WHAT’S INSIDE

What events are happening on Earth Day? Find out on page 2.

From a global outlook to consumption right here at Iowa State, find out all about water on pages 3 and 4, and what it means to Ames residents.

Ready for some spring cleaning? Find homemade recipes for cleaning products on page 5.

3 THINGS YOU’LL LEARN

1. Earth Day was started in 1970, and has grown into an event uniting more than a billion people across the world in order to voice their concerns for the Earth.
2. More than 7,000 gallons of water are saved daily at Iowa State due to the use of efficient appliances like low-flow fixtures, dual-flush toilets, etc.
3. Alternative Breaks offered its first environmentally-focused trip over spring break 2013.

A NOTE FROM THE DIRECTOR

April is that wonderful month when the green seems to emerge from everywhere. Not only can we do more green things (like walk and bike instead of drive), but we can also see, touch, smell and (as soon as the gardens start growing) taste green!

So, what a perfect month to have a birthday bash for the planet! The 43rd official birthday party for the Earth is Monday, April 22. As you will see on page two, even though Earth Day is the Monday after VEISHEA, there is an amazing diversity of activities scheduled both on campus and in the Ames community to celebrate the planet we call home. Though we have attempted to capture as many happenings as we can within this newsletter, check the Live Green! website and/or join Live Green! on Facebook and Twitter to keep up with the latest Earth Day, Earth Week and Earth Month opportunities!

With April also comes the anticipation of the outside activities we have been dreaming about all winter, like planting and growing beautiful flowers and gardens. This April, Iowa State, Ames and all of Iowa is reminded that we are beginning this spring with considerable concerns about water. Winter precipitation did little in recharging our water supply, and planning is already well underway related to water conservation opportunities.

As with everything related to sustainability and living green, being mindful of water use and reducing consumption is a team effort. We all have both a responsibility in demanding water as well as opportunities for conserving it. As with most green efforts, one small act by even just one individual is important, and truly does make a difference. Pages three and four can get you started on “reducing your watermark”. Thanks for your help!

Have a fantastic April! I look forward to seeing all of you at many Earth Month events and also at the Live Green! tent in VEISHEA Village!

Yours in greenness,

Merry Rankin
Director of Sustainability
Almost 43 years ago, 20 million Americans took to streets, parks and auditoriums to demonstrate and rally for a sustainable environment, and thousands of colleges had protests against the decline of the environment as well. This particular day served as a realization that many different groups had one thing in common – a desire to better the environment and reduce both our individual and collective impact.

Earth Day was an idea that sparked from Gaylord Nelson, who was a U.S. Senator from Wisconsin, after seeing the detrimental impact of the massive oil spill in Santa Barbara, California in 1969. With the lasting remnants of the student anti-war movement lingering, Nelson thought he could combine that same energy with those passionate about improving the environment in order to bring the issue onto the national political agenda.

What resulted was an event that brought together people of all different backgrounds, political parties, origins and ages. Earth Day also led to the creation of the United States Environmental Protection Agency.

Twenty years after the first event, Earth Day went global. Two-hundred million people in 141 countries took participated, which helped boost global recycling efforts and inspire what would become the United Nations Earth Summit.

Earth Day 2013 will unite approximately 192 countries and communities in order to voice their concerns for the Earth. It’s a unique call to action by the people participating in Earth Day-related activities to world leaders, and is recognized as the largest civic observance in the world.

**EARTH WEEK EVENTS AROUND THE AMES COMMUNITY**

4/22 | Earth Day Celebration  
4:30p.m. - 6p.m. Sawyer School Garden

4/22 | Start Your Own Garden Workshop  
4p.m. - 7p.m. in the parking lot of Wheatsfield

4/22 - 4/27 | Raising Readers - Ames Literacy Festival and Conference

4/26 | Teens Celebrate Earth  
7p.m. at the Ames Public Library

4/27 | Iowa Naturally  
11a.m. at Reiman Gardens

Tell us about your Earth Week event at livegreen@gmail.com.

