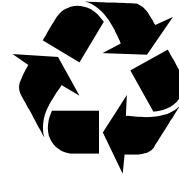


EcoNotes



Volume 6, Issue 4

Claremont McKenna College

April 2000

Environmental Awareness at CMC

This year marks the 30th anniversary of Earth Day. In 1970, a group of college students, concerned about the environment, banded together to challenge consumers and manufacturers to behave more responsibly. Their hard work and dedication eventually lead to many important developments, including the establishment of the Environmental Protection Agency (EPA) and the ratification of many environmentally-conscious laws.

College campuses are still an important part of the environmental movement. Young people with fresh ideas keep environmental protection at the forefront when others might let the issue slip aside. Claremont McKenna College, in cooperation with the other Claremont Colleges, is an important part of this effort. Not only are CMC students actively involved in protecting our natural resources, but faculty and staff have also taken up the cause.

This issue of *EcoNotes* celebrates Earth Day 2000. It contains valuable information about Earth Day celebrations both on campus and around Southern California. We hope you will share this newsletter with a friend. And don't forget, EcoNotes can also be found on the Web at: www.mckenna.edu/news/index.htm.

**Note: Data provided by Earth Day 2000, found at www.earth-day2000.org. Check it out!*

Earth Day 2000

The Eco Club, a student organization of The Claremont Colleges, is sponsoring a series of activities to celebrate Earth Day 2000. Their goal is to increase awareness of environmental issues and the relationship between environmental issues to social justice and human rights issues. They hope to keep environmental issues in people's minds and in the

campus dialogue after Earth Day is over, remembering that every day is earth day. Here is a partial list of scheduled events. (Look for final details as the dates approach.)

Saturday, April 22: Earth Day!

This Earth Day is intended to give people an overview of what problems we will face in the coming millennium and what opportunities are available to get involved on campus, in the Claremont area, in Los Angeles, and across the nation. The Eco Club will take a bus into L.A. to experience the second largest Earth Day celebration in the country. They will be leaving for Santa Monica at 10 a.m. and returning later in the afternoon.

The Eco Club is also working with

the organizers of Kahoutek to incorporate an environmental message on Earth Day. Look for more details as the date approaches.

Monday, April 24: Bernard Field Station and KGI Awareness Day

The Eco Club is planning a panel discussion of the fate of Bernard Field Station. In the afternoon, they plan to organize a habitat restoration on the BFS property. In the evening, they will have a presentation of four senior projects dealing with issues regarding the Bernard Field Station.

Tuesday, April 25: Focus on Organic Eating

The Conscious Eating Club and
(Continued...)

EcoNotes is published by the Environmental Concerns Committee, a group comprised of faculty, staff, and students. Any submissions or comments can be directed to the administrative services department. We reserve the right to edit all submissions.

EcoNotes

Clean Air Affair

How do you reward employees who are committed to ridesharing throughout the year? In addition to spectacular incentive prizes, you give them an annual "Clean Air Affair and Rideshare Picnic"-- That's how!

The Claremont Colleges' annual "Clean Air Affair and Rideshare Picnic" will be held Thursday, April 27 from 11:30 a.m. to 1:15 p.m. in the Edmunds Ballroom, Smith Campus Center, on the Pomona College campus. Why should you attend? It's fun! You can win prizes! And, you will get a FREE lunch and a gift! This year, we are emphasizing the "picnic" theme and asking everyone to wear casual business attire, so plan to join in the fun. Remember to bring your rideshare survey form to the picnic in order to receive the free lunch and gift!

In December, The Claremont Colleges were given the "Rideshare Diamond Award" from Southern California Association of Governments and Southern California Rideshare for having an outstanding rideshare program and employee participation. The Colleges, and particularly Claremont McKenna College, wish to thank all of the employees who have made it possible to earn this award. Thoughtful planning, sacrificing the "solo" ride to work, and enjoying the companionship of an additional rider have contributed to the success of our rideshare program. Keep up the good "ride" to work!

--Susan Cozzitarto, CMC Rideshare Coordinator

Earth Day (Continued...)

Organic Action Group formed through CMC's environmental action class will host several organic awareness events, including an organic lunch and programs at the organic farms at Pomona and Pitzer. Details will be published as they become available.

Wednesday, April 26 Athenaeum Presentation

Exploring the relationship between environmental issues and social justice issues, Damu Smith will speak at the Ath for lunch.

On other college campuses:

Friday, April 21 Environmental Expo

Cal State San Bernardino will host its annual "Environmental Expo" on Friday, April 21 from 9 a.m. to 3 p.m. Visit their Web site for more information: www.csusb.edu.

Friday, April 21 Cal Poly, Pomona

Cal Poly hosts its annual Earth Day celebration from 10 a.m. to 6 p.m. Call (909) 869-5155 or visit their Web site (www.csupomona.edu) for more information.

Recycling at CMC

In March, we surveyed CMC students to see why they recycle or why they don't. Here are the results:

I recycle because:

I want to protect the environment	18
It's convenient	10
Out of guilt	02
Habit	01

I don't recycle because:

It's too much work/inconvenient	01
Recyclables are dumped with regular trash.....	01
Not productive means of environmental protection .	01

Residents of the CMC apartments have organized a successful recycling program. Last semester, they recycled more than 2,400 pounds of waste. Thus far this semester, they have recycled nearly 1,500 pounds of trash. Congratulations!