

# LIVE GREEN! MONTHLY!

October 2012  
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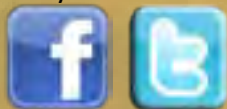
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Learn more about Live Green!  
[www.livegreen.iastate.edu](http://www.livegreen.iastate.edu)

Stay Connected



**WELCOME!** It is exciting to start another year of Iowa State University's Live Green! journey with all of you.

For those of you who are brand new to campus, Live Green! is ISU's sustainability initiative, focusing on engaging students, faculty and staff in making our campus greener and ensuring a sustainable future for all the generations of Cyclones who follow us. The Live Green! initiative officially began in 2008; however, a number of sustainability-minded courses, research and operations were already underway. Through the Live Green! initiative, focus has been placed on providing a central resource to assist with enhancing current green efforts, as well as starting new ones.

And we have so much to be proud of! In the past four years, we have reduced our energy consumption, added a sustainability minor and online course directory, gone trayless, received recognition for multiple green buildings, produced biodiesel, incorporated wind into our energy portfolio, started a sustainability living and learning community, provided thousands of hours of volunteerism to our community, as well as communities around the world and the list goes on. Check out the Live Green in Review publication, put together in reflection of our first four impressive years, as well as the Live Green! website to see just how far we've come. Green snaps, 'Clones!!

As we begin a new year, there are already a number of events planned, initiatives being discussed and meetings taking place to keep our "green" growing. To help you stay connected with all the latest green news, updates and events, Live Green! produces a monthly newsletter. To stay "green" we provide this electronically and maintain all of our old newsletters on the Live Green! website. We focus on making this a resource that is both educational and relevant, and we welcome your story ideas! Please feel free to contact me or any of this year's Live Green! team (see page 7).

I look forward to our work together and a fantastic year!

*Yours in greenness,*

Merry Rankin, Director of Sustainability

## 3 Things You'll Learn

**1** Volunteers collected 640 lbs. of trash at the fourth annual College Creek Cleanup event on June 23.

**2** Team PrISUm's solar car took 2nd place at the American Solar Challenge this summer.

**3** Student organizations can adopt recycling bins at the Memorial Union for a month and keep compensation made from redeemables.



# LIVE GREEN! OVER THE SUMMER

## Lighting The Way For A Greener Tomorrow

Over the past few months, Facilities Planning and Management, assisted by a group of students, have been on a mission to count lights in all the campus buildings. Why the count? It's the first step in a light replacement project estimated to take multiple years - and potentially yield \$300,000 in energy savings per year.

The T12 fluorescent lights currently lighting much of the university are inefficient by today's standards, and will no longer be produced. Their replacement, T8 lights, are more energy efficient, but come with a cost. The estimated cost of replacing all the T12 fixtures is \$10 million, and a lot of staff time. So it will be a long-term project.

To start the process of replacement, the focus is on buildings constructed in the 1980s, all equipped with T12 fixtures. Of the busiest buildings on campus, approximately half already have the more efficient T8 lights.



## ISU Joins Iowa Campus Compact

Iowa State University announced in August its joining with a statewide network of 24 colleges and universities as part of Iowa Campus Compact.

College campuses across the nation, along with its presidents, have increased their call to action on active citizenship. The same has occurred at Iowa State. The network now represents presidents from every sector of higher education in the state of Iowa.

"Working with students to become more engaged in their communities is at the heart of what we do, and their service helps make Iowa a great place to live and work," said President Steven Leath.

## College Creek Cleanup | 2012

On Saturday, June 23, more than 30 volunteers registered for the 4th annual College Creek Cleanup. In a three-hour span, the group collected more than 640 lbs. of trash from the creek, consisting mostly of cans, bottles and plastic bags.



## Tidy Cats: Keeping the Glass Out of Our Trash

What do cat litter users and a glass recycling program have in common? It's simple: they provide a solution to keeping glass out of the trash.

Over the summer a new pilot program was introduced through a partnership with Facilities Planning and Management, Environmental Health and Safety, Department of Chemistry, Live Green! and the City of Ames. The focus was to reduce the amount of discarded glass from Iowa State labs being taken to the Ames Resource Recovery Plant, and reduce wear and tear on city equipment.

The project intern, Amanda Jacobsen, suggested using donated Tidy Cats bins. The bins were the right size and color (matching the city's yellow glass collection containers), labels could easily be placed on the containers, and the community could get engaged by donating their bins.



To find out more about this new glass recycling initiative, or for more information on where you can drop your Tidy Cats bin, contact Merry Rankin at [mrarkin@iastate.edu](mailto:mrarkin@iastate.edu).



# GREEN CELEBRATIONS

## LIVE GREEN! SPOTLIGHT GREEKS GO GREEN

Greeks Go Green was started within the Interfraternity Council in the spring of 2011. Its primary focus is on activities and events promoting sustainability.

Brian Skalak, fifth-year senior in advertising, has participated in the organization since its creation. Skalak, along with Taylor Gaffney, were instrumental in planning a recent Lake LaVerne cleanup.

The event took place on Sept. 23, 2012, with an estimated 80 students gathering to collect garbage around the perimeter of the lake.

Though Greeks Go Green was started by members of the Greek community, it's not an exclusive group.

"Greeks Go Green is open to any student on campus who is interested in sustainability," said Skalak. "Right now we're in the process of establishing Greeks Go Green as an organization, but in the future we hope to be considered a support tool and communications outlet to other groups focused on sustainability."

### Upcoming Greeks Go Green Events

OCT. 24 | Campus Sustainability Day

NOV. 4 | Clothing Swap in the Memorial Union

NOV. 15 | America Recycles Day

## TEAM PRISUM WINS BIG



Team PrISUM's 11th generation solar car, Hyperion, took second place in the cross-country 2012 American Solar Challenge, a four-day event beginning July 6. The event started off with intense inspection of the vehicle by officials. Once approved, the team participated in the three-day Formula Sun Grand Prix race at the Monticello Motor Club in New York, at which Iowa State's solar car took second in the qualifying race. Then, Hyperion made the 1,650 mile journey from Rochester, N.Y. to St. Paul, Minn. for a silver victory among 12 competitors. Hyperion's second place finish was the best in Iowa State University's 23 years of solar car racing. The vehicle was also awarded for best mechanical and electrical design.

## RECOGNIZING PROFESSIONAL AND SCIENTIFIC EXCELLENCE WITH A TOUCH OF GREEN

Kerry Dixon-Fox, Coordinator of Sustainable Design and Construction at Facilities Planning and Management, was one of three recipients of the Professional and Scientific Staff Excellence Award presented by President Leath on Sept. 21 at the University Awards Ceremony.

The award is given to nominated staff members whose contributions within the university and beyond it are demonstrated by their accomplishments at Iowa State.

Kerry has worked to make Iowa State more efficient and sustainable for the last 17 years. Through her role with sustainable campus design and construction, she's also a leader in Iowa State's LEED initiative.





# GET YOUR GREEN ON

## Sustainable

### ^ Living & Learning

There is a new opportunity for students to meet others interested in sustainability through a new, dynamic learning community that encourages active pursuit of sustainability interests of any kind.

