Danjir News, Tom Over, Carlotta Penn, Dan Thomas, and Mandefu Wazi.

--Marilyn Welker

Important membership changes

Dear Members:

Another year is here to learn, grow, and strive towards a more compassionate and sustainable world. At Simply Living we have been working hard to find more effective ways to manage day-to-day tasks so we can focus on what's most important in our work together.

Success: Simply Living's mission has become increasingly more relevant as economic and environmental changes and awareness accelerate. As a result, our organization has grown in number of members, the size and scope of our programs, and the stretches of our outreach. Over the past four years we have created new ways for you, our members, to contribute financially to our shared work so we could grow into the increased need. Through the generous support of many of you, our annual fundraising event, "A Gift to Be Simple," has created a stronger financial base. Currently 76% of our budget comes from your generous donations and pledges and membership dues. Thank you!!

With success come challenges:

Frankly, our tracking system has outgrown our previous policies and procedures for membership, and our database is inadequate. The intersections between membership renewals, donations, and pledges have been interpreted and applied inconsistently. Our apologies if our learning curve has led to confusing communications with you; we've been confused too. The staff and several key volunteers and board members have committed a great deal of time this past year to consider a major overhaul to our database and policy/procedures associated with membership.

Our top priority is member satisfaction. We hope to create more ease and clarity around your membership status and the renewal process. We have begun working towards offering a greater number of membership benefits which will continue to evolve and grow over time.

While we have a large vision, we have a small staff, so our second priority is to create policy, procedures and database design that are practical and easy to administer to avoid unnecessary costs and time.

Our third priority is financial integrity. We need accurate systems that track your membership, donations, and

pledges so you can count on easy to read statements, renewal appeals, and tax deduction information.

Please remember Simply Living is a 501(c)(3), and therefore 100% of all membership dues and donations/pledges are tax deductible.



Solution: In December, our board adopted a new membership policy with all members on the same annual membership renewal schedule. Effective immediately, a membership year will be May 1 through April 30. Renewal letters will be sent

in mid-March to give you plenty of time to respond. New members who joined between January 1 and April 30 will receive an extended first year of membership and will not be asked to renew until the following renewal cycle.

Membership dues for all categories (senior/student, individual, household) will remain the same.

In mid-March, all members, regardless of previous renewal date, will receive a renewal notice. We hope you respond promptly; you will then receive a new membership card. Our member

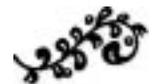
benefits are posted on our website and will be updated regularly.

While there are no perfect solutions, we feel optimistic about this new approach. Our goal is simplicity, ease and clarity for us all. We hope this is beneficial for you and that the transition is smooth. If you have questions or concerns about the policy, please call Marilyn Welker or myself at the office, 447-0296.

We value both the energy and passion of those of you who are new with us and our many long-time members. In a time of much hardship and transition in the world, I can't image a better group of people with whom to create a more sustainable way of life. We are truly making life good together. Thanks for your participation, and we hope to see you soon at the Annual Meeting on February 27th.

Peace,

Donna Sigl-Davies, Board President



"Our top priority is member satisfaction. We hope to create more ease and clarity around your membership status and the renewal process."

Who Is Simply Living?

As members we may think we know what Simply Living is, but who Simply Living is opens up many intriguing possibilities.

This is a first in what we hope will be a series of... let's say, introductions to some of the wonderful people you may enjoy getting to know, people who bring life to WHAT Simply Living is. As you read these interviews perhaps you will gain a new idea or two and identify similar histories or goals to live more simply. So we introduce to you:

Karyn Deibel

Karyn, pronounced kah-RINN, lives in a modest home in Clintonville and is very devoted to simple living in many facets. She began her journey when she was diagnosed with cancer in the early 1980s. Wary of western medical approaches to deal with the disease, she began to explore other health care, diet and lifestyle changes. These changes led to physical healing that her family and friends were not yet able to support. Choosing to live very simply, she soon found support from new friends, Earth Institute courses, and, in the early 1990s, Simply Living. She also became involved with teaching vegan cooking classes, non-violent (compassionate) communication, and more recently the Transition Central Ohio project of Simply Living. She is a Trager practitioner, using a mind-body approach to movement education.

SL: One of the questions new people involved in living simply ask is "What does Voluntary Simplicity really look like? What do I do first? What do you do to live more simply?"

KD: The first two things I did were to begin cooking my own food and to stop watching television. These are two very powerful things to do to simplify. First of all, ending my connection with television caused my fear level to go way down. I do have a TV, but I only use it when my grandchildren visit to watch videos together. When we're together, there are no video games or computer games. Another thing I do is walk. I do my best to walk three miles a day, and I average that 4-5 days a week. I walk to the market or on the local bike path. The bike path is great because I sometimes meet a friend on the way or at least make eye contact with others and share a smile. I have a garden where I grow flowers and vegetables.

