Eco Fact: Recycling one glass bottle saves enough energy to light a 100-watt bulb for four hours

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Letter From the Editors

Welcome back everyone! We are really excited to have adopted the EPIB Trail! Since we started as staff writers, we’ve seen the trail grow and evolve and we can’t wait to add our own flair to it. We hope this issue finds you excited about a new semester, and keen to become more involved in your EPIB community – one overflowing with opportunities that we look forward to highlighting for you all year long.

We hope your breaks were filled with fun adventures and learning experiences. Our staff was busy this summer, here in New Jersey and all over the globe. In this issue we’ll fill you in on what you missed over the summer and present you with ideas for getting involved with the EPIB department! There are opportunities everywhere, use them to your advantage.

Your Editors, 
Kate and Chelsea

Meet the Staff!

Dara Zaleski, Junior 
Staff Writer 
Major: EPIB 
Minor: Political Science 
Dream Job: Race Car Driver and/or YouTube Sensation.

Rachel Plunkett, Senior 
Staff Writer 
Major: EPIB 
Minor: Marine Science 
Fun Fact: Is terrified of vending machines.

Dayna Bertola, Junior 
Staff Writer 
Major: EPIB 
Minor: Environmental and Business Economics 
Fun Fact: Loves the idea of being an eco-wedding planner!

Chelsea Simkins, Senior 
Staff Writer 
Major: EPIB 
Minor: Environmental and Business Economics, Agroecology 
Fun Fact: Has a potty-trained bunny!

Kate Gardella, Senior 
Co-Editor, Staff Writer 
Major: EPIB 
Minor: Marine Science 
Fun Fact: Spent the summer enthusiastically researching dog poop.

Chelsea Kahn, Senior 
Co-Editor, Staff Writer 
Major: Biological Oceanography 
Minor: EPIB 
Life Goal: To swim in all 5 oceans; 3 down, 2 to go!

Sara McClurg, Senior 
Staff Writer 
Major: EPIB 
Minor: Environmental and Business Economics 
Fun Fact: Wakes up every morning wishing she owned an Alpaca farm.

Contributing Writers 
Guari Joshi 
Also...
Kristen Drusjack 
Randi Pruitt 
Fred Giliberti 
Bill Hallman 
Caron Chess 
...for your time and advice.

Thank you!

Interested in joining? 
Email epibtrail@gmail.com

2009 Nobel Memorial Prize in Economic Science Winner, Elinor Ostrom 
Institutional Robustness and Ecological Sustainability 
Wednesday, October 20th, 2:30 – Douglass Campus Center Trayes Hall 
Students Welcome! more info visit: csp.rutgers.edu.
Human Ecology Department Welcomes New Chair, Doctor William Hallman

By: Rachel Plunkett

The Human Ecology Department is happy to have Professor William Hallman as our new Department Chair. Bill Hallman has been a member of the department since 1989. He is a well respected professor, Executive Committee member of Rutgers Against Hunger (RAH), and the Director of the Food Policy Institute (FPI). Fascinated by human psychology and perception, Dr. Hallman’s main areas of expertise are Health & Environmental Risk Perception and Food Policy. To honor our new chairman, The Trail is shining our spotlight on Doctor Hallman.

Here’s what you probably didn’t know:

RP: Where are you from originally?
BH: I was born in Norristown, PA and grew up around that area as well.

RP: Where did you attend college? What sparked your interest in risk perception?
BH: I attended Juniata College, a small school in PA. I took a class in Biological Psychology and was fascinated by cognitive psychology. I received my Masters/PHD in Psychology and Experimental Psychology from the University of South Carolina, while also working for the Department of Health and Human Services.

RP: What are you teaching this semester?
BH: A topics class for the junior/senior colloquium called Risk Health and Safety (11:374:430)

RP: What do you do in your free time?
BH: I don’t really have any free time. But I am an excellent cook.

RP: What is your favorite movie?
BH: I grew up watching bad 1950’s monster movies. I have to say I am a big fan of Godzilla…the real one, not the 2000 remix.