Through this opportunity, students can discover sustainability connections to food, transportation and energy in ENSCI 202X, a one-credit seminar, and "live green" in Larch Hall. If you're interested in learning more, or signing up for the spring semester, contact Dr. Stan Harpole ([harpole@iastate.edu](mailto:harpole@iastate.edu)) or Lauren Sullivan ([lsull@iastate.edu](mailto:lsull@iastate.edu)).

Check out the Greene House Movie Night. It's open to all students! Movies show on Tuesdays, 8p.m.-10 p.m. in the Larch Commons.

- Oct. 2 Blue Gold
- Oct. 16 Who Killed The Electric Car?
- Oct. 30 Mind The Gap (tentative)
- Nov. 13 Dive!
- Nov. 27 Green Fire



## The Green Umbrella Hosts Campus Sustainability Day

National Campus Sustainability Day, hosted by the student organization, The Green Umbrella, celebrates ISU's many sustainability initiatives, and offers the opportunity to learn more about how to get involved in sustainability and living green both on and off campus. The event features interactive displays from sustainability-focused student, campus and community organizations, and businesses as well as free bike tune-ups, refreshments and the opportunity to take part in the Live Green! Sustainability Challenge and earn some unique and sustainable prizes.

- Green Umbrella President, Alex Gustafson

This year's National Campus Sustainability Day is Oct. 24, and will be held next to Parks Library in the free speech zone from 11 a.m. to 2 p.m. For more information or to get your organization signed up to take part, contact Rachelle Rowe ([rtrowe@iastate.edu](mailto:rtrowe@iastate.edu)), or Caleb Swank, Green Umbrella Director of Events ([cswank3@iastate.edu](mailto:cswank3@iastate.edu)).

## ADOPTING Green

Is your organization looking for something more to do on campus? Looking for extra cash for your group? Adopt a recycling bin!

Student organizations can "adopt" a recycling bin at the Memorial Union for a month at a time. The organization is responsible for checking the bins regularly and transporting materials to the appropriate recycling locations.

By doing this, student organizations will be able to keep any compensation made from redeemables collected.

With 16 bins scattered around the Memorial Union, there are plenty of opportunities for student organizations to help increase on-campus recycling and do some fundraising.

For more information or to complete your adoption, contact [murecycling@iastate.edu](mailto:murecycling@iastate.edu).



## WeCar



Do you ever find yourself in a situation with somewhere to go, but no way to get there? Well have no fear; WeCar is here.

WeCar, a branch of Enterprise Rent-A-Car, provides an easy and affordable way to find transportation without the hassle.

After filling out a rental application and paying an application fee (waived for students), WeCar customers over 18 can rent a car for only \$8 an hour, \$35 over night or \$56 daily. Another perk? If you join before Oct. 31, you'll receive a \$35 driving credit.

To find out more about the advantages of this new transportation option, and to adopt a greener travel footprint, visit the WeCar website. You can also sign up at the first floor booth by the East Student Office Space at the Memorial Union. WeCar intern Jessica Francis ([jfrancis@iastate.edu](mailto:jfrancis@iastate.edu)) is there Wednesdays, 3-5 p.m.



# How To:

# Green YOUR HALLOWEEN



## GREEN FASHION

Before you dash out for your festive gear, you should consider adding a little green this Halloween.

### Here's why:

Most items are usually purchased for this one night and then tossed in the back of the closet.

And that can be a pricey toss. Halloween costumes are expensive. They can range from \$30 to even \$100, depending on how much you invest in your Halloween getup. Does paying that much for one-time wear really seem worth it?

### Here's how:

1. Consider making your costume. There are many easy and creative costumes that can be made from stuff around your house.

For example:

Use ratty clothes to incorporate into your costume. They could easily be used in a zombie outfit; just add some red food coloring and eco-friendly makeup for finishing touches. Also, use materials that can be reused like cardboard, foil and paper.

2. If you're not the creative type, there are a couple different places you can purchase that are reused, priced right, and one-of-a-kind.

Random Goods, located at 2412 Lincoln Way, carries everything from reused costumes, to vintage outfits to clothes beyond your imagination.

Goodwill, located at 3718 Lincoln Way, is usually loaded with vintage wear and fun props that can complete any ensemble.

3. To avoid spending money altogether, do a costume swap with your friends. This is an easy way to go as something different without spending money and incorporating the Three Rs: Reduce, Reuse and Recycle.

So, try some new tricks this year by adding a little green to your Halloween.



This is a 1970s outfit sold online by Random Goods. Visit the store for more ideas.

## HALLOWEEN TRICKS & TREATS



What's Halloween without pumpkins? Help support your community and the economy by purchasing from local producers. Look for local pumpkins, gourds and corn for decorating at your favorite grocery store. Check out the Main Street Farmers Market on Saturdays from 8 a.m. to noon to purchase directly from farmers. Go to this [website](#) to find out where you can buy local!

And don't forget the treats! Although treats are usually considered to be edible ones, try thinking more durable - such as pencils, or pens made from recycled materials. Pencils made from items like blue jeans or pens from biodegradable materials can be purchased at most discount stores. University Bookstore also carries some unique items.

If edible treats are your preference, then consider looking for companies that are adding a little "green" to their products by focusing on practices including commitment to [cocoa sustainability](#) and [fair trade](#). Purchasing from local shops is a treat for the local economy, too. Check with your Chamber of Commerce, search online or check your phone directory for local shops in your community.



# LIVE GREEN!

## OCTOBER 2012 EVENTS

**10/1 - 10/5**

Iowa State Blood Drive  
Mon.-Thurs. 9 a.m. - 5 p.m.  
Friday 9 a.m. - 1 p.m.  
Great Hall, MU

**10/3**

Lecture | Hunter Lovins  
Is Capitalism the Key to  
Global Sustainability?  
6 p.m. @ Howe Hall

**10/3**

Healthiest State Walk |  
ISU Campus Walk  
Noon @ Central Campus

**10/6**

Find fun & creative ways of  
using leftover yarn while add-  
ing temporary public art to a  
space.  
10 a.m. - 4 p.m. @ The  
Workspace in the MU

**10/9**

World Affairs Series | Lori Wallach  
Corporate Rights in Global  
Trade and Their Dangerous  
Consequences  
6 p.m. @ Howe Hall

**10/6**

10th Annual Stuff  
The Bus Food Drive  
8 a.m. - 5 p.m.

