

# Pioneer Valley Sustainability Network

## Network News

Pioneer Valley Sustainability Network Newsletter January 2009 Vol 1, Issue 3

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### Greetings!



Greetings Pioneer Valley Sustainability Network!

Happy New Year!

Welcome to another issue of the Pioneer Valley Sustainability Network newsletter. Thank you for the work you all do to make the Pioneer Valley sustainable. 2009 is certain to be one of the most exciting years

for sustainability professionals ever. There is so much happening that keeping up can feel overwhelming. A quick internet search of sustainability news yields almost two million websites, articles, and other resource listings. Happily for us, however, we have one another to keep us informed from all our diverse perspectives on sustainability. If you have favorite websites, books, magazines, or other resources where you get your sustainability news, we'd love to hear from you.

Today we focus on the green economy. The Pioneer Valley Planning Commission (PVPC), in collaboration with the Franklin Regional Council of Governments (FRCOG) has just launched a green region economic development strategy-a six month effort to detail how we can make this region the home of sustainable economic growth and development. Stay tuned, and see you on the 14th.

-Catherine

### Network Meetings

**PVSN Meeting:** Wednesday, January 14, 2009

- Location: Senior Center 67 Conz St., Northampton
- Meeting Agenda: 8-8:30-breakfast and informal networking

8:30-9-breakfast and more formal networking  
9-10-EPA grant funded deliverables  
10-11-Network business  
11-adjourn

## Member Profile



### ***"Knowing the Network"*** an interview with [Larry Martin](#)

#### **1. How long have you lived in the Pioneer Valley? Why here?**

I moved here from Connecticut in 1985 when I got married so I have been here about 24 years. The deal was whoever had the better job did not have to move and I lost!

#### **2. Tell us about your vision for your business/organization & how it relates to sustainability.**

The Regional Employment Board of Hampden County develops workforce policy and oversees workforce development for the region. The topic of sustainability has workforce implications as well as its impact on the triple bottom line of many organizations we work with.

#### **3. Why are you interested in sustainability?**

I first got interested because of the research I was doing in the field of green workforce development. The more I investigated the different areas of "green" the more important the work became to me because of the overall importance of sustainability.

#### **4. Why did you get involved with the PVSN?**

I wanted to learn about all aspects of green which included environmental justice and sustainable resources.

#### **5. What is the future of sustainability in the Valley? State? Nation?**

I believe society as a whole got a wake-up call when the price of gas hit \$4.00 per gallon. When that bubble burst, many people are re-evaluating their utilization of both renewal and non-renewable resources. With a new incoming administration, sustainability is going to be at the forefront of any economic issues.

## 6. Book recommendation: Influential reading for you.

"The Working Poor"  
"The New Influencers"  
"The Green Collar Economy"

### Network Feature

#### UMass Amherst Clean Energy Conference

Some 600 people attended the first annual Clean Energy Connections Conference and Opportunity Fair in Springfield on Saturday November 22. The event, produced by the UMass Amherst Office of Research Liaison and Development, capped off a series of clean energy events held throughout the state as part of Massachusetts Clean Energy Week. "The attendance was more than twice what we expected initially," said conference organizer Loren Walker. "Judging from the positive feedback we've received from attendees and exhibitors alike, I'd say that this first annual event was a success. We're looking forward to doing it again in 2009."

The keynote speaker was Bracken Hendricks, a founder of the national non-profit, Apollo Alliance, and co-author of the 2007 book, *Apollo's Fire: Igniting America's Clean Energy Economy*.

Other speakers were State Senator Benjamin Downing, State Representative Daniel Bosley, Massachusetts Department of Energy Resources commissioner Phil Giudice, and Chris Kilfoyle, president of Berkshire Photovoltaics Corp.

Walker

Bracken Hendricks (Left) and Loren



Clean Energy Connections was a forum for the individuals and organizations accelerating the growth of the clean energy economy in Massachusetts, and those seeking clean-energy career information. Conference proceedings, archived by the UMass Amherst ScholarWorks digital repository, are available at: <http://scholarworks.umass.edu/cleanenergy/>.