RP: Which TV shows do you watch?
BH: I don’t watch much TV, but I like America’s Test Kitchen on PBS. 
**(I was tempted to check out this show after interviewing Bill, and FYI it’s a cool show that combines cooking and science to make the ultimate dish).**

RP: What changes do you hope to bring to the department as the new Chair?
BH: We have already seen some renovations within the department and will continue to revitalize the infrastructure here. I’m also very happy to welcome Naa Oyo Kwate to the department this year. In the future, we also hope to hire two new professors: one to provide insight in the area of Environmental Law and Environmental Justice, and another to focus on climate change issues and adaptations.

RP: Is there any special message you would like to send out to your EPIB students?
BP: My door is always open, come see me!

Meet the EPIB Faculty:

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“ When one tugs at a single thing in nature, he finds it attached to the rest of the world.” - John Muir
Our EPIB Summer Highlights:

Sustainability Down Under
By Dara Zaleski

This past summer I was lucky enough to travel to Australia on a partial scholarship from the SEBS International Summer Study Abroad program. (Email Dean Young, lyoung@sebs.rutgers.edu, for more information). My program was called “Creating a Green, Sustainable Environment”. Studying abroad really gives students a new perspective on a wide range of issues.

Through this program, I learned how to sustainably build a house and all about sustainable energy use within it. For example, high ceilings, many windows, and putting a house on stilts circulates airflow – keeping the house cool in the hot Australian summers. We also spent some time studying the logistics of farm markets and the movement to bartering systems in regards to food. It was all very interesting. Not only did I learn so much, but I had a lot of fun studying abroad. I got to snorkel on the Great Barrier Reef, live on a boat for 3 days, see the Sydney Opera House, and learn how to surf! I recommend it to everyone!

Letter to the Editors:
Summer with Edison Wetlands Association

Dear Editors,

A few months ago when I began interning at Edison Wetlands Association (EWA), I was looking forward to learning about different environmental sites the organization was working on. Much to my surprise, one of these areas fell right in my hometown of South Plainfield, New Jersey. The Dismal Swamp, or the “Diz” as it is better known here, is a 1,240-acre refuge for wildlife that covers the towns of Edison, Metuchen, and South Plainfield. The U.S. Fish and Wildlife Service and the USEPA placed the Dismal Swamp under “priority wetlands,” which basically means it’s one of the most important wetlands in the state.

Before working here, I saw South Plainfield as an overcrowded little town, with nothing more to offer than truck companies and railroad tracks. Now, I’m reminded of this wildlife area and how it is such a shame that more people don’t know about it. There are dozens of different tree species, such as Red Maple, Sweet Gum, Yellow Poplar and American Beech. Add to that 175 species of bird, 25 species of mammals, and about 11 endangered species in general. Not only does the Diz serve as an area of refuge for wildlife, it also plays a huge part in flood control for South Plainfield. It is actually one of the few clean sources of water in the area.

In order to continue preserving the Diz and bringing it out into the public forefront, EWA is working on the Dismal Swamp Conservation Area Trails Project, to create trails for the public to use. These trails would allow families to access the area on their own without having to worry about getting lost. In addition to this, EWA and its adjacent Triple C Ranch already offer eco-tours to anyone who is interested.

Essentially, South Plainfield is not exactly known for being environmentally sensitive or having diverse habitat. Most of the town is (over) developed with new buildings and houses being put up more and more each year. Thankfully, the Dismal Swamp is one such place that can take this little town from being a densely populated suburb to a beautiful sanctuary for wildlife.

-Gauri Joshi

Eco Facts and Tips!

Americans use 50 million tons of paper annually -- consuming more than 850 million trees.

If you have notebooks or folders that are already labeled from previous courses, just rub it off with some nail polish remover and your school supplies will be good as new!

In the average household, eight appliances are left on standby mode at any one time. The typical TV is left on standby seventeen hours per day.

