



The Pelican Sierra Club Florida

THE OFFICIAL PUBLICATION OF SIERRA CLUB

Victory for Panther Habitat in South Florida

Environmentalists working with the Sierra Club's Florida Panther campaign won a year-long battle in July to stop oil drilling in southwest Florida after a Texas-based oil drilling company announced it will terminate its lease holdings on 115,000 acres.

Numerous environmental organizations, including the Sierra Club, Conservancy of Southwest Florida, the Stonecrab Alliance, Preserve our Paradise, and South Florida Wildlands Association, led the fight against drilling by the Dan Hughes oil company in environmentally sensitive areas of the Everglades and Big Cypress watersheds. Earlier this year, the US Environmental Protection Agency held a public forum to address the public's concerns. Sierra Club generated over 167,000 comments calling for the exploratory permit to be revoked.

The concerns with drilling in the western Everglades are numerous - ranging from water quality and hydrology to habitat fragmentation and increased panther mortality. For Florida panthers, whose numbers range from 100 to 180, these wells would have destroyed primary habitat and fragmented corridors that are used for hunting, denning, and traveling. The Hughes oil company announced it was also stopping work on another



Concerned citizens gather at an EPA hearing to ask the federal government to reject permits for drilling in Collier County.

well in the area.

This is a great victory for all the dedicated activists and citizens of southwest Florida. While we have won this battle, the war on oil drilling is far from over. Two other companies, Tocala and Burnett, are proposing to do seismic testing (a precursor to exploratory drilling) on over 200,000 acres in the Big Cypress area. With millions of dollars invested in the restoration of the Everglades, these companies pose a salient threat that could undermine the efforts of so many to protect one of the most unique ecosystems in the world.

— Alexis Meyer

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Support Amendment 1, Support Wild Florida

Winning voter approval of Amendment 1 this November 4 will be crucial to the future of Florida. The Water and Land Conservation Amendment will dedicate funding for water and land conservation, management and restoration by amending the state constitution.

These funds can be used only for conservation purposes, including keeping pollution out of Florida's drinking water supplies, rivers, lakes, and coastal waters and protecting natural areas and wildlife habitat.

Sierra Club Florida has donated \$10,000 to support

Amendment 1 and asks members to help the campaign with donations, volunteering to canvas or tabling at events, and by voting YES on Amendment 1.

For more information or to find out how you can help, go to floridawaterlandlegacy.org or call (850) 629-4656.

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From the CHAIR

By Debbie Matthews



It has been awhile since our last Pelican newsletter, and we are very excited to have it back! It was almost the end for the Pelican, but thanks to our new editor, Marcia Biggs, we are back on track.

We are working hard on communicating with our members. Some of you may have received the new digital e-newsletter, Florida Navigator, in your e-mail. The goal is to deliver state Sierra news and action alerts on a bi-monthly schedule to keep everyone up to date on current events. Look for Florida Navigator in your e-mail.

Wondering why you did not receive the Navigator? Many members have opted out of receiving Sierra e-mails; some don't even realize it because they opted out years ago. I highly encourage you to **opt-in to e-mail** when you renew your membership. You can also call our administrative coordinator Linda Demler at (727) 824-8813 ext. 301 or linda.demler@sierraclub.org to opt-in and receive the Navigator.

The Pelican will continue to be delivered by mail every four months, but we encourage you to opt-out of print and receive it via e-mail to help save on print and postage costs. Send Linda Demler your name and address to be removed from the print list.

More timely news is being distributed to members via our statewide issues blog at sierraclubfloridanews.org. To sign up for delivery to your inbox, click on Subscribe Now. This blog is a great way to learn about important issues and see photos from many events. If you attend a newsworthy Sierra Club event and take photos, please consider sharing in the Pelican and Florida Navigator. Drop me an inquiry at treehuggerdeb@gmail.com. We

are especially in need of social media tech-savvy volunteers to assist in news gathering and dissemination.

While we are on the subject, we do have other wants and needs to help the Chapter. In order to continue to legally challenge permits, bad developments, and other environmental issues, we need a Fundraising Team. We talk about lots of ideas, but we need a ringleader in this realm. If you or someone you know has talents in the fundraising area, please contact me at the above e-mail.

The Florida Chapter ExCom and committees have been very busy. We are happy to now have additional support in Tallahassee with our new administrative lobbyist, Stephanie Kunkel. Our political committee is working hard with the elections. Our legal committee is in overdrive with multiple issues including Big Cypress ORV trails, drilling in Big Cypress, developments threatening various protected areas around the state, and protecting springs and rivers.