**10/10**

National Affairs Series | The  
Keystone XL Pipeline & The  
Protection of American Lands  
8 p.m. @ Great Hall, MU

**10/15**

Lectures | Daniel Hillel  
Soil, Water, Energy and  
Ecosystems in a Changing  
Climate  
8 p.m. @ Great Hall, MU

**10/20 & 10/21**

Create simple dresses made from pillow  
cases that provide relief to children in  
Africa.  
Oct. 20: 10 a.m. @ The Workspace  
Oct. 21: 1 p.m. @ The Workspace

**10/23 & 10/25**

Workshops @ Parks Library  
Finding Funding | How to Find Non-  
Government Grants for Your Research  
Oct. 23: 3 p.m. @ Parks Library  
Oct. 25: 3 p.m. @ Parks Library

**10/16**

World Affairs Series | Panel Discussion  
From Aid to Resilience - West African  
Farmers Lead the Way  
8 p.m. @ Cardinal Room, MU

## LOOKING AHEAD...

**11/4**

The Real Dirt On Farmer John | Documentary & Discussion with Farmer John Peterson | 7 p.m. @ Great Hall, MU

**11/9**

Planetarium Show | 7 p.m. @ ISU Planetarium, Physics Hall

To see more Live Green! Events, or to add  
events, go to the Live Green! [Calendar](#)



MEET THE

# LIVE GREEN! TEAM



## Merry Rankin

As the Director of Sustainability, Merry's primary role is promoting and growing the Live Green! Initiative. Merry lends herself as a resource to all things sustainable at Iowa State. Whether it's environmental, economic or social sustainability, she can offer assistance in driving these initiatives on campus. Merry can be reached at [mrarkin@iastate.edu](mailto:mrarkin@iastate.edu) or 515-294-5052.



## Gina Holtzbauer

Gina is the Live Green! Team's go-to person for everything from scheduling meetings, to keeping everything organized. Aside from wearing many hats for the Live Green! Team, Gina serves as Administrative Secretary for the Associate Vice President of Facilities Planning and Management. Gina is a great resource if you need to get in contact with any member of the Live Green! team. You can email her at [gtholtz@iastate.edu](mailto:gtholtz@iastate.edu).



## Joy Wessels | Marketing & Communications Intern

Joy is a senior in journalism and mass communication with a minor in general business. Aside from Joy's passion for writing, she loves all things outdoors, from kayaking and biking, to snowboarding. In her intern role, Joy oversees the creation and distribution of various educational and awareness materials, including the Live Green! newsletter. Joy can be contacted at [jwessels@iastate.edu](mailto:jwessels@iastate.edu).

## Pasha Beresnev | Special Projects/STARS Intern

Pasha joins the Live Green! Team for the fall semester. He is assembling Iowa State's application for the Sustainability Tracking, Assessment, and Rating System (STARS), a continent-wide classification coordinated by the Association for the Advancement of Sustainability in Higher Education.

Pasha is a senior in civil engineering and French LCP. Besides his Live Green! involvement, Pasha gives engineering tours to prospective students, and is a member of Acacia fraternity. Pasha can be contacted at [pashab@iastate.edu](mailto:pashab@iastate.edu).

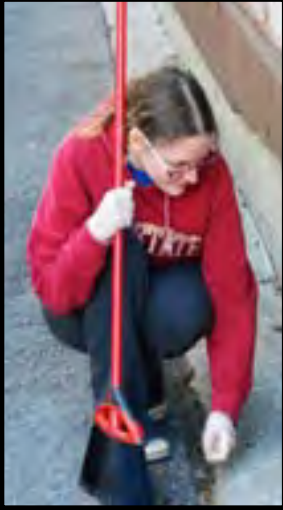


## Rachelle Rowe | Campus & Community Engagement Intern

In her intern role, Rachelle assists in increasing and enhancing opportunities for all students, faculty and staff to take part in sustainability events and initiatives. Some of Rachelle's other activities include her role as Cyclone Family Weekend President, and is a KURE DJ. Rachelle is a senior, double majoring in english rhetoric and psychology, and she can be contacted at [rrowe@iastate.edu](mailto:rrowe@iastate.edu).



# SUSTAINABILITY IN ACTION



**CyServe** volunteers clean up Campus Town on Sept. 22. The annual event drew volunteers to Campus Town in Ames, Harmony Clothing Closet in Nevada and Bethany Manor in Story City.



**Solar Games 2012** featured many different events and activities on solar energy, including a demonstration of Team PrISUm's solar car, Hyperion. The team headed to the Iowa Speedway in Newton on Sept. 22 for the day-long event. Not only was it a learning opportunity for visitors, but it also gave the team a chance to showcase their award-winning solar car.



**GREEKS GO GREEN**, a student organization that focuses on sustainability, hosted a Lake LaVerne clean up on Sept. 23. The event engaged almost 80 volunteers.





# LIVE GREEN! MONTHLY

NOVEMBER 2012  
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Learn more about Live Green!  
[www.livegreen.iastate.edu](http://www.livegreen.iastate.edu)

## 3 THINGS YOU'LL LEARN

1. Thirty-two campus organizations & local businesses participated in National Campus Sustainability Day.

2. Story County has 15 food pantries needing volunteers and donations.

3. Twenty-seven percent of ISU's population drives to campus everyday.

## A NOTE FROM THE DIRECTOR

Change is all around us. We can see and feel the change of season. We are just a few days away from the country casting its vote on what changes should take place over the next four years. And most recently, we have seen images and read stories about the devastating changes that residents, businesses and communities (wild, rural and urban) are experiencing as a result of Hurricane Sandy.

Although there are a diversity of discussions related to the causes of Sandy, in reflecting upon increased evidence of catastrophic weather conditions over the past year and few years – I certainly find myself pausing and considering what choices I make, what actions I take and what impact I create that ultimately results in what I leave to future generations.

This issue of Live Green! Monthly considers impact – environmental, economic and social impact. You can find stories of accomplishment, initiatives and opportunity. In this issue, you can learn about some creative projects the ISU community has taken on toward insuring we leave a collectively lighter footprint. You can also choose among numerous opportunities to increase your awareness and involvement in making positive impact on and off campus, and around the world.

I challenge each of you to identify one thing you can do personally to lighten your own footprint. I am also giving myself this challenge. It's not important that we all do the same thing; it's just important that we do something. Change is inevitable; the speed, the intensity and the direction is not.

If you are already doing something, take on a new challenge. And do not think you cannot make a difference in the cycle of change. Historically, the most significant changes that have charted new courses, created new precedent and shifted paradigms have been the result of individuals taking on a personal challenge. Never doubt the impact you, and you alone can make.

***Yours in Greenness,***

**Merry Rankin**  
Director of Sustainability





# Green Celebrations

## LIVE GREEN! SPOTLIGHT

### National Electrical Contractors Association ISU Student Chapter

The National Electrical Contractors Association (NECA) student chapter at Iowa State has plenty to celebrate. The NECA team, consisting of students majoring in english, business, architecture, construction, electrical and civil engineering, recently was awarded third place at the annual Green Energy Challenge in Las Vegas on Oct. 23.

The Green Energy Challenge requires teams to complete an energy audit on a campus building. The building of choice for the Iowa State team - Hilton Coliseum.

Items considered were lighting, air conditioning and heat systems, how their project meets Leadership in Energy and Environmental Design (LEED) standards and much more.

In the preliminary round, the team took first place with their written proposal, receiving the highest score the judges had given in the history of the event. Then it was on to nationals in Las Vegas.