Instead of using a new Styrofoam cup every time you buy coffee, treat yourself to a reusable travel cup! Save the planet, one cup at a time.
Ways to Get Involved
By: Rachel Plunkett

Now that we’re all getting settled in with our classes, it’s time to sign up for clubs and activities!

The Go Outdoors Rutgers Program will be running trips to various sites around NJ for students to enjoy camping, backpacking, mountain biking, canoeing/kayaking, rock climbing, and so much more. For more information and to sign up for any of the trips, log on to http://www1.recreation.rutgers.edu/Content/Trips.asp. Spots for each trip are limited, and some of the trips have a mandatory pre-trip meeting, so its best to register ASAP.

You can also participate in the Run for the Woods – a Cross Country Fun Run, benefits the Frank G. Helyar Woods, a 43-acre forest on next to Rutgers Gardens, and the Rutgers University Ecology and Evolution Graduate Student Association. October 2nd, Helyar Woods, 112 Ryders Lane. There is a $25 registration fee on race day.

Students for Environmental Awareness (SEA) is a student run environmental group that seeks to encourage change as well as educate students and the surrounding community at Rutgers University. Interested in getting involved? They meet Mondays at 9pm in the Merle V. Adams Room of the CCC.

"Pledging A to Z"
Dayna Bertola

With Rutgers being such a large and diverse school it sometimes is overwhelming and may be hard to meet people. Greek life is a quick way to meet a diverse group of people and make life long friends. But how does one decide which fraternity or sorority to pledge? Last semester I found myself with this very dilemma and wanted to join one that was similar to my field of study and that I could really relate to. I received an email from Alpha Zeta inviting me to their information mixer and although I was nervous to attend, I am so thankful that I did.

I was initiated into Alpha Zeta last Spring semester and was just as scared as anyone else who is considering pledging. Alpha Zeta is a co-ed honors and service fraternity that is based on Cook Campus. Brothers are required to complete service hours, but the service projects we do are extremely fun. Some of them include cleaning the bamboo forests at Rutgers Gardens, volunteering at animal shelters or helping local farmers with various projects. Pledges must be in good academic standing in order to pledge and, from my experience, have good time management skills. Many students express concern about how to balance academics with pledging. Prospective pledge, Kate DeRosa mentioned to me her main fear about the pledging process was, “finding a way to fit it in with everything else and my crazy schedule. I’m overwhelmed right now.” Just like Kate, I too had a lot of schoolwork and other activities that I didn’t think I had the time to pledge. But its not as bad as you think! Pledges are required to attend an hour meeting each week, where they will be taught the things they need to know for initiation. One of the main requirements a pledge must complete is a six page debate paper on a topic related to their major and on the night of initiation will have to defend their paper against a panel of brothers and alumni.

Although part of pledging does include the debate paper and physical debate, a pledge has ample time to complete it and meet with a committee who can edit and offer suggestions to them. With the help of your “big” and the executive board, pledges will feel at ease through the whole process. Sammie Schreiber, an alumni of AZ mentioned “I met some life long friends while I was pledging.” [ctd. on page 5]

HOW TO RECYCLE: ON AND OFF CAMPUS

Recycling is the law; however, there are many unclear guidelines that make it difficult to recycle properly. Here’s where you can learn how to recycle correctly, whether you live on or off campus!

Recycling Off Campus (Middlesex County):

- **Plastic:** Containers #1 & #2 must be rinsed and caps thrown in trash.
- **Glass/Aluminum/Tin:** Rinsed and dried
- **Paper** (Cardboard and newspaper): Separate and flatten, tie with string into bundles less than 12” thick
- **Other Paper** (Magazines, junk mail, mixed paper): Placed in recycling container


Recycling regulations vary based on location- so check online for your county’s recycling program if you do not live in Middlesex County

Recycling On Campus:

- **Plastic:** All plastics #1-#7 must be rinsed and recycled
- **Glass:** Any color glass container must be rinsed and recycled
- **Metal Cans:** Aluminum and steel (tin) cans must be rinsed and recycled
- **Paper:** All paper may be mixed together. Not accepted items include: plastic or wax coated papers, pressed cardboard (backs of paper pads), pizza boxes, etc.