I've certainly replaced all my lights with CFLs. I keep my thermostat low in the winter, no higher than 67 degrees. I did that gradually, a couple of degrees at a time over the years. It took some determination, but over time, I found that my body adjusted to temperature more easily. I don't need an air conditioner in the summer. I've insulated my water heater, dry my laundry outdoors, and am looking into portable solar panels.

I guess I just continually look for ways to do things differently. This brings me joy. I have found joy in discussing *Your Money*



Karyn Deibel

or Your Life and other consumer issues with my 14-year-old granddaughter, who has really come to recognize the difference between a gift of "stuff" and a gift of time.

SL: I know you're involved with the Transition Central Ohio (TCO) project. Tell us about your role in it.

KD: The TCO project is a way to raise awareness in the community about diminishing fossil fuels, climate changes, economic unrest, our addiction to oil, and the lifestyle that it engenders. We want to support people in waking up to what the world will be like with less oil. You know, when I think of the Transition Initiative I recall a year and a half ago when the electricity was off for a week. Our neighborhood came outside, and we had bonfires and shared food from our freezers. There was a genuine feeling of fellowship. People talked together for a change. It made me remember a time when there was less fear, more of a feeling of safety. You knew your neighbors. People watched each other's kids. When you aren't relying on oil or coal you can learn to rely on each other again.

SL: There's another group you're involved with through Simply Living, the Nonviolent Communication Coalition. Tell us more about that.

KD: In Central Ohio it's called Compassionate Communication of Central Ohio (CC-CO). Nonviolent Communication (NVC) started 30 years ago. It's a way of communicating that focuses on feelings and needs rather than who's right or who's wrong. It is a whole different paradigm. We encourage people to tone down violent situations and communicate by observing what's happening and not judging the situation; to focus on what feelings are evoked and determine what their needs are. We need to give up the stories we live by as if they're true and have empathy with others. The local organization (CC-CO) works with professionals to lead workshops for others. I don't plan to become certified, but I lead practice groups like the Institute courses, and we practice the principles of compassionate communication together.

SL: What or who inspires you?

KD: Recently it's been Robert Gonzales who is the national board president for NVC. He's done so much work emphasizing the beauty of the needs that people have and connecting with the life energy that's within all of us. It connects me with a life energy that helps me live without judgment. This is something you can't teach. You have to live it.

Frankly, Marilyn Welker inspires me as well, just because she's able to hang in there with so much going on in this organization. She is a very compassionate person, and she can relate so well to everyone in this diverse group of people.

Our thanks to Karyn Deibel for her hospitality and gentle spirit. Our visit was a joy, and I hope that this article will be the first of many to introduce you to the many wonderful people making up the who of Simply Living.

--Tom Lasik

A community development loan fund in the works

Let's face it. Starting a small business or trying to stay in business is a difficult proposition in this economy. But Chuck Lynd and a group of local individuals want to change all that. They are in the process of creating a community development loan fund, to be called **Local Investment Fund for Entrepreneurs** or **LIFE**. Their goal is to bring new life to Columbus area neighborhoods and to provide people with the opportunity to invest directly in our communities.

This project is unique for Central Ohio. The fund will have a strategic aim to revitalize communities by focusing on assets and strengths, an approach known as Asset-Based Community Development. Target investments such as those planned for this program can leverage resources and create more effective and efficient goals and priorities, specifically in the area of sustainability.

The plan is this: an independent, on-going and community-based loan fund will be housed at the Kemba Financial Credit Union and administered by its own board of trustees. These trustees will represent both private sector entrepreneurs and non-profit organizations.

Fund raising will be the first step. A campaign will be announced in the coming months to solicit donations from area residents and businesses. Brochures, a website and other materials will be created to explain the value and benefit of the fund. Once a base of available funds is established, local businesses and organizations will be invited to submit proposals for either grants or loans to support their work to build more economically vital, healthy and sustainable communities.

"This local community investment fund is a work in progress right now," states Lynd, who has a professional background in grant writing for 30 years. "We are still sorting out a few organizational issues, but we hope to launch the fund by late winter or early spring. This is a great opportunity for people to support our own community with our own dollars, with the assurance that those dollars will go right back into our communities and make a difference," explains Lynd.

Lynd, who has worked tirelessly as a change agent in Central Ohio for years, has been thinking about this idea for some time. Being involved in starting the Clintonville Community



Snow wonder

Market Co-op and Simply Living, he has seen how difficult starting a new enterprise can be. He also sees the value of assisting local businesses and organizations that can make a lasting contribution to more sustainable communities.