The ExCom approved a letter to Donald V. Forgione, the director of Division of Recreation and Parks for the FLDEP, to oppose the proposed lease of the 2000-acre Cherokee Sink Tract of Wakulla Springs State Park. We have sent a letter opposing Gov. Scott's support of new nuclear reactors at Turkey Point.

Conservation Conferences are being planned for the Northeast, Central and Southeast regions of the State. See Page 7 for information on the Southeast Sierra summit Sept. 20. The others are planned for spring, all with great speakers.

Finally, I want to thank all our members who volunteer so much time and energy to conserve and protect our beautiful state.

Staff Updates

Mark Walters has been elected to the Florida Executive Committee. He is Outings Chair and a leader in the Inner City Outings (ICO) program in Miami. Mark is a member of the Sierra National Outdoor Leadership Team and formerly co-chaired the ICO National Steering Committee. Mark is a member of the Sierra Diversity Steering Committee and former co-chair for the Diversity Council for national.

Julia Hathaway has moved from the Beyond Coal campaign to



Heberlein

a new office in Palm Beach Gardens to work on the launch of a new campaign to address the air pollution caused by the burning of sugar cane. Her replacement on the Beyond Coal beat is **Tim Heberlein**. Tim has been a community organizer in the Tampa Bay area for almost 10 years, most recently serving as the Political Director for the Florida Consumer Action Network where he worked on several electoral and legislative campaigns.

Stephanie "Stef" Kunkel is Sierra Club's new administrative lobbyist, joining Dave Cullen in Tallahassee. She served as the Florida Women for Obama Director during the 2012 presidential election and was executive director and chief lobbyist for Florida Association of Planned Parenthood Affiliates. Stephanie is working to secure support from state and federal decision-makers for Sierra Club's priorities on a wide range of environmental issues.



Kunkel

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Marcia Biggs, Editor

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Sierra Florida Executive Committee

Debbie Matthews, Miami Group
Kent Bailey, Tampa Bay Group
Bud Long, Turtle Coast Group
Mark Walters, Miami Group
Rudy Scheffer, Suncoast Group
Tom Larson, Northeast Group
Deborah Longman-Marien, Turtle Coast Group

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Chapter Announces 2014 Award Recipients

Congratulations to the following Sierra Club members and supporters!

Pine Tree Award: Holly Parker, Big Bend Group

Holly has been largely responsible for bringing the Big Bend Group out of re-organization. She fulfills the role of chair, but her leadership for the Group for the past two-plus years extends to many other areas including conservation.

Pine Tree: Rocky Milburn, Tampa Bay Group

Rocky has been active in the Tampa Bay Sierra Club's Inner City Outings program since 2000 and was elected chair of ICO in 2012. He also serves on the Tampa Bay EXCOM and is always willing to step forward on many conservation issues. Last year, he offered to work with the Suncoast group and youth in their area to help expand the ICO reach.

Manatee Award: Adele Wolok, Loxahatchee Group

Adele Wolok took on the Loxahatchee Group's environmental camp scholarship program around 2006 and has worked diligently to see that local children who are motivated, but economically disadvantaged, attend this one-week summer program at various local camps.

Manatee Award: Jonathan Brainard, Suwannee/St. John's Group

Jon was elected to the SSJ EXCOM in January, 2014, and took on the responsibility of the Environmental Education chair. Jon immediately designed an 88 page Powerpoint presentation and a plan to publicize his

Ron Haines Wins National Sierra Award

Ron Haines, longtime Florida Sierra leader in the Loxahatchee Group, has been awarded the 2014 Susan E. Miller Award by the national



Sierra Club. The award honors outstanding contributions to groups, chapters and re-

gional entities. Ron is the former editor of the Pelican, and has been instrumental in the development of the Sierra database HELEN, and a vital part of the Chapter's Communications Team over the past decade.

Ron has been invited to receive the award on Nov. 21 in San Francisco at the annual awards ceremony.

Congratulations, Ron!

"Environmental Outreach" program in our 16 county region in a county-by-county timetable. Titled: "The 7 wonders of the Suwannee/St. Johns Sierra Club," the presentation has been given over 20 times.

Manatee Award: Susan Robinson, Big Bend Group

Susan has been primarily responsible for organizing all meetings of the group for the past two-plus years, in addition to handling publicity, assisting with membership development, and helping with many administrative details.