Questions- contact campus Housing Office—(732) 932-1001

Facts about recycling:

* Glass never wears out- it can be recycled forever!
* Enough energy is saved by recycling one aluminum can to run a TV for 3 hours
* The average college student produces 640 pounds of solid waste each year!

SOURCE: http://www.fos.rutgers.edu/RecycleMania/Recycle.htm
EPIB on Campus:

..."Pledging A to Z"
[From page 4] Similar to Sammie, I too have met some great people and have become close with many brothers. Still many people wonder why they should pledge AZ, and a reason besides getting involved and meeting people is that nationally, Alpha Zeta is recognized as a ‘badge of accomplishment’ and your connections with alumni may help you land an internship or job. Current Chancellor Chelsea Simkins says, "Alpha Zeta is a great organization to be a part of because you are able to connect with faculty, alumni and current students that all have similar goals and ambitions. You will not only make life-long friendships but you will also learn the history of the School of Environmental and Biological Sciences as well as Alpha Zeta nationally and how connected the organization is to agricultural and environmental fields."

So if you are currently still on the fence whether or not Alpha Zeta is the right fraternity for you, you can check out the website alphazeta.rutgers.edu or come to the Mixer, which is a night where you can meet the brotherhood (and eat free food!) and find out more information. The Mixer will be held on September 15th at 9:30 in the Cook Campus Center MPR-A.

EPIB Water Project: Update
By: Kate Gardella

Last winter on a lazy day in the student lounge, Dan Cirenza, a fellow EPIB-er, and I were thinking of a way to spread holiday cheer with an environmental twist. After much deliberation and research, the EPIB Water Project was born. For those of you who are not familiar with the Water Project, or our part in it, it is a nonprofit dedicated to bringing fresh water to the 1.1 billion people worldwide without access. Through help from fellow majors, and generous friends and faculty, we were able to raise nearly $2,000 dollars to donate to the Water Project in the name of EPIB. By late August I received an email informing me that our contribution had been sent to a small village in Kenya!

Working with a local Kenyan drilling NGO, the Bridge Water Project, mobilization and education has begun in the community, and a 90-150 ft. well will soon be drilled, changing the lives of thousands in the surrounding area. If you contributed to our cause, we would like to extend to you our great appreciation and thanks! If you missed out, please help us decide what our philanthropy project will be this year, and become a part of it!

For more information on our EPIB sponsored well: http://thewaterproject.org/community/projects/kenya/new-well-in-kenya-167

Community Project Poll.
By: Chelsea Simkins

The EPIB trail writers are at it again! Last semester we focused our attention to the Rutgers University EPIB Water Project. But we are looking for our next project. Here are our top three choices. Please vote on which program you would like the EPIB Trail to adopt, email votes to epibtrail@gmail.com.

Kiva Organization - “Kiva’s mission is to connect people, through lending, for the sake of alleviating poverty” (About Kiva, 2010). This internet microfinance program allows ‘lenders’ to search the site to find a person with a mission, idea or business that they support; then lend money to the chosen entrepreneur. As their business or program flourishes, the partner pays back the loans in installments. As of November 2009, Kiva has facilitated over $100 million in loans. Kiva’s goal is to connect the world using the Internet and microfinance. Eventually, the EPIB trail will get repayments from the loans, and then the process will begin again. It’s the gift that keeps on giving. For more information visit http://www.kiva.org/.

Navdanya - Their mission: “To protect nature and people’s rights to knowledge, biodiversity, water and food.” Navdanya supports the local farmers of India and conserve crops and plants that are being pushed to extinction. Then these crops are made available to direct marketing, which is accomplished through community seed banks where the local farmers can purchase native seeds from their area. This allows them to avoid buying patented seeds from the large corporations. These seed banks allow Navdanya to be actively involved in the rejuvenation of indigenous knowledge and culture. There are many ways to become involved in this organization including volunteering, interning, and also donating. For more information visit http://www.navdanya.org/.