"I have seen good local businesses come and go—it's tough for a small organization who wants to make change happen get adequate funding," says Lynd. Growing up, Lynd remembers his father's store in Ironton and the in's and out's of owning a viable community business.

"My thinking is, let's do what we can to help make our communities more sustainable," says Lynd about the fund. "Instead of waiting for corporate or governmental resources, area business owners would have quicker access to funds."

The board responsible for distributing grants and loans from the fund will establish broad priorities to encourage local organizations and businesses to be creative in requesting money for projects that will help strengthen our local economy as well as projects that help "green" our community.

Examples of projects that may be funded include support for neighborhood sustainability initiatives, energy efficiency and green practices for small businesses, expansion of neighborhood farmers' markets and food co-ops, support for community radio programs and services, and collaborative projects that connect and integrate local communities with programs of the Columbus Green Team and the Mid Ohio Regional Planning Commission (MORPC).

To get involved with the LIFE program or make a financial contribution to support local ventures, please contact Lynd at 614-354-6172.

--Tuesday Trippier



Are We Communicating Green?

By Tom Lasik

It has become increasingly common in our culture to disparage the use of paper, especially for printing purposes. Magazine and newsletter publishers announce, in a self-deprecating and almost apologetic tone, that they will cease the print versions of their publications in favor of the “more environmentally sound practice” of publishing on-line. Emails seek to relieve our guilt about the environment by stating, “Please consider your environmental responsibility before printing any documents.”

The basic proposition being advanced suggests that by not printing, we’re going green, and that we can send email messages to anyone *at no cost financially or to the environment*. We now have the capability to download *War and Peace* onto an e-reader and apparently never see environmental damage. At first blush, it seems a no-brainer that on-line communications trump the printed page every time.

Here’s my counter proposition. First, printing is much more environmentally responsible than anyone might think. Second, despite our culture’s current fixation on the Internet, it is not as squeaky clean as we’ve been led to believe.

What about Print?

There’s no getting around the fact that print uses paper--tons of it each year. Trees from which virgin paper is made are in fact a renewable resource. They come from tree farms, wooded land that is professionally and responsibly managed (Forest Stewardship Council¹/Sustainable Forestry Initiative²). They are grown, harvested and regrown, like food crops. According to the USDA, one acre of wooded land absorbs 6 tons of carbon dioxide and produces 4 tons of oxygen, enough to meet the annual needs of 18 people³.

Through reforestation, U.S. forests have actually grown in size over the past century. About one-third of the United States is covered with trees, more trees today than 70 years ago with some 4 million more planted each day. On the nation’s commercial forests, net annual growth exceeds harvests and losses to insects and disease by an impressive 47 % each year⁴.

Paper is also biodegradable and recyclable. Thirty-seven percent of US pulp is produced from recovered paper. In 2008, a record 57.4 % consumed in the US was recovered for recycling⁵. Over half of the raw material used to make paper in the U.S. comes from recovered paper and the wood waste (such as wood chips and sawdust) left behind from lumber manufacturing⁶. The paper industry estimates the use of recycled paper reduces water pollution by 35 % and air pollution by 74% compared to virgin paper.



The printing industry is a leader in reducing greenhouse gases. A recent survey indicated over 25% of printers receive a portion of their electricity from renewable energy sources such as wind and solar or purchase renewable energy⁷.

More and more printing establishments in the US are taking steps to reduce their energy footprints, both for environmental and financial reasons. Plants are beginning to use energy reducing techniques like power usage planning and Demand Response programs to shut down power usage when the grid becomes overloaded.

The Internet

To assert that on-line communications have little or no environmental impact is simply not supportable. Technology such as paperless billing, e-book downloads, emails, and other Internet transactions depend on electricity, and by definition this leaves a carbon footprint. Let’s take a closer look at energy sources and a breakdown of computer usage and power requirements.

As of June 2009, the Energy Information Center stated that coal-fired plants contributed 45% of the nation’s electric power. The West Virginia Coal Association’s report, *Coal Facts 2008*, cites the amount of coal needed to power various computer and Internet activities⁸.

In addition to energy burned, the amount of electronic, non-biodegradable, hazardous waste that ends up in our landfills also poses an environmental challenge. According to the *Electronics TakeBack Coalition*, currently more than 85% of discarded electronics, or over 2.6 million tons, end up in the trash, even though their hazardous chemicals can leach out of landfills into groundwater and streams⁹.