Plans are in place to develop the the Clean Energy Connections website into an information portal on all things "green" on the UMass Amherst campus. Visit [www.umass.edu/green](http://www.umass.edu/green) for more information and conference highlights.

Loren Walker  
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### Status of Deliverables

Status of deliverables:

1. Create the network-well under way. Members have met eight times. Committees are being formed, collaborations are happening, people's skills are being enhanced, and together we are pursuing our mission, to be a broad-based Network that builds mutually beneficial partnerships to promote a sustainable, just, regenerative future for our region. We bring our vision into being through collaborative support and action on specific projects in service to our communities in response to their needs.
  - The Steering committee held its first meeting and discussed sustainability of the sustainability network, planning for a Fall 2009 retreat, and creating an "organizing document".
2. Build a robust web presence-well under way. We have a website and a newly formed website committee that is working to enhance our web presence with a goal of member to member communication and collaboration, transparency of our work and support of our mission.
3. Publicity/Outreach-the Art of Sustainability contest resulted in a glorious work of art-"A Table set for forever" currently on display at the Northampton High School Library. Contact Catherine Miller at [cmiller@pvpc.org](mailto:cmiller@pvpc.org) if you want to host the work of art

for a month or at an event.

4. Sustainability Indicators-nearing completion. Members ranked indicators using a survey monkey survey. Some logistical problems delayed responses. The current plan is to refine the survey and following our 1/14/09 meeting, launch the survey to member constituents. Our goal is to start baseline indicator data collection in Spring of 2009.

5. Decision-support Tool-well under way. Project staff are working on a green building decision-support tool. If you'd like to get involved, contact Ben Ewing at [ben.r.ewing@gmail.com](mailto:ben.r.ewing@gmail.com)

## Moving Toward Sustainability

### A speech by HRH The Prince of Wales on Sustainability, Humanity, Modernism, Nature and Consumerism.

The Foreign Press Association Media Awards, Sheraton Park Lane Hotel, London  
25th November 2008

Throughout my 60years I have become accustomed to journalists accusing me of occupying a privileged position - the privilege to be abused, if you ask me. If I may say so, you also, ladies and gentlemen, occupy a privileged position. It is surely your role not only to look at the world and study the way it works, but to report what you see accurately, to explain it and, indeed, to interpret it. In so doing you shape the view and define the perspective of millions of people and that is an enormous responsibility - a responsibility I know that many of you in this room fulfill with integrity and flair.

I imagine the responsibility you bear compels you from time to time to step back and take stock of your perspective. After all, our view can so easily become obscured by the cultural values that surround us all and if our view is not wide enough - or deep enough - then our perspective cannot be sure.

In fact, there is mounting evidence that our collective perspective is not at all as sure as we once thought it was. Wherever you look the arguments that justify what we call "progress" are finding it harder and harder to hide the less than glamorous side-effects of all we have achieved. The present crisis in the financial world, known to us all as the "Credit Crunch", is but one recent graphic example; the environmental crisis that confronts us and is, in fact, a "Climate Crunch", is another. I...[More](#)

### Stop Being Stupid

By Bob Herbert

Published: December 26, 2008 NY Times

I've got a new year's resolution and a new slogan for the country. The resolution may be difficult, but it's essential. Americans must resolve to be smarter going forward than we have been for the past several years. Look around you. We have behaved in ways that were incredibly, astonishingly and embarrassingly stupid for much too long. We've wrecked the economy and mortgaged the future of generations yet unborn. We don't even know if we'll have an automobile industry in the coming years. It's time to stop the self-destruction. The slogan? "Invest in the U.S." By that I mean we should stop squandering the nation's wealth on unnecessary warfare overseas and mindless consumption here at home and start making sensible investments in the well-being of the American people and the long-term health of the economy. [More...](#)

## Upcoming Events

# January 2009

### [How to Start a Common Good Bank in Your Community](#)

#### *Throughout the month of January*

Common Good Banks will be a new kind of community savings bank, designed expressly for economic justice, sustainability and strong local economies, independent of the dollar. A multimedia presentation in towns throughout the Pioneer Valley.