Winrock International - works with people within the United States and around the world to “empower the disadvantaged, increase economic opportunity, and sustain natural resources.” Winrock links local communities with innovative approaches in agriculture, natural resources management, clean energy, and leadership development with the unique needs of its partners. These partners are usually companies that are coming up with the innovative ideas in the fields listed above. Their campaigns include: Empowerment & Civic Engagement, Enterprise & Agriculture, Environment: forestry, energy & ecosystem services. Visit http://www.winrock.org/ to learn more.

We would like to know our readers input about these options. Please vote for your favorite! Email votes to epibtrail@gmail.com.
The EPIB Chronicler: Environmental News Highlights

Sunny Delight Achieves Zero Waste in U.S.
By Thomas Miner

August 23, 2010 – Sunny Delight Beverages Company’s recently released 2009 Sustainability Report outlines the company’s accomplishments over the past year, the most significant being the achievement of their Zero Waste to Landfill Goal by all U.S. and Spanish manufacturing plants more than 3 years ahead of schedule.

The zero waste goals were achieved at Sunny’s Anaheim, Mataro and Littleton plants in 2009, 4 years ahead of the company’s 2013 goals. Their Atlanta, Sherman and South Brunswick plants reached the same milestone in early 2010, making the entire company “zero-waste-to-landfill” from operations 3 years ahead of schedule. The waste reductions saved the company $169,000 in direct costs last year alone.

In the area of manufacturing, Sunny has reduced material loss through efficiency programs by over 15%, representing a net savings of almost $2.5 million over 2 years. Recycling rates in facilities also climbed significantly in 2009, jumping to 91% from 77% in 2008 and the company will be transitioning to all recyclable plastic pallets in 2010, which represent a 30% weight savings.

Bjorn Lomborg, climate change skeptic, now believes global warming is an international threat
By Aliyah Shahid

The ultimate flip-flop?
In an apparent about face, Bjorn Lomborg - dubbed the world’s most famous climate-change skeptic - will declare climate change "undoubtedly one of the chief concerns facing the world today,” and a "challenge humanity must confront,” in an upcoming book, London’s Guardian reported.

In the book, “Smart Solutions to Climate Change: Comparing Costs and Benefits,” the Danish professor, who was once compared to Adolf Hitler by the United Nations’ climate chief, calls for $100 billion annually to fight climate change.

Lomborg denied that he changed his view on global warming. Instead, he said if money is going to be spent, he wants it to be used wisely.

“The point I’ve always been making is it’s not the end of the world. That’s why we should be measuring up to what everybody else says, which is we should be spending our money well,” he told the Guardian.

The author has previously argued climate change has been exaggerated by environmentalists. He has said climate change wasn’t an immediate threat and that funds would be better spent on other problems like malaria and poverty.

In the book, which will be released next month, Lomborg proposes financing investments through carbon tax emissions. That money would be used to fund global efforts to boost wind, solar, wave and nuclear power.

Lomborg’s statements come as international efforts to agree on a deal on emissions have been hindered by those doubting the trustworthiness of scientific evidence.

But the former climate change skeptic now thinks there is a solution in sight.

"Investing $100 billion annually would mean that we could essentially resolve the climate change problem by the end of this century," he said.

Read more: http://www.nydailynews.com/

New Jersey to Take Lead in Offshore Wind Energy?
By Timothy B. Hurst

As the proposed Cape Wind offshore wind farm in Massachusetts fends off some last ditch legal challenges to become the first offshore wind farm in the U.S., New Jersey yesterday passed a law that would ultimately make it the leading provider of offshore wind energy in the country.

The Offshore Wind Economic Development Act directs the state’s Board of Public Utilities (BPU) to establish an offshore renewable energy certificate program that calls for a percentage of electricity sold in the state to be from offshore wind energy. The act would support the development of at least 1,100 megawatts of offshore wind energy capacity.