Manatee Award: Mary Sphar, Turtle Coast Group

"Slime Crimes" and the fertilizer ordinances are big issues facing the Indian River Lagoon. Mary has been instrumental in getting strong fertilizer ordinances passed in the municipalities along the lagoon in five counties: Brevard, Indian River, St. Lucie, Martin and Volusia.

Otter Award: Ken Fisher, Northeast Group

Ken's consistent and ongoing

leadership of outings has been one of the bedrocks of the Northeast group's outings and conservation programs. He focuses his outings on land, rivers and springs that the Sierra Club is working to preserve.

Panther Award: Linda Behret, Turtle Coast Group

Linda attended most council meetings across Brevard County on Indian River Lagoon night after night and worked tirelessly meeting with community leaders to educate and push them toward passing strong fertilizer ordinances. To date, all Brevard municipalities have passed a strong ordinance except for one. This is due in large part to Linda's hard work.

Cypress Award: Elam S. Stoltzfus, Live Oak Production Group in Blountstown, FL.

Many environmentalists in Florida, and much of the nation, appreciate the numerous full-length documentaries that Elam has produced to highlight Florida's unique and fragile ecology. For the past 25 years, he has

documented diverse aspects of Florida's estuaries, rivers, swamps, and aquatic preserves. He has spent countless hours filming Florida wildlife, such as fledgling sea turtles, endangered panthers, roseate spoonbills, alligators, and dolphins. His "Big Cypress Swamp: The Western Everglades," "Living Waters: Aquatic Preserves of Florida" and "Apalachicola River, An American Treasure" are but three of the many educational videos he has produced. Many of these have been shown on national public TV and one has received an EMMY Award. For his latest work – "Florida Wildlife Corridor: Everglades to Okeefenokee" – he filmed a group of explorers trekking 1,000 miles in 100 days in 2012 to raise awareness and generate support for the Florida Wildlife Corridor project.

Go to liveoakproduction-group.com to see Elam's work.

Osprey Award: Bob Lasher, nominated by Suncoast Group

Bob is the external affairs officer for the Pinellas Suncoast Transit Authority (PSTA). PSTA has been working to develop a comprehensive mass transit system for Pinellas County called Greenlight Pinellas. Bob recognized the environmental impact of all our cars and lack of mass transit and has been instrumental in involving Sierra Club as we work jointly to reduce carbon emissions. Bob is an enthusiastic supporter of Sierra Club, often attending our events and helping to educate local residents and politicians.

Sierra Joins Effort to Challenge Adena Springs Permits

On June 2, Sierra Club Northeast Florida joined St. John's Riverkeeper and Florida Defenders of the Environment to file a petition for an administrative hearing to challenge the permits sought by Sleepy Creek Lands (formerly Adena Springs Ranch). The organizations are collaborating with concerned citizens Karen Ahlers and Jeri Baldwin, who are also challenging the permits.

The legal challenges are in response to the announcement that the St. Johns River Water Management District (SJRWMD) staff has issued an Environmental Resource Permit (ERP) and recommended approval of a Consumptive Use

Permit (CUP) for this massive cattle operation located in the watershed of the Silver and Ocklawaha Rivers and the springshed of Silver and Salt Springs.

In the first of three phases of a 30,000 acre beef operation that will ultimately withdraw 5.3 million gallons of water per day (mgd), Sleepy Creek Lands is seeking a permit to withdraw 1.46 mgd from an already over-tapped aquifer.

According to the petition, the SJRWMD staff has failed to account for the significant impacts to the flow of Silver Springs, Silver and Ocklawaha Rivers and Salt Springs and the increased nutrient loading that will result from the manure of

9,500 head of cattle and the use of large quantities of fertilizer and water.

The petitioners also question the validity and accuracy of the modeling upon which the challenged permits are based. As a result, the SJRWMD has not provided reasonable assurances that water resources would not be significantly affected.

Unfortunately, Silver Springs and the Silver River, which flows through the Ocklawaha into the St. Johns River, are already under severe stress with flows in significant decline and nitrate levels exceeding the State of Florida's pollution limits. In 2012, the State mandated a 79% reduction from existing nitrate

loading, in order to restore the health of these waterways.

Sierra leader Linda Bremer has worked tirelessly on this case to organize some 100 Sierra Club "witnesses" willing to testify in an August administrative hearing that they personally utilize the Silver River, Silver Springs, Ocklawaha River and St. Johns River for water based recreational activities.