**JANUARY** (always at **6:45pm** except in Longmeadow)

Sun4:[Greenfield](#) Center for Peace and Justice, 24 Miles St. Mon5:[Holyoke](#) Holyoke Public Library, 335 Maple St. Tue6:[Agawam](#) Agawam Public Library, 750 Cooper St. Wed7:[Colrain](#) Colrain Central School, 22 Jacksonville Rd. Thu8:[Ludlow](#) Hubbard Memorial Library, 24 Center St.

Mon12:[Springfield](#) Springfield City Library, 220 State St. Tue13:[Charlemont](#) Charlemont Inn, 107 Main St. (Route 2) Wed14:[Longmeadow](#) 1:00pm, Longmeadow Adult Center, 231 Maple Rd. Wed14:[East Longmeadow](#)East Longmeadow Public Library, 60 Center Square Thu15:[Southampton](#) Edwards Public Library, 30 East St. Tue20:[Amherst](#) Jones Library, 43 Amity St. Wed21:[South Deerfield](#)South Deerfield Congregational Church, 71 N Main St. Thu22:[Plainfield](#) Shaw Memorial Library, 312 Main St. Mon26:[Wilbraham](#) Wilbraham Public Library, Crane Park Drive Tue27:[Northfield](#) Dickinson Memorial Library, 115 Main St. Wed28:[Northampton](#) Forbes Library, 20 West St. Thu29:[Warwick](#) Warwick Public Library, 4 Hotel Rd.

<http://www.westernmassafsc.org/calendar/cgbank.html>

### [Grant Proposal Workshops: Renewable Energy & Efficiency](#)

**Wednesday, January 7 -- Rescheduled from Dec. 17**

South Deerfield Town Hall (8 Conway St), South Deerfield, MA 9 am to 12 pm.

Attend a free workshop series for farmers and forest product business owners about financial incentives available through the USDA 9007 Rural Energy for America Program (REAP), part of the current federal Farm Bill. REAP funding supports a diverse range of clean energy technologies: not only biofuels, but also wind, solar, biomass electricity, biogas and energy efficiency. For more information or to register for a workshop, please contact Emily Boss at Massachusetts Woodlands Institute, at (413) 397-8800. Please note new location

### [Gasoline Alley Holiday Party](#)

**Saturday, January 10th, 2009**

7 pm at The Man Fort, 270 Albany Street, Springfield.

### [Keeping Your Greenbacks in Greenfield & In Your Pocket- The Greenfield Energy Audit and You](#)

**Thursday, January 15, 6:30-8:30 pm**

Greenfield High School Cafeteria, 1 Lenox Ave

Come hear what Greening Greenfield has learned from their recently completed community-wide energy audit. Discuss how we can all reduce our personal energy bills, improve Greenfield's economy, and reducing our climate change emissions. Speakers: Mayor Forgey, Sandy Shields director, DPQ, Nancy Hazard of WorldSustain and the Greening Greenfield Energy Committee.

Organized by: [GreeningGreenfield.org](http://GreeningGreenfield.org)

### [22nd NOFA/Mass Annual Winter Conference](#)

ORGANIC AGRICULTURE: The Roots of a Sustainable Community

**Saturday, January 17th, 2009**

9.00am-5.30pm, \$50.00 registration.

Worcester, MA.

<http://www.nofamass.org/conferences/w2009/index.php>

## ***February 2009***

### [Good Jobs - Green Jobs National Conference](#)

**February 4-6, 2009**

Marriott Wardman Park Hotel and Omni Shoreham Hotel

Washington, D.C.

The 2009 Good Jobs, Green Jobs National Conference will bring together 2,000 prominent leaders from the labor movement, business and industry, environmental organizations and community groups, as well as elected officials and decision makers from government, to forge an agenda for transforming our struggling economy through a variety of innovative environmental investments.