**EARTH WEEK EVENTS ON CAMPUS**

4/22 | 4th Annual Biorenewables Art Competition  
Reception and Art Display  
3p.m. - 5p.m. in the Biorenewables Research Laboratory

4/22 | BioBus Birthday Bash  
4p.m. - 6p.m. in Gerdin Business Building

4/22 | Live Green! Earth Day Celebration  
10a.m. - 2p.m. on the Parks Library Lawn

4/23 | Finding Her Voice: Writing about Women’s Struggles and Triumphs | Lecture  
7p.m. in the Sun Room, Memorial Union

4/24 | ArtWalk, From Fountain to Fountain  
Noon at the Memorial Union

4/25 | Arbor Day Tree Planting  
Planting five Burr Oaks and three Chinkapins  
2:30p.m. on east side of College of Design

Visit the Live Green! website for a full listing of events.
A GLOBAL APPROACH TO WATER

To residents of Ames, Iowa, water may seem ubiquitous; you turn on the tap and water is there. However, this is not the case for many places outside of the United States. In many countries people walk several miles daily just to procure a few gallons of water. Often this water is not sanitary due to human and nonhuman pollution. People living in less developed countries do not have the resources to maintain water treatment facilities.

Though seemingly distant to us, global realities of water supply and purity have a collective impact. Of the available global water only 2.5 percent is fresh water. And of this, 30 percent is groundwater, 69 percent is in glaciers and ice caps and a measly one percent is surface water. Water supplies are variable because of weather patterns and the future of these patterns due to global climate change. This leaves very little accessible drinking water.

WATER BEHAVIOR

The use of water is essentially, a second-hand thought for most. Because of its perceived abundance, those who live in the United States don’t really think twice about how much is used. But this behavior is slowly changing, particularly in the Midwest, as Iowa experienced its worst drought conditions in half a century, during the summer of 2012. As of this spring, 75 percent of Iowa remains in a moderate to exceptional drought. With such a severe lack of precipitation, this calls into question just how abundant our water isn’t.

While some are just starting to realize the preciousness of water, others have been aware of its vitality and have steadily worked to protect it for a number of years. Groups like the Skunk River Navy, a group of Iowa State students, faculty and staff who annually monitor water quality and complete cleanups along the Skunk River, as well as the student Soil and Water Conservation Club, which assists Iowa State University in storm water management monitoring and planning are at the forefront of these efforts. In addition, many courses and research initiatives, in a variety of disciplines about water resources and their sustainable use and management are offered at Iowa State to further engage and empower the university community in the sustainable future of water.

PURSUIT OF WATER SUSTAINABILITY

With water so ubiquitous in everyday life, it’s easy to lose sight of how precious and finite it can be. The average American uses 80-100 gallons of water daily, and the U.S. Geological Survey has found that most of this consumption comes from simply flushing the toilet and taking a shower. Iowa State averages 360 million gallons of water annually. Action is being taken, however, in a number of ways. Learn more on page four.
WATER BY THE NUMBERS

From students to administrative staff, many are committed to increasing water conservation efforts and projects, and initiatives are ongoing in pursuit of sustainable water use.

WHAT WE’VE CONSUMED

144 MILLION gallons of water are used by the Department of Residence, Dining, Athletics and the Memorial Union.

216 MILLION gallons of water are used to supplement the needs of research and teaching buildings on campus.

44 gallons of water were consumed on average each day by students living in the residence halls during 2012.

1 MILLION dollars were spent to meet on-campus water consumption needs during the 2012 school year.

WHAT WE’VE SAVED

1.6 MILLION less gallons of water were used in the Department of Residence in September 2012 compared to September 2011.

22 less gallons of water were consumed per person in residence halls during the 2012 fall semester than 2011.

84,000 gallons of water saved per day due to replacing showerheads with low-flow heads in residence halls.

7,211 gallons of water saved per day from efficient appliances like low-flow fixtures, dual flush toilets, etc. throughout the university.

AVOID USING MORE THAN YOU NEED

Make a habit of only running water when you’re actively using it. Turn off water when: brushing your teeth, washing dishes and cleaning up equipment. If you shorten your shower by just one minute, you can save up to seven gallons!

MAKE SURE YOU’RE NOT UNINTENTIONALLY USING WATER

Water usage from leaky faucets and toilets can waste up to 1,000 gallons of water per month. If you find a leak on campus, report it to 515-294-5100.

WATER CONSERVATION TIPS

Keep slowing the flow, ISU! Commit to reducing your watermark. Start with these ideas.

DON’T USE IT WHEN YOU DON’T HAVE TO

Instead of doing partial dishwasher or washer loads, wait a few days until you have a full load to wash. Through consolidation, you can use up to 1,000 less gallons of water each month.

KNOWLEDGE IS KEY

Want more tips on how to conserve water? Check out this site that boasts 100 tips for saving water.