In a recent turn of events, the opposing lawyers agreed that Sierra Club and the other groups had standing and no witnesses are needed to appear at the hearing scheduled for late August. Check sierraclubflorida-news.org for updates.

Clean Air, Green Transit a Bi-County Campaign for Tampa Bay

After two years of educating the public, organizing members and activists and building coalitions with both progressives and business leaders, Sierra Club's Florida Healthy Air Campaign, spearheaded by Phil Compton, celebrated last December when Pinellas County Commissioners voted to put the "Greenlight Pinellas" transit plan on the November 2014 ballot.

The Suncoast group has been working hard as a community partner to educate voters about the advantages of the initiative which would replace the county's property tax for transit with a one cent sales tax in order to help fund a comprehensive transit system that would include expanded bus service and a light rail system between major employment areas in Clearwater, St. Petersburg and the Gateway area.

In addition to the Suncoast Sierra Club, Greenlight Pinellas has many supporters including many area chambers of commerce, county commissioners and city council members, Tampa Bay Regional Planning Council, Tampa Bay Partnership, and many business and tourism leaders and Realtors. Suncoast chair Lisa Hinton and EXCOM member Cathy Harrelson sit on the Greenlight Pinellas Civic Committee.



Stumping for Greenlight Pinellas and against Keystone XL pipeline at Hands Across the Sand on St. Pete Beach were (l-r) Phil Compton, Tom Krumreich, Tim Martin and Lisa Hinton.

In the future, residents of Tampa Bay may get a cleaner, greener transit system if **two counties** vote to approve a sales tax increase in coming years.

Across Tampa Bay, Hillsborough County annually gets an "F" grade from the American Lung Association for having the largest number of days each year when our Florida sunshine converts local tailpipe emissions into levels of smog that far exceed the current 75 ppb standard.

A transit referendum was voted down in 2010, but Sierra Club and allies *Connect Tampa Bay* and FCAN have succeeded in organizing support for another one. With the likely passage of the Pinellas county measure in November, they feel the time is right to get Hillsborough County on the road to a regional mass transit system.

"As a result of our coalition's work, we have gone from pessimism that we could ever try again to get voter approval after the defeat of the 2010 ballot referendum, to a consensus on the Hillsborough County Commission to move to a 2016 vote to invest in a new transit system," reports Compton.

This fall, Hillsborough officials will hold a series of meetings to get public input on a long list of road widening, bicycle/pedestrian safety improvements, and transit projects. Then later this year, or in early 2015, the Commission will decide whether to hold a 2016 referendum to raise the sales tax by a penny that would produce \$6 billion over 30 years. The Sierra Club's position is that 75% of these new funds should go for transit and bike/pedestrian projects.

Sierra Organizes Clean Energy Hearing, Rally

More than 130 concerned residents of the Tampa Bay area attended a Citizens' Hearing for Clean Energy Solutions in St. Petersburg on July 2, organized by the Sunshine State Clean Energy Coalition.

Seven elected officials participated in the hearing, including State Representative Dwight Dudley, calling for the Florida Public Service Commission (PSC) to boost energy savings goals, clean air and clean energy jobs in 2014.

The Sierra Club formally requested an official PSC field hearing in the Tampa-St. Petersburg area, which the PSC denied, prompting Sierra Club and the Sunshine State Clean Energy Coalition to create this alternative forum to ensure public participation.

Presenters included Susan Glickman, Florida Director for the Southern Alliance for Clean Energy; Lorraine Ross, President of Intech Consulting; and Kelly Martin, Senior Campaign Representative for the Florida Beyond Coal Campaign. The Citizens' Hearing was captured



Frank Jackalone moderates a panel discussion with community leaders during the Citizens' Hearing in St. Petersburg.

by a court reporter in order to enter the testimony into the formal proceedings under the Florida Energy Efficiency and Conservation Act. The PSC's decision will set the course for the next ten years.

More action was taken on July 21 when more than 100 Sierra Club members and supporters gathered in Tallahassee for a "Rally for Energy Savings" during the Public Service Commission hearing to address energy com-

panies' requests to reduce efficiency standards. The activists called on state regulators to strengthen, not weaken, energy efficiency programs to save consumers money on their power bills, create jobs and promote cleaner air.