The bill was signed into law yesterday by Gov. Chris Christie yesterday at a former BP port facility that will be transformed into a regional hub for the offshore wind industry.

"Developing New Jersey’s renewable energy resources and industry is critical to our state’s manufacturing and technology future," Christie said.

The package will offer incentives including financial aid and tax credits to attract wind energy developers to the state’s waters.

Two offshore wind development companies, Fishermen’s Energy and Deepwater Wind, already have plans to develop offshore wind energy off the coast of New Jersey.

A report released last year by the Interior Department said shallow-water offshore wind farms could supply as much as 20 percent of the electricity in most coastal states.
THE TRUTH ABOUT WATER BOTTLES
By Dara Zaleski
Plastic water bottles are convenient, cheap, and are filled with pure water from mountains, streams and rivers, right? Well, that’s what bottled water companies want us to think. What most people don’t know, according to the movie “Tapped”, is that 40% of the water in plastic water bottles is being drained from municipal sources. The companies are essentially drawing their water supply from tap, the same tap water that is coming out of our kitchen sinks - and then bottling it to be sold. This water is then sold back to consumers for over 1900x the cost of what you would pay for tap water! Despite how the bottled water companies phrase it, tap water is both cleaner and safer than bottled water. Tap water goes through over 250 more vigorous, monthly tests than bottled water. Also, plastic water bottles are made out of 25% petroleum, inevitably contaminating the water they are holding. Along with petroleum, plastic water bottles are made out of BPA, the number one building block to all plastics, which in high doses is harmful to the human body. If all of these reasons aren’t enough to switch from plastic water bottles to reusable water bottles, knowing that only 20% of plastic bottles produced are actually recycled should do the trick.

To learn more about the plastic water endemic log onto: www.tappedthemovie.com.

Go Local!
NEW BRUNSWICK COMMUNITY FARMERS MARKET
June—October
Thursday 1-6:30 Saturday 10-3
187 Jones Avenue, New Brunswick

Dr. Clark’s Strange Tales
Driver Bryan Parslow, 19, injured himself and three passengers when he crashed into a tree near Wheatland, N.Y. He was playing “hold your breath” with the others and passed out.

Royce Spottedbird Jr., 23, once thought it cool to have his name tattooed on his neck. However, when he was pulled over in a routine traffic stop and feared a warrant might be out on him, he gave the officer a bogus name. When he could not explain what “Royce Spottedbird Jr.” was doing on his neck, he was detained for obstruction of justice and eventually pleaded guilty. (And he was wrong about the warrant.)

Green Your Desk—By Chelsea Kahn
Whether it’s in your work cubicle or your dorm room, every desk has some room for improvement. Here are some eco friendly tips to make your desk more environmentally friendly!

1. Switch to CFL or LED bulbs if you haven’t already and wherever possible use natural lighting in the room.

2. Add some plants to your space! Peace Lilies are one of the best oxygen-producing plants to keep at your desk and fit in small places. African Violets are great for cleaning the air, removing pollutants from your work space. Also, cacti are great to keep around; they are low maintenance and may reduce the effects of electromagnetic fields emitted from your computer!

3. If it’s time for a new computer, make the switch to a laptop – they consume five times less electricity than desktops!

4. If you’re a coffee drinker, there are ways to ‘green’ that too! Buy Fair Trade or organic brands and make the switch to a French Press, rather than a drip machine – you can save energy and resources at the same time.

5. You can save energy even when you’re not at your desk! Turn your computer and appliances off when you’re away. Also, to reduce phantom energy use, unplug or switch off all electronics and power strips.

SAVE THE DATE: EPIB Department Halloween Party
Wednesday—October 27th, 7 pm and on!
Costumes, food and prizes!

NEXT ISSUE, LOOK FORWARD TO...
Eco Myth Busters
Faculty Highlight: Welcoming Dr. Naa Oyo Kwate
Tips for a Green Halloween