Want to learn more about how Iowa State uses its water? Look for a new water site from Facilities Planning and Management coming in May, that will feature information and resources related to ISU’s water consumption and conservation.
Whether it’s your house, apartment or dorm, it’s that time of year when you’re ready to throw open the windows, roll your sleeves up and start cleaning. But as much as we can appreciate the seemingly magical effect cleaners have on dirty spaces, have you ever stopped to wonder, “How do these products so easily turn grime into shine?”

Just as it’s important to look at food labels to really understand what you’re putting into your body, you should also consider seeing what ingredients and chemicals make up your household cleaning products. Even though those products can leave a room sparkling clean, you should be aware of what else you might be exposing yourself to after the work is done.

So what are some chemicals you should consider looking out for and why? Chlorine - also called hypochlorite, sodium hypochlorite, hydrogen chloride, and hydrochloric acid is widespread among household cleaners, such as disinfectants, spot remover and toilet bowl cleaner. It’s been found to cause physical short-term and long-term effects.

Ammonia is found in disinfectants, spot remover, and floor and window cleaner. This chemical can be irritating to the eyes, respiratory system and skin. If you ever notice itchy eyes or throat after cleaning, it could be an effect of ammonia.

Formaldehyde is another compound that is prominent in disinfectants. Formaldehyde can be irritating to the eyes, nose, throat and skin, and can also cause headaches, dizziness and nausea.

As an alternative this year, consider making your own cleaning products. You’ll save money and reduce your exposure to harsh chemicals.

**AIR FRESHENERS - BAKING SODA & LEMON**

1. Cut up peels of fresh lemon

2. Place on top of 1 cup of baking soda* in a clean plastic-lidded container.

3. Punch holes in lid.

*Baking soda is great at absorbing odors, and lemons infuse a fresh citrus aroma into the air

**TUB AND SINK CLEANER**

1. Use baking soda in place of scouring powder.

2. Sprinkle it on porcelain fixtures and rub with a wet rag.

3. Add Castile Soap or Murphy’s Oil Soap to the rag for more cleaning power.

4. Rinse well to avoid leaving a hazy film.

**WINDOW AND MIRROR CLEANER**

1. Put 1/4 cup of vinegar in a spray bottle and fill to top with water.

2. Spray on surface.

3. Rub with a cotton cloth, other lint-free rag, or sheets of newspaper.

**ALL-PURPOSE CLEANER**

1. Add a drop of Murphy’s Oil Soap on a wet washcloth.

2. Rub briskly. A washcloth will last longer and create less waste than a sponge.
LIVE GREEN! SPOTLIGHT
An Environmentally-focused Alternative Spring Break

As Iowa State students left Ames for spring break, a group of 11 students, including Ali Ford, sophomore in environmental science and journalism and mass communication, headed east to take part in an environmentally focused alternative break.

The alternative break destination was in Douthat State Park in Millboro, Virginia. As the first alternative break focused on the environment offered by Iowa State, the students helped clean and prepare the park for the upcoming season, said Ford.

“The park was pretty low staffed, and they had an event coming up in a few weeks, so we jumped in on anything they needed help with,” said Ford.

From cleaning cabins, to raking the grounds, to picking up around the cabins, the group was able to help with all aspects of preparing the park for the spring season. Not only did they help tidy up the park, they also practiced some other green habits as well.

“Being that it was environmentally focused, we didn’t have any electronics, and we had to really think about our own consumption and impact,” said Ford.

This effort included things like cooking for themselves, and they also had to time their showers. While making conscious decisions about their environmental impact, the group was also able to see the big picture of how their actions would affect others.

“This trip was so much more meaningful than just going home or going on vacation,” said Ford. “It was really fulfilling.”

IOWA RECOGNIZED FOR WELL-BEING

A state of well-being is something everyone strives for. Living in a state known for its well-being is even better.

Iowa was recently ranked 9th in the nation for well-being, an improvement from the 16th ranking in 2011, according to the Gallup-Healthways Well-Being Index.

The survey contains 56 questions about job satisfaction and the ability to use one’s strengths at work. The survey contains 56 questions focused on six categories: Life Evaluation; Physical Health; Emotional Health; Healthy Behavior; Work Environment; and Basic Access.

Find more information on the Gallup-Healthways Well-Being Index, or the Healthiest State Initiative.

AMES RANKED 2ND BEST COLLEGE TOWN

In addition to being able to boast an excellent athletics community, innovative academic programs and extra-curricular activities too numerous to count, Iowa State and the Ames community get to brag about yet another thing - being ranked the second best college town in the United States.