Duke Energy, Tampa Electric and Florida Power & Light have proposed to gut their energy-saving goals by 93 percent. Ralliers heard from Sierra Club's Frank Jackalone, Susan Glickman of the Southern Alliance for Clean Energy Action Fund, and Kim Ross, President of ReThink Energy Florida. Currently, none of Florida's major utility companies meet national industry standards for energy savings programs, meaning Florida consumers are missing out on savings that people living in other states enjoy.

Duke Energy Florida, part of the nation's largest electric company, has significantly weaker energy savings programs in the Sunshine State than in North and South Carolina and Ohio.

— Julia Hathaway and Tim Heberlein

Thousands March Against Okeechobee Discharges

Nearly 2,000 activists from coastal areas devastated by Lake Okeechobee discharges last year gathered at the 2nd Annual Save Our River Clean Water Rally in Stuart on August 3 to voice their concerns and propose solutions.

Rally attendees sent a strong message to Tallahassee: We refuse to accept excuses for inaction. Last year, massive discharges into the Caloosahatchee and St. Lucie rivers devastated coastal estuaries, spurring thousands of residents to protest.

This summer's rally, before any harmful Lake O discharges have seriously impacted the estuaries, shows the extent and depth of this new expanded grassroots movement.

The crowd included speakers and supporters from many organizations including Sierra Club, Citizens 4 Clean Water, Indian Riverkeeper, Rivers Coalition, Florida Oceanographic Society, Earthjustice, Arthur R. Marshall Foundation, Save the Manatee Club, Audubon Florida, and more.

To keep up with Sierra's Clean Water campaign or to report harmful algal blooms and water pollution, check out Facebook.com/FloridaSlimeCrimes, where you can find the Slime Crime Tracker. You can also contact Cris Costello, Clean Water organizer, at 941-966-9508 or cris.costello@sierraclub.org — Cris Costello



Susan Glickman of Southern Alliance for Clean Energy is joined by Sierra Club activists from across the state at the Tallahassee rally.

Out & About With Florida Sierra



Left, Suncoast members and supporters march in the St. Pete Pride Parade in June. Above, Tampa Bay chair Kent Bailey helps in a habitat restoration project along the Hillsborough River in downtown Tampa.



Left, Ancient Island volunteers assist in habitat restoration at Circle B Bar in Polk County. Right, North-east group knows the best places to hike.



Left, activists from the Sierra Club, the Stonecrab Alliance, and other groups show their opposition to drilling at a Collier County Board of County Commissioners meeting. Above, protestors gather at the Save Our River Clean Water Rally in Stuart in August.

Group News & Briefs

Loxahatchee Group and others opposed a plan by rock mining company Palm Beach Aggregates to develop 142 acres along a canal for industrial use. Palm Beach County officials agreed and voted to deny the company's proposal to rezone agricultural land for industrial use. The site could have potentially led to industrial chemicals polluting the Everglades Ecosystem.

The **Miami Group** recently organized two weekend service outings helping the Park Service plant 11,000 native plants in a Coastal Palmetto Bay Habitat Restoration. Another service outing was planned for September at Biscayne National Park to help maintain Schaus butterfly habitat on Elliot Key and remove invasive plants and weeds.

Ancient Islands Group also lent some elbow grease in June during a habitat restoration at Polk County Nature Discovery Center at Circle B Bar Ranch in Polk County. This is the group's regular meeting location as well as an annual meeting spot for the Florida Executive Committee meetings.

The **Suncoast Group** from Pinellas County has been busy this summer. In June, a large contingent of members and supporters marched in the St Pete Pride Parade, where they promoted bringing universal curbside recycling. Nearly 50 Sierrans rode bikes, electric cars and marched in the parade. The following day, members reached out to over 45,000 people at the St Pete Pride Street Festival, educating the festival goers about the Greenlight Pinellas transit initiative. Suncoast is deeply involved in the battle to

convince Pinellas voters to support the one percent sales tax increase in the November election which will fund an expanded bus system and light rail. Both Suncoast and Tampa Bay groups are opposing an open-pit CEMEX limerock mine proposed for the Brooksville area in Hernando County on undeveloped land currently zoned agricultural.

Tampa Bay Group is working hard on growth management by supporting several alternative transit initiatives including a mass transit referendum in 2016 and a high-speed ferry that would transport workers across Tampa Bay to MacDill Air Force Base. The group recently donated more than 800 native plants to the City of Tampa and organized volunteers to plant them as part of Ulele Springs habitat restoration project along the Hillsborough River downtown.