Dr. Beth Hartmann, Iowa State University NECA faculty advisor and lecturer in the Department of Civil, Construction and Environmental Engineering, said the project took several hours to complete.

"In the fall, the team would meet for just a couple hours each week," said Hartmann. "As the competition drew closer, we would meet multiple times per week for several hours."

Despite having just six students make the trip to Las Vegas, many other students filled supportive roles reviewing the project and providing guidance, said Hartmann.

While the team was proud of their third place finish, they're already excited to start on next year's green energy challenge.

Visit NECA's website for more information and to get involved in the 2012-2013 project.

## ISU's R2P2 Project Highlights in San Francisco

Iowa State University is known for its mantra, science with practice. A recent project undertaken through a partnership between Facilities Planning and Management and the College of Design took this to heart and added a little green.

During the 2011-2012 school year, Iowa State was one of 35 schools to participate in the US Green Building Council's R2P2 Program. The goal of this program was to have students investigate green building research on campus and transfer that acquired knowledge to practice by developing tools to benefit the university.

The team, led by Kerry Dixon Fox, Facilities Planning and Management Design and Construction Sustainability Coordinator, Ulrike Passe, Assistant Professor in Architecture, and with the help of Sara Schmerbach, senior in Architecture, as the student team leader, analyzed three of ISU's lab buildings. Items studied included lighting, plug load, building envelope and mechanical systems.

As a result of their efforts, Iowa State was one of two institutions selected to present the final report at GreenBuild 2012 in San Francisco on Nov. 14-16. Greenbuild is the largest conference in the world dedicated to green building.

## Celebrations in Dining

Many celebrations have taken place for ISU Dining sustainability in October:

- Two volunteers, Celia Bravard and Kylie Thompson joined the team for 2012-2013 to create awareness about Farm to ISU and the ISU Dining sustainability initiatives
- Participation in Cupcake Smackdown featuring a local farmers and compost cupcake
- Farm to ISU Nourish Iowa Award Nomination
- Farm to ISU Local Meal and Meet Your Farmer Event on Oct. 18
- Food Day on Oct. 24 featuring local ISU organizations involved in food accessibility, including Wheatfield, Students Helping Our Peers (SHOP), Student Organic Farm and Food at First
- Participation in National Campus Sustainability Day on Oct. 24

November will be another exciting month for sustainability initiatives, starting with Compost Day on Nov. 10, featuring ISU Dining's waste reduction efforts from kitchen to compost.

Contact Courtney Long, ISU Dining Sustainability Coordinator for additional information, or to get involved.



Local Farmers  
Cupcake



Compost Cupcake



# Adding Some Give to Your Thanks[giving]

Thanksgiving offers as it says: a time for thanks and a time for giving. No matter if you travel away from Ames or remain here during Thanksgiving break, there is an opportunity to take time for thanks of all that sustains us, and give your time and support to increasing others' sustainability.

There are shelters and food banks in Ames and the Story County area that welcome donations and volunteers. Food at First in Ames offers two services: a free meal program and a perishable food pantry. The free meal program provides a free meal each day of the week at the First United Methodist Church in downtown Ames.

"Our free meal program serves thousands of meals each year," said Chris Martin, Food at First director. "The food would normally be thrown away by local grocery stores."

Food at First also offers a free perishable food pantry called The Free Market, and is open twice a week to all residents (no questions asked) from 5-5:30 p.m. on Mondays and Thursdays. For information on volunteering and donations, contact Chris Martin.

ISU offers a unique program specifically for students. The Students Helping Our Peers (SHOP), located on the ISU campus, offers free food to students in need, and on an anonymous basis. The SHOP is located in the Food Science Building, room 2616. Open hours for distribution and donation are from 3-6 p.m. on Tuesdays. For more information about SHOP, donations and volunteer opportunities, contact Andrew Doherty.

## STORY COUNTY PANTRIES

MID-IOWA COMMUNITY ACTION

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

FOOD BANK OF IOWA

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

BETHESDAY LUTHERAN CHURCH

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

CAMBRIDGE FOOD PANTRY

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

NEVADA COMMUNITY CUPBOARD

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

HUXLEY FOOD PANTRY

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

For a full list of Story County, and all Iowa food pantries, go to the Food Bank of Iowa website.

## PLANES, BUSES & AUTOMOBILES

Thanksgiving also offers an opportunity to add a little green. Check out some greening options for reducing transportation costs AND your carbon footprint.

### Nebraska (Omaha)

By air (roundtrip):  
88 lbs. of CO<sub>2</sub>  
\$500+

By car (roundtrip):  
154 lbs. CO<sub>2</sub>  
\$50+

By bus (roundtrip):  
120 lbs. of CO<sub>2</sub>  
\$40+

### Minnesota (Minneapolis)

By air (roundtrip):  
154 lbs. of CO<sub>2</sub>  
\$400+

By car (roundtrip):  
176 lbs. of CO<sub>2</sub>  
\$80+

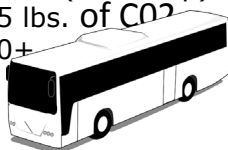
By bus (roundtrip):  
175 lbs. of CO<sub>2</sub>  
\$50+

### Illinois (Chicago)

By air (roundtrip):  
220 lbs. of CO<sub>2</sub>  
\$250

By car (roundtrip):  
198 lbs. of CO<sub>2</sub>  
\$100+

By bus (roundtrip):  
260 lbs. of CO<sub>2</sub>  
\$60 - \$80



Doing a lot of travelling over break? Try this **travel footprint calculator** to estimate the carbon emissions from your travels.

Looking for other ways to travel home for Thanksgiving? Check out ISU's WeCar car-sharing program, or RideShare, GSB's online ride-matching tool. Staying in Ames...let CyRide be your ride, and give your car a Thanksgiving break, too.



# Greening the Game

Fifty-five thousand. That's the average number of people filling Jack Trice Stadium at every home game. And this number doesn't even include all the tailgaters who fill the area around the stadium.

So how can ISU Athletics accommodate more than 55,000 people for an entire Saturday? More importantly: How can they do it in a sustainable way?

This has been both the mindset and goal of the ISU Athletics Department Facilities and Grounds team over the past two years.

## **This commitment ranges from hand dryers...**

In 2009, the facilities and ground department started the gradual process of installing hand dryers and taking out paper towel dispensers. In 2008, the stadium went through more than 88 cases of paper towels; only eight cases were used last season.

## **To buildings...**

The new Bergstrom Football Complex has had sustainability in mind since day one. The new facility is being designed toward achieving a silver certification in Leadership in Energy and Environmental Design (LEED). Some of its sustainable aspects include low-flow toilets, sinks and showers; LED lighting with programmable features; a trash compactor and a building free of paper towels.

## **To waste...**

Nearly ten tons of garbage is produced each game day. Keeping as much of that out of landfill is a goal of both Athletics and the city of Ames. Currently, 70 percent is used as a fuel source for the City of Ames refuse-derived fuel (RDF) system.

Fifty-five thousand is a number that breaks records for Iowa State University and its athletic program. While Cyclone fans cheer on this university's athletes, they can also cheer for an athletic program focused on victory both on and off the field.