In reality, all communication technologies produce some level of carbon footprint. Thankfully, attitudes about electronic manufacturing and use are changing with education and awareness. More electronics are being recycled [Ed. note: In Central Ohio freegeek provides this service, see freegeek.com], and a larger share of computers and electronic devices now meet federal energy star standards.

I invite us to be honest when talking about our communication tools and to be aware of the costs of “fueling” both print and electronic communications. The picture, as is so often the case, is far more complex than we may realize.

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(Endnotes next page...)



Are We Communicating Green?

¹Forest Stewardship Council – www.fsc.org

²Sustainable Forestry Initiative – www.sfiprogram.org

³March/April Edition of *Backyard Living Magazine*, 2007.

⁴SFI Implementation Committee –
www.sharplogger.vt.edu/virginiasfi/faq.html

⁵Paperrecycles.org – http://paperrecycles.org/stat_pages/stat_intro.html

⁶Paper University – www.tappi.org/paperulall_about_paper/faq.htm

⁷WhatTheyThink.Com –
<http://blogs.whattheythink.com/going-green/2009/06/what-going-green-means-primir>

⁸West Virginia Coal Association – www.wvcoal.com/coal-facts.html

⁹Electronics Take Back Coalition –
www.computertakeback.com/problem/problem_landfill.htm

fired plants, petroleum liquids represented 0.7 %, with the remainder from petroleum coke. Conventional hydroelectric power provided 6.8% of the total, while other renewables (biomass, geothermal, solar, and wind) and other miscellaneous energy sources generated the remaining 3.6% of electric power.⁷⁶

- A lump of coal is burned every time a book is ordered on-line.⁷
- It takes about a pound of coal to create, package, store and move 2 megabytes of data.⁸
- The average Internet user (12hr/wk) uses over 300 pounds of coal annually for this purpose.⁹
- More than 2/3 of US power requirements are supplied by non-renewable fossil fuels – coal, natural gas, and petroleum.¹⁰

¹Alliance for Environmental Technology –
www.aet.org/science_of_ecofeco_risk/2008_pulp.html

²Print Industries Market Information Research Organization [PRIMIR, 2009. Sustainable Print in a Dynamic Global Market: What Going Green Means, 2009

³EPA's national emissions inventory website
www.epa.gov/ttn/chief/eiinformation.html

⁴PRIMIR, 2009 –see citation above

⁵www.seppartnership.org

⁶U.S. Energy Information Administration,
http://www.eia.doe.gov/cneaf/electricity/epm/epm_sum.html

⁷West Virginia Coal Association – www.wvcoal.com/coal-facts.html

⁸Ibid

⁹Ibid

¹⁰U.S. Energy Information Administration,
http://www.eia.doe.gov/cneaf/electricity/epm/epm_sum.html

Bibliography:

Paper vs. “The Coal-Fired Internet” - by Gail Nickel-Kailing,
WhatTheyThink.com. on October 6th, 2009 Don't Print Isn't
Going Green

An Open Letter to the Industry – by Charlie Corr, Chief Strategist, Mimeo.com
--Tom Lasik

More on Green Communication...

In a recent discussion about the Simply Living newsletter, we were comparing the relative value of paper versus pixels, environmentally speaking. Since I come from the communications world and use all kinds of media channels in my work, I'd like to encourage dialogue on this question. I like both the Simply Living website and the newsletter and want to see them both thrive.

Perhaps the paper and ink tools from which we get so much information are not as environmentally damaging as some might think. Perhaps the electronic tools that are fast, easily shared, and increasingly popular have more environmental flaws than some might realize.

Here are some facts for your consideration:

- Over 99% of the paper used by the US Printing Industry is processed without the use of elemental chlorine.¹
- More than 9 out of 10 printers recycle their printing materials and waste paper.²
- More than 2400 printers are Forest Stewardship Council and/or Sustainable Forestry Initiative Chain-of-Custody certified.
- In the most recent year of data available, the printing industry accounted for less than 0.07% of all air pollutants emitted by American industries.³
- Over 70% of printers use vegetable-based inks, which reduce air pollution emissions and support renewable resources. No lead, chrome or other heavy metals are used in inks.⁴
- The Sustainable Green Printing Partnership recognizes printing companies that are meeting specific criteria for sustainable, green business performance.⁵

Electronic industries

- “Year-to-date, coal-fired plants contributed 44.4% of U.S. electric power. Nuclear plants contributed 20.2 %, while 23.7% was generated at natural gas-fired plants. Of the 1% generated by petroleum-

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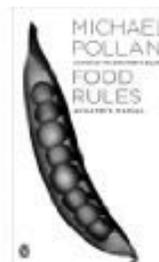
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