The study, which was carried out by the American Institute for Economic Research, includes factors like arts and leisure, entertainment venues, city accessibility, as well as economic and demographic data.

Midwest college towns scored well in general, with the University of Iowa ranking fourth, and five other Midwestern college towns making the top 15.
WHAT’S YOUR 50?
Did you know Iowa is ranked second in the nation for its state volunteer rate, yet runs in the middle of the pack for average amount time spent volunteering? Gov. Branstad is out to change that by asking every Iowan to volunteer 50 hours this year. So, challenge your family, friends, neighbors and co-workers to get involved with the “What’s Your 50?” campaign.

STASH THE TRASH & VEISHEA SERVICE DAY
Help keep the Ames and Iowa State Community beautiful by participating in Stash the Trash and VEISHEA Service Day on April 6! Check-in is at Reiman Gardens from 8:30a.m. to 2p.m. Last year, more than 1,000 volunteers took part. Let’s match that this year, Cyclones.

GREEN YOUR PORTFOLIO
GREEN YOUR COURSES
Planning yourschedule for next year? Check out sustainability related courses that you can take at Iowa State! From architecture to agronomy, find the perfect class that focuses both on your career path and sustainability initiatives!

INTERNSHIPS WITH A SUSTAINABLE TWIST
Summer 2013 AmeriCorps internship positions are available at Reiman Gardens. Positions are available for two Recycling Coordinators and one Sustainability Coordinator. The application deadline is April 22.

SUSTAINABILITY-INFUSED CURRICULUM
Are you a faculty member thinking about developing a new course, and want to incorporate sustainability? Attend the Tall Grass Prairie Workshop on May 16 and 17 to extend your research and create new networks with fellow colleagues. The enrollment deadline is April 8.

RECHARGE RETREAT
Interested in clean energy? Apply to spend a week with other student sustainability leaders at the ReCharge Retreat on Oregon’s Mt. Hood, and learn more about renewable energy initiatives, and how to get involved. The application deadline is April 15.

LIVE GREEN! AT VEISHEA
As you look forward to all of the activities and events VEISHEA has to offer, don’t forget to be on the look-out for Live Green! and other sustainability-related groups at VEISHEA Village on Saturday from 9a.m. - 5p.m.!

SUSTAINABILITY FELLOWSHIPS
Are you interested in a fellowship focused on sustainability initiatives? Applications are now being taken for the National Wildlife Foundation Fellowships, which have a focus in areas focused on wildlife and habitat protection and conservation, and clean and renewable energy solutions. The application deadline is April 14.
**APRIL 2013 EVENTS**

**4/6**

**Veishea Service Day & Stash The Trash**
Check-in at Reiman Gardens
8:30a.m. - 2p.m.

**4/10**

**9th Annual Sustainable Agriculture Research Symposium**
Sun Room & South Ballroom, Memorial Union
2:10p.m. - 5:10p.m.

**4/13**

**Rain Garden Workshop**
Reiman Gardens
9a.m. - 11a.m.

**4/14**

**Greens Go Green Lake LaVerne Clean-Up**
Lake LaVerne
2 p.m.

**4/22 - 4/27**

**Earth Week**
A variety of campus and community events taking place to celebrate Earth Week.

**4/11**

**Cosmetic Bags & Wine Tote/Gift Bags Made From Recycled University Banners**
On sale at the University Book Store starting April 11

**4/25**

**Ames School Garden Fundraiser**
10% of Wheatfield’s hot bar, salad bar and soup sales will go toward the Ames Middle School
Wheatfield
11a.m. - 7p.m.

**Questions, comments or suggestions?** We’d love to hear from you! **Merry Rankin**, Director of Sustainability, mrankin@iastate.edu
**Rachelle Rowe**, Campus and Community Engagement Intern, rtrowe@iastate.edu
**Joy Wessels**, Marketing and Communications Intern, jwessels@iastate.edu
**Lucas Mutti**, Sustainability Coordinator Graduate Assistant, lramutti@iastate.edu

**4/22**

**Earth Day**
4th annual Biorenewables Art Competition
3p.m. - 5p.m. in the Biorenewables Research Laboratory

**Biobus Birthday Bash**
4p.m. - 6p.m. in Gerdin Business Building

**Live Green! Earth Day Celebration**
10a.m. - 2p.m. on the Parks Library Lawn

Check out more Earth Day events at www.livegreen.iastate.edu