## FROM BAND TO BAG

At every halftime of every home football game, members of the Iowa State band take the field to perform. Each performer boasts a uniform with the well-known cardinal and gold, exuding school pride in its bold cyclone colors.



But what happens to these uniforms when they're worn out?

The ISU band has found a way to minimize waste and maximize reuse. Instead of sending them into a landfill, an opportunity was identified with The Inconvenient Bag, a company that repurposes old marching band uniforms into bags.

"We felt this was a much better solution than just putting them in the trash," said Dr. Mike Golemo, Director of Bands and Professor of music and theatre. "We started out with a small order, but they've been selling very quickly."

Uniforms are being repurposed and sold as tote bags, laptop and iPad cases. Tote bags and laptop cases are \$45, and iPad cases will be priced around \$20. Band members and band alumni have already made these a coveted collector's item. For more information, contact [musicinfo@iastate.edu](mailto:musicinfo@iastate.edu).

## GAME DAY STATS

**55,000**

Average amount of fans who attend every home football game.

**10 Tons**

Average amount of trash collected at a home game.

**3.1 Tons**

Average amount of game day recycling in 2011.

**70%**

Amount of game day trash that is used to produce electricity at the Ames Resource Recovery Plant.





# What's YOUR Impact?

With more than 30,000 students walking across our campus each day, do you ever wonder what your own impact is? From eating at the dining centers, to parking on campus, you may be surprised by the impact you can make.

## Transportation

17,000

Between students, faculty and staff, there are approximately 45,467 people on campus each day. An estimated seventeen-thousand, or 27 percent of those people drive to campus.

## Food Waste

3,160

An average of 3,160 lbs. of food is wasted in the three campus dining centers. The average student will waste approximately 70 lbs. of food in one school year.

## Energy Use

30,104

On average, the residence halls use 30,104 kilowatt hours per day. To put that into perspective, the average household uses approximately 30 kilowatt hours in the same time frame. In other words, it would take the average amount of kilowatt hours used by 1,000 houses to equal what is used in the residence halls on a daily basis.

## Water Use

177,274

The average water used each day by all the residence halls combined is equal to 177,274 gallons. This is the equivalent of filling the Marston Water Tower nearly two times. With this in mind, each student uses an average of 16 gallons of water during their time in a residence hall (excluding dining centers).

# GREEN UP YOUR FOOTPRINT

Iowa State University prides itself on being bike friendly. Instead of spending money on gas, invest in a cheap bike you can ride to campus. Live off-campus? CyRide has different routes that run constantly all day long. It's a win-win: you save money and reduce your impact on the environment.

Mix Up  
Your Ride



Unplug  
the Unused



Simply shutting off and shutting down in your room can save electricity and money, reduce carbon emissions and reduce demand of non-renewable energy resources.. Unplug small appliances, shut down electronics and shut off power strips and lights when you're not around.

It all looks so good... but taking less food and making return trips has multiple benefits. You get fuller quicker, less food goes to waste and you defy the "freshmen 15" - clearly a win-win-win.

Waste not,  
want not



Tone  
Your Flow



There are a lot of different things you can do to reduce your water use: take shorter showers, shut the water off while brushing your teeth and the list goes on. So next time you bring on the H2O, think about your own impact on our community's water supply.

LG!

5.



# Green Your Winter

It's official: Colder weather is upon us. As days get shorter and the temperature drops, we prepare for an unpredictable season. This year, consider opportunities to increase your comfort and decrease your footprint. Whether you're in the dorms, an apartment or a four-bedroom house, challenge yourself to some easy opportunities for winterizing your humble abode, and helping ISU and Ames efforts in ensuring a sustainable future.



1.

Pay attention to your thermostat. By lowering your thermostat just five degrees for eight hours of the day during the heating season, you can save 15 percent on your heating bill.



2.

Is your place feeling a little chilly? Instead of cranking the thermostat dial, try sealing your windows. Window insulation kits are sold all over Ames, and are very easy to put up.



3.

Are your furnace filters on the filthy side? As a general rule, they should be replaced once a month. Not only will it save you money, but it will ensure good air quality in your home through an efficiently running furnace.

If you live in an apartment, be sure to check with your property manager to learn more about your responsibility as a renter.



4.

Dodge those drafts and reduce your energy consumption by simply rolling up a bath towel and putting it under a drafty door. Feeling creative? Instead of using a towel, pick out some cool fabrics, and just fill with sand for some extra heft as a DIY project.



5.

Layer up. Simple enough, right? Throwing on a sweater or sweatshirt during winter months is less expensive and more sustainable than raising your thermostat and increasing your energy demand.

Want to take your greening a step further? Have a free energy audit done. Take part in a Smart Energy Program. Count down even more ways to start living green!





# NOVEMBER 2012 EVENTS

**11/4**

The Real Dirt on Farmer John  
Documentary & Discussion  
7 p.m. Great Hall, MU

**11/4**

Greeks Go Green Clothing Swap  
1 p.m. Campanile Room, MU

**11/4**

3rd Annual Pair Up 4 a Purpose 5k Run/Walk  
11:30 a.m. on ISU Central Campus

**11/5**

Carbon Nation  
Documentary & Discussion  
7 p.m. Campanile Room, MU

**11/5**

Adaptive Interface: Light,  
Space and Comfort Exhibition  
5:30 p.m. at the Lightfoot  
Forum, College of Design

**11/6**

Election Day! Don't forget to vote!

**11/8**

Learning to Think Like  
Scientists Lecture | Suzanne  
Hendrich  
7 p.m. South Ballroom, MU

**11/13**

Greene House Movie Night!  
Showing: Dive!  
8 p.m. in the Larch Commons

**11/18 - 11/19**

12th Annual Iowa Organic  
Conference in Iowa City

**11/13**

Public Relations Student Society of  
America: Donate & Look Great Fashion  
Show  
7:30 p.m. Maintenance Shop, MU  
Donations accepted through 11/13

**11/16**

Snow Magic On Main Street  
5-8 p.m. at Tom Evans Park  
Volunteers Needed

**11/22**

Happy Thanksgiving!

**11/16 - 12/2**

Festival of Trees  
Octagon Center for the Arts  
427 Douglas Ave.  
Volunteers Needed

**11/27**

Greene House Movie Night!  
Showing: Green Fire  
8 p.m. in the Larch Commons

**11/30**

Winterfest  
Events are throughout the day at  
the Memorial Union and on Central  
Campus

## LOOKING AHEAD...

**12/6**

Seminar: Iowa NSF EPSCoR Energy Policy | "Energy Sustainability and the Roles of Bioenergy,"  
3:40 p.m. 0013 Curtiss Hall





# National Campus Sustainability Day

On Oct. 24, campuses across the country all had National Campus Sustainability Day, an event started in 2003 that focuses on the success of the sustainability movement in higher education. ISU's event, hosted by The Green Umbrella and Live Green! Initiative, drew 32 local businesses and campus organizations, and hundreds of attendees together to share and celebrate sustainability accomplishments. From local eateries to campus organizations, the event showcased how Iowa State and the Ames community is working toward a sustainable future.