Sierra Marine Conservation Summit Set for Sept. 20 in Southeast Florida

"Protecting Southeast Florida's Oceans and Coastal Heritage," a free day-long symposium, will be held 9 am to 5 pm September 20 at the Hallandale Beach Community Center.

The summit is presented by the Tri-County Sierra groups of Miami-Dade, Loxahatchee and Broward and the Southeast Florida Sierra Marine & Water Quality Team of Cris Costello, Drew Martin, Stephen Mahoney, Scott Sheckman, Laura Veverka, Susan Caruso, and Stanley Pannaman.

Guest speakers from the Healthy Oceans Coalition, Surfrider Foundation, PEW Charitable Trust, and The Nature

Conservancy will speak on a variety of issues including climate change and sea level rise impact in South Florida, beach erosion, coral biology and research, US National Ocean Policy, struggling marine life, and ocean pollution.

All Sierrans and the public are welcome to attend this very informative day!

Seating is limited; advance registration is required. Go to <http://floridasierraoccean2014.eventbrite.com> for more information or to register. Registered attendees will receive a free raffle ticket to win a valuable large lithograph by marine artist WYLAND!



Resilient Habitats Campaign Now 'Our Wild America'

At the June meeting of the Florida Executive Committee, Craig Diamond announced that National Sierra is transitioning the former Resilient Habitats Campaign to the new Our Wild America (OWA) campaign.



Our Wild America carries on the Sierra Club's long legacy of protecting America's beautiful wildlands. Sierra Club is doubling down in the fight to preserve our wild heritage in the face of threats from mining, drilling, and climate disruption.

The new campaign places emphasis on four primary initiatives in conservation:

- Keeping Dirty Fuels in the Ground - Protecting our public lands from mining and drill-

ing in order to preserve wildlife habitat, help keep our air and water clean, and combat climate disruption.

- National Monuments and Wilderness—Working to significantly increase the amount of public lands and waters that are permanently protected.

- Protecting and Restoring Forests—the wild places where Americans hike, camp, hunt and fish.

- Nature Nearby — Targeting urban areas by working to create local greenspace, improving urban environments and enhancing where we live.

To learn more, go to sierraclub.org and click on Our Wild America

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Time to get on the social media bandwagon? You betcha

Guess what? Environmental organizations are one of the most active groups using social media. Craig Newman, founder of Craigslist.org, conducted a review in 2011 and found that environmental groups are second only to animal advocates in the average number of Facebook posts and tweets per week.

Social media - Facebook, Twitter, Linked In, Pinterest - is an increasingly effective method of reaching a broad audience. The Pew Internet Project (2013) reports some 73% of online adults now use multiple social networking sites with Facebook being the dominant social network: 71% of adults who go online use Facebook. Social media use ranges from 83% of 18-29 year olds to 35% of those age

65 years and older.

Why is this important to you? As Sierra Club seeks to reach a broader range of members, keeping connected is more important than ever. Want to reach younger urban members? Try tweeting and videos. The Pew Internet Project reports:

- Individuals under age 50 (especially those 18-29) are those most likely to use Twitter
- Urban-dwellers are significantly more likely than both suburban and rural residents to be on Twitter

Facebook is most commonly used by nonprofits for building awareness and engaging a strong base of supporters for the organization. Engaging the audience means more than just sharing information; it encour-

ages them to take the information presented and act on it.

The action may be as simple as commenting or sharing the information with their networks. In one recent survey, 46% of nonprofits responded that they were fundraising on Facebook.

The growing popularity of posting and watching online videos is a natural by-product of the increasing percent of adults who use social network sites such as Facebook, as well as the proliferation of cell phones which make it relatively easy to watch, record, and post videos online. Going to a rally, cleanup or other event? Shoot a video and offer it to your group leader for posting on our Facebook pages. If you own a smartphone, it's easier than you think! Just

keep it short, please, 3 minutes is generally considered the most anyone wants to watch a video.

What about Meetup?

There are many advantages to establishing a Meetup.com page for your group to promote events and outings. Meetups are common interest groups and a very popular way to connect with similar people. Anyone can join a Meetup so it's a great way to introduce new people to your group, outing or event.

If you have held back from jumping on the social media bandwagon, now is the time to jump aboard as Sierra Club both locally and nationally continues to expand our internet communication with members.

*-Information for this article from
The Pew Internet Project*