[www.greenjobsconference.org](http://www.greenjobsconference.org)

### Massachusetts News

#### Renewable Energy in NE Surges

#### Renewable Power Available in N.E. Has Nearly Doubled in a Single Year

Beacon Hill News

Posted by: Susan Altman

Production of renewable energy is increasing in Massachusetts, for the first time giving electric companies the chance to buy more green power than they are required to under a set of goals established a decade ago. Much of the electricity - from solar and wind energy to landfill methane gas and low-emissions biomass - comes from within Massachusetts, but other New England states, New York, and neighboring Canadian provinces also add to the total amount of green power available to local utility companies.

The amount of that power available nearly doubled from 940,000 megawatt hours in 2006 to about 1.6 million megawatt hours in 2007, according to a new report from the state Department of Energy Resources. That meant utilities had more than enough green power to meet their obligation to purchase at least 3 percent of their electricity from renewable sources in 2007. State Environmental Affairs Secretary Ian Bowles said the jump in production reflects the "mainstreaming of renewable power into our electric generation mix."

[Read more here.](#)

### National News

#### Obama Makes Selections for Energy and Environmental Posts

President-elect Barack Obama intends to round out his environmental and natural resources team with a Nobel Prize-winning physicist and three former Environmental Protection Agency officials from the Clinton administration. The president-elect has selected Steven Chu for energy secretary, Lisa Jackson for EPA administrator, Carol Browner as his energy "czar" and Nancy Sutley to lead the White House Council on Environmental Quality, Democratic officials said Wednesday. [Read the full story here.](#)

Liz Sidoti, Associated Press Writer, Dec 10, 2008.

#### U.S. Renewable Energy Demand Increases More than 7 Percent

Renewable energy accounted for almost 11 percent of the domestically-produced energy used in the United States in the first eight months of 2008. Wind power experienced the largest growth rate, increasing by almost 45% compared to the first eight months of 2007. [Read more here.](#)

RenewableEnergyWorld.com, December 1, 2008

#### U.S. Greenhouse Gas Emissions Increased by 1.4 Percent in 2007

Total U.S. greenhouse gas emissions were 7,282 million metric tons carbon dioxide equivalent in 2007, an increase of 1.4 percent from the 2006 level, according to Emissions of Greenhouse Gases in a report by the Energy Information Administration.

[Read more here.](#)

U.S. Energy Information Administration, December 3, 2008

## Links

In doing research for the newsletter I often run across interesting websites/new technologies that might be useful (or just entertaining) to further our work toward sustainability. Some members may be aware of these resources but for those that aren't, they could be very beneficial.



For 2009, every issue will include a few innovative ideas, new technologies, useful websites, or just cool stuff that members can check out. A benefit to a social network is sharing information and resources.

**Compare the states** for electric, transportation, industrial, residential, and commercial carbon emissions. [View visual maps](#)

**Redefining Progress Website** - the Nature of economics. Shifting public policy to achieve a sustainable economy, a healthy environment, and a just society. [www.rprogress.org](http://www.rprogress.org)

**The New Oxford American Dictionary has announced its word of the year: Hypermiling.**

For the second year in a row, a green word has been chosen by the editors. The word of the year for 2007 was "locavore." Though "hypermiling" has been around for a couple of years, it's still a relatively new word. Here's the scoop on the word soon to become a part of our daily lexicons:

**Hypermiler** - someone who employs various techniques to achieve an average daily mileage higher than the EPA's estimated fuel economy rating for his/her car's model

**Hypermiling** - Fuel economy-maximizing behaviors describe techniques that drivers can use to optimize their automobile fuel economy

According to the Oxford University Press, "hypermiling" was first coined by Wayne Gerdes in 2004. The goal of hypermilers is to achieve the highest possible gas mileage from their cars by using fuel-efficient driving techniques and making slight adjustments to their cars.

If you have any links you would like to share with the network email me at [adover@pvpc.org](mailto:adover@pvpc.org)

Are there topics you would like to see included in future issues? Do you have a success story you would like to share with the community? Are you hosting an event? Please let us know your thoughts by sending an e-mail to [adover@pvpc.org](mailto:adover@pvpc.org) with "Newsletter" in the Subject field.

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