## Quotes from the Crowd

“I think it's a good opportunity to see what sustainability initiatives are happening on campus.”

“This was my first time coming to NCSD. I really didn't know we had all these different organizations.”

“I think National Campus Sustainability Day lets students look at sustainability in a different way, and apply what they learn from the organizations and businesses to their own lives.”



## Outdoor Recreation Services



**Q:** How does sustainability influence Outdoor Recreation Services and its programs?

**A:** A lot of what we do involves living in a sustainable way, like our Leave No Trace philosophy. And that back country mindset transfers to the front country, too.

## Jax Mercantile



**Q:** How does Jax Mercantile promote sustainability at the Ames location?

**A:** Jax works with a lot of environmentally-conscious companies. Many of our store's products come from recycled items. We also encourage employees to be more sustainable by offering an incentive program called C02 Bucks. Every time they either walk, bike or bus to work they earn money for it.

## Maximum Ames Records



**Q:** How does Maximum Ames Records incorporate sustainability into its music?

**A:** Our biggest sustainable contribution is the Maximum Ames Music Festival. The festival features local talents and utilizes local venues to showcase the musicians. All our deliveries are made on bike, which greatly reduces our carbon footprint.



# LIVE GREEN! MONTHLY

DECEMBER 2012

ISSUE 3 VOLUME 3

WORKING  
TOWARD a  
**SUSTAINABLE**  
FUTURE

IOWA STATE UNIVERSITY | LIVE GREEN!

## WHAT'S INSIDE

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**FOLLOW US!**



[www.livegreen.iastate.edu](http://www.livegreen.iastate.edu)

## 3 THINGS YOU'LL LEARN

1. Getting ready for the holidays?  
Find out how to green it yourself with  
fun and sustainable decorations on  
pages 3 and 4.

2. What can you do with all the old  
stuff after you receive new gifts?  
Turn to page 3 and find out!

3. It's been a semester of savings.  
From water to kilowatts, see the  
sustainable numbers on page 5.

## A NOTE FROM THE DIRECTOR

Congratulations Cyclones! One semester down and we've got some impressive green to show for it!

From adding some platinum to campus to sharing cardinal, gold and green in Las Vegas, San Francisco, Berlin and throughout the Ames community, this issue of Live Green! Monthly highlights the first half of our 2012-13 Live Green! journey, and offers opportunities and ideas for "keeping the green" throughout the holidays and into the new year. But don't think that's all there is to 2012!! There are still a few green ends we all can tie-up before declaring the close of the fall semester.

- Unplug – Microwaves, coffee pots, computers, printers, cell phone chargers and game consoles all use energy just by being plugged in. Save your office, your roommates and yourself some green by not using energy you don't need.

- Turn Down – Setting back your thermostat just one degree can make an incredible difference in your energy use and your heating bill, and it gets better for each degree! You can go all the way down to 65 degrees without worrying about freezing pipes. Campus buildings can save even more by working with FP&M to adjust multiple building systems and optimize efficiency.

- Donate, Reuse & Recycle – Before you take all your food or other unneeded items left from the fall semester to the trash, consider a donation, recycling or reuse option. Give food to a neighbor who is staying in town for the holidays or donate items to our campus food bank, the SHOP. Donate any books you can't sell back to the University Bookstore for their One Planet Books collection. Recycle your paper, plastic, glass and metal in the residence halls, Physics Building and Carver Hall. Campus buildings can also work with FP&M to collect their mixed paper for recycling. If you need other ideas, contact [livegreen@iastate.edu](mailto:livegreen@iastate.edu).

Also, take some time over the holidays, between celebrations and spending time with friends and family, to plan your green adventure for the spring semester. Consider opportunities like car sharing (through our WeCar program,) giving back (through our Alternative Breaks program and multiple Story County volunteer opportunities) and studying green (through our Sustainability minor and 900+ courses that can be found in our Live Green! Sustainability Course Directory).

Thanks for all you have done to add your "greenprint" to the 2012 Fall Semester at Iowa State University. Good luck with finals and have a fantastic break! I look forward to our continued journey toward a sustainable future.

**Yours in greenness,**

*Merry Rankin*

**Director of Sustainability**



# Green Celebrations

2.



(c) 2012, FONA - Research for Sustainability

The topic of sustainable development has been one of concern for many years. It's also a topic that demands innovative thinking, a passion for research, and a desire to make our world better.

On October 23, 2012, a group of 25 students with these characteristics came together from 20 different countries to accept awards for the Green Talents competition. Among the 25 students was one of ISU's own, Bernardo del Campo. Campo is currently earning his doctorate in mechanical engineering and biofuels. But it's his research in biofuels and biochar, and his involvement with the student organization, BioBus that sparked the interest of the Federal Ministry of Education and Research (BMBF), and ultimately earned him the Green Talents Award.

"I think I stood out to the judges with my research and Biobus involvement," said Campo.

Green Talents awards students who can translate the principles of sustainability into real technological solutions and social concepts, and generate awareness for these innovations beyond the borders of their own countries.

The selected students traveled to Berlin for an awards ceremony, consisting of a two-week tour of Germany. One aspect of the tour was traveling to some of the most renowned research institutes in the area.

"Some of those researchers are doing remarkable things with biofuel," said Campo. "So meeting them and planning projects was a great opportunity."

Building on these new contacts, Green Talents recipients will have the opportunity to travel back to Berlin in 2013 for a research stay of up to three months long.

Campo is excited for future partnership opportunities, and is very appreciative of all the support he has received from ISU, including his advisor, Robert Brown.

## State Gym Claims Platinum

The renovations to State Gym not only resulted in a new facility at Iowa State, but also one that reflects green building at its finest.

State Gym recreation facility was recently awarded the highest award level for LEED (Leadership in Energy and Environmental Design) certification. LEED is a US Green Building Council sustainable building rating system that measures achievements in five categories.

State Gym is one of four recreation facilities in the US to achieve platinum certification, and one of only two in higher education.

Some of State Gym's green features include:

- Low-flow sinks and showers
- No-irrigation landscaping
- Low toxicity flooring, paints and adhesives



## Celebrating Compost

Written by: Rachelle Rowe, Campus & Community Engagement Intern

Did you know our campus food goes from plate to waste to garden plot? Participants of the first ever Compost Day found this out on Saturday, Nov. 10. The event, sponsored by ISU Dining, focused on how food waste is managed at Iowa State from feast to field, and featured a behind-the-scenes peek at the food waste composting process at ISU.

Sustainable initiatives were directly and deliciously experienced as participants first enjoyed a meal featuring ingredients from local farmers. After breakfast, attendees followed the journey of food waste (becoming compost) by taking a tour, including stops at Seasons Marketplace, Iowa State Compost Facility and Reiman Gardens.



Photos by Rachelle Rowe



# Green Gifting

3.

Written by: Rebecca Chamberlin, Sophomore in Global Resource Systems

## Locally Sourced

This holiday season green up your gift giving by buying locally and sustainably or by making your own gifts! Buying local supports the community and keeps wealth within it. It also guarantees less fossil fuels emitted to transport items and for your shopping trip as well.

Worldly Goods and Jax Mercantile are two great Ames-based stores that are not only environmentally friendly, but offer great presents for the holiday seasons. Worldly Goods has a variety of fair-trade items ranging from jewelry, clothing, foods, and home décor. Jax Mercantile sells outdoor attire and supplies, many of which are made out of recycled materials. Or, find more Ames-located shops [here!](#)

## Homemade Creations

Another way to keep your gift-giving sustainable is to make your own gifts out of recycled material! For example, find an online recipe for homemade bath fizzes and decorate an empty glass jar as a container. Cheap picture frames from Goodwill can be up-cycled by using a homemade wood-staining recipe to give them a unique vintage look. Place a memorable picture inside and you have a personalized gift. Feeling inspired? [Find your own DIY niche!](#)



## Gifts that Keep on Giving

For gifts that are sustainable for others' lives, make a donation to Heifer International in honor of your loved one. This organization not only gives livestock to less-fortunate families in other countries, but teaches them how to take care of it and use it to make an income. When their livestock has offspring, the recipients give the offspring to others in need in their community, thus repeating the cycle. Heifer International sends a holiday card to the person the donation is in honor of and is a reminder of how fortunate we are.



Another great gift that gives back are Toms shoes. For every pair of Toms shoes purchased, a pair of shoes is given to a child in need. Giving sustainably is not only a gift to your recipient, but also a gift to the world, too.

Interested in wildlife, the arts, or other great causes? Check out these [charities](#) to find the right one for you and your recipient!

## In With the New, New Life to the Old

Written by: Melanie Anderson, Junior in Journalism and Mass Communication

The holiday season is a festive time when many people celebrate by purchasing gifts for friends and family. From Black Friday to Cyber Monday, old items are replaced by these new gifts leaving many people questioning what to do with the old. There are many environmentally friendly options when it comes to recycling items such as electronics, appliances and clothing.

## Electronics & Appliances

Best Buy, located on Duff Avenue, as well as across the state and nation, is an electronic superstore known for providing consumers with all their technology needs. They also have a variety of resources to allow for improved environmental sustainability. In stores' entryways, recycling bins are located where electronic items are accepted for recycling. For other recycling opportunities in your area, go to [earth911.com](#). Appliances may also be replaced this holiday season. If purchasing new appliances, Best Buy also has a pick up and haul-away program that removes old appliances. And don't forget to contact your utility provider to see if your new purchase qualifies for a rebate.

## Clothing

USAgain (pronounced "use again") is a textile-recycling company that collects used clothing items through dropboxes placed in metro areas across the country. The company then redistributes the used items to places in great need. USAgain has seven dropbox locations in Ames that can be found at [usagain.com](#).

Goodwill is another great option located close to campus that is available for ISU students and faculty to donate used clothing and household items. If stopping in before the holidays, Goodwill is also known for a great location to pick up a holiday favorite, an ugly Christmas sweater! The Ames Goodwill is located on Lincoln Way near the West Hy-Vee. In addition, most communities have a number of donation options for needy causes.



# Green It Yourself Decorations

## 'Tis the Season to be Sustainable

The holidays are a time for family, friends and celebration. But it's also an excellent opportunity to put sustainability fully into action.

**Economic Sustainability:** Don't break the bank as you do your holiday spending. Even though it's a time known for the exchanging of gifts and decorating, there are many things you can do while still being financially smart. Consider making homemade gifts, having a white elephant gift exchange, reusing old ornaments for decorations or purchasing secondhand ornaments.

**Social Sustainability:** This season, think about the people around you and what you can do to help them. Perhaps it's donating to a charity, volunteering at a food shelter or helping a neighbor in need.

**Environmental Sustainability:** Try to minimize your waste this season. Reuse wrapping paper, send leftovers with your guests and recycle or donate old electronics and clothing that would otherwise be thrown out.

## Did You Know?

**\$708** is the average amount each shopper plans to spend on gifts, with more than half going toward gifts for kids?

**\$96** is the average amount each person plans to spend on food and candy?

**\$46** is the average amount each person plans to spend on decorations?

**\$2.6 billion** is the average amount spent on gift wrapping worldwide?

Written by: Rebecca Chamberlin, Sophomore in Global Resource Systems

## DIY Snow Globes

Get crafty with your mason jars! For do-it-yourself snow globes put glitter inside a glass mason jar as well as pine branches, painted pine cones, or a small holiday figurine bought from a secondhand store. Screw the top back on and turn upside down to see your new snow globe in action.



## All Natural Ornaments

Go all natural with your ornaments this season! Simply collect some pinecones and wrap with yarn, twine or ribbon. If you want to give them a little something extra, spray with glitter or snow spray.



## Up-cycled Ornaments

Here's a "bright" idea for your holiday decorating: instead of buying new ornaments, try painting and adding glitter to burnt out light bulbs. Tie a piece of ribbon to it and you have a perfect hanging ornament.



For more information about these ideas, and many more GIY decorations, check out our new Live Green! blog: [All Things \[Live\] Green.](#)

## Can-Do Lanterns

Light up your holidays with these unique lanterns - made out of soda cans! To do this, fill empty soda cans half way with water and freeze them. Then, cut vertical strips down the sides of the cans with an exacto knife. Let the can thaw, and then remove two strips so that you can eventually fit a tea light in. Squish the can slightly so that it achieves a lantern shape and then put your tea light in!





# Fall 2012 Semester Highlights

## NUMBERS

1.6

million less gallons of water were used this September compared to last.

1.3

million kilowatt hours were saved this September compared to last year.

22

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

3.1

tons of football game day trash recycled at each home football game.

40+

student organizations supporting living green and sustainability.

## EVENTS

Greeks Go Green kicked off the school year with a Lake LaVerne cleanup. They also hosted a clothing swap in partnership with another student organization, Closets Collide.



The annual CyServe event kicked off with a Campustown cleanup. Students also volunteered at several locations around Story County.



ISU Dining hosted Iowa State's first Compost Day, educating students on how the composting process works at Iowa State.

Iowa State's 4th annual National Campus Sustainability Day welcomed 32 local businesses and campus organizations, as well as more than 300 visitors.



## HONORS

Iowa State University was one of two institutions selected to present at GreenBuild 2012 highlighting research completed through US Green Building Council's R2P2 Program.



The National Electrical Contractors Association (NECA) student chapter at Iowa State was awarded third place at the annual Green Energy Challenge.



Iowa State University's State Gym recreation facility was awarded Platinum LEED certification by the US Green Building Council.

Bernardo del Campo, doctoral student in mechanical engineering and biofuels, was one of 25 students to receive the international Green Talents award.



# Green Odds & Ends

6.

HARVARD UNIVERSITY HARVARD FOREST

## RESEARCH PROGRAM IN Ecology



### A Summer at Harvard

Are you interested in ecology? Looking for something to do next summer that will boost your resume, all while getting paid for it? Then the Research Program in Ecology at Harvard University might be just the thing for you.

Thirty undergraduate students will spend 11 weeks in Boston exploring Harvard Forest, working on field and laboratory studies, computer modeling and scientific writing alongside senior researchers at Harvard University.

Don't miss out on this opportunity to learn more about your field of study! Applications are due Feb. 1, 2013.

### Destination Iowa State Wants YOU!

Know a student who would make a great leader? Encourage him or her to be a team leader during Destination Iowa State, Aug. 22-24, 2013. This is an excellent way for current students to show their Cyclone pride, be part of a team, develop leadership skills and earn up to \$250. More information and an application form are online.

### Make WeCar Your Car

Did you leave your car at home? Need a lift somewhere, but don't want to make the trip to the stadium to pick your car up? Never fear, WeCar is here! Whether it's for a couple of hours or for the weekend, WeCar makes it easy for you to get around.

For more information, visit [www.wecar.com/iowastate](http://www.wecar.com/iowastate)

### Live Healthy, Iowa!

Healthy living means sustainable living. So what are you waiting for? Take the 10-week wellness challenge from Jan. 28 to April 5! Registration opens Dec. 19.



To get started early, here are some tips for healthier holiday eating!

1. Don't skip meals and try to save up for the "big meal"—you will be more likely to overeat! Eating a balanced breakfast will keep you from overeating as the day goes forward.
2. Limit your meal to only one plateful –consider using a smaller plate to limit portions.
3. Watch your beverage intake. Calories can add up quickly and liquid calories do not provide a sensation of fullness.

Click here for a list of more healthy tips!

### Got (Mixed) Paper?

Does your building have mixed paper, such as old magazines or phonebooks that need recycled? Facilities Planning and Management will be collecting mixed paper for recycling Dec. 19-21.



Complete a request form to take part in this opportunity. For more information or questions, call 294-0692.

### Get some Green!

Is your organization looking to make some extra money? Sign up to adopt the Memorial Union recycling bins. All you have to do is check the bins regularly, remove the contents and cash in all the redeemable containers. The money you make is yours to keep!

Contact [murecycling@iastate.edu](mailto:murecycling@iastate.edu) to sign up and for more information.

### Talk to Us!

Questions, comments or suggestions? We'd love to hear from you! Merry Rankin, Director of Sustainability, [mrain@iastate.edu](mailto:mrain@iastate.edu) | Rachele Rowe, Campus and Community Engagement Intern, [rtrowe@iastate.edu](mailto:rtrowe@iastate.edu) | Joy Wessels, Marketing and Communications Intern, [jwessels@iastate.edu](mailto:jwessels@iastate.edu)



# December 2012 Events



Designed by: Hayley Lindly, Junior in Journalism and Mass Communication

## December 7, 8, and 9

ISU Forestry Club Tree Sales  
@ Reiman Gardens  
Friday Sales: 3:00 p.m. - 8:00 p.m.  
Saturday Sales: 9:00 a.m. - 5:00 p.m.  
Sunday Sales: 12:00 p.m. - 6:00 p.m.

## December 8

Indoor Farmer's Market  
@ North Grand Mall  
9 a.m. - 9 p.m.

## December 8

Alternative Gift Market  
@ Wheatsfield Cooperative  
10 a.m. - 4 p.m.

## December 15

Butterfly Blizzard Release  
@ Reiman Gardens  
8:00 a.m. - 9:30 a.m.

## December 10

Osborn Club Lecture: Designing  
Energy Efficient Buildings  
@ Molecular Biology Building  
7:00 p.m.

## December 18

DIY Holiday Gifts  
@ Wheatsfield Cooperative  
7 p.m.

## December 19

Live Healthy Iowa Challenge  
Registration Opens

2.25.13

sustain  
a  
palooza

## Save the Dates...

Join Live Green!

February 25  
Sustainapalooza  
Sustainability Poster Reception  
Charles Fishman Lecture

February 26  
Symposium on Sustainability

Symposium  
on Sustainability  
2.26.13

## Mark the [Live Green!] Calendar

Does your organization have an event coming up that's related to sustainability? Get it on the Live Green! Calendar! Contact Merry Rankin ([mrarkin@iastate.edu](mailto:mrarkin@iastate.edu)) for more information.



# Sustainability in Action

Compost Day



Lake LaVerne Cleanup



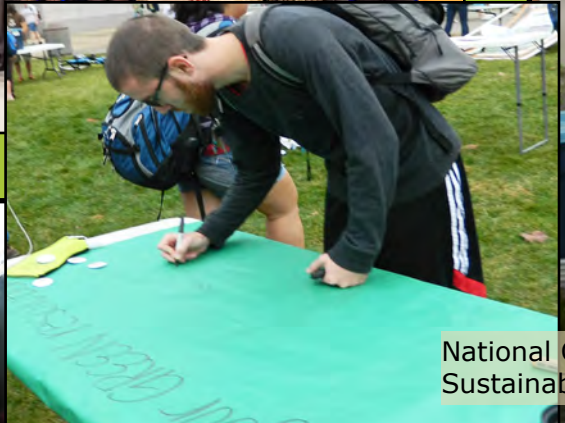
NECA 2012



CyServe



Green Talents 2012 Award Recipients



National Campus Sustainability Day



Clothing Swap





# LIVE GREEN! MONTHLY

FEBRUARY 2013 ISSUE 3 VOLUME 3

## Save the Dates!

February 25  
5pm - 9pm

Sustainapalooza  
Sustainability Poster Reception  
Charles Fishman Lecture

February 26  
8:10am - 12:30pm

Symposium on Sustainability

There's still time! Reserve space at the poster session. Deadline is Feb. 15. Complete a nomination for the Live Green! Excellence Awards. Deadline is Feb 12.

## WHAT'S INSIDE

**GREEN YEAR RESOLUTIONS:** Even though the new year has already begun, follow some monthly tips to start living green all year long on page 2.

**VALENTINE'S DAY:** From dates to gifts, find everything you need to know to celebrate a sustainable February 14th on pages 4 and 5.

**SYMPOSIUM ON SUSTAINABILITY:** From walking the green carpet to discussions with corporate leadership, don't miss two days full of celebrating living green! Find the schedule of events on pages 8 and 9.

## THREE THINGS YOU'LL LEARN

1. The new wind turbine on campus will account for \$18,000 of Iowa State's annual electricity needs.
2. The Kimberley Process Certification Scheme created in 2002 ensures that 99% of today's diamonds are conflict-free.
3. Charles Fishman, author of *The Big Thirst* and *The Wal-Mart Effect*, is the public lecturer for the Sustainapalooza event.

Happy 2013 Cyclones! And welcome back to campus for the spring semester!

This semester offers many great opportunities to get involved in sustainability and living green! There are a number of fantastic speakers that the Lectures Program has lined up throughout the semester focused on a variety of sustainability topics. There are also a lot of sustainability-minded activities that student organizations have planned as well as volunteer opportunities taking place in the Ames community that offer additional ways to connect to and support living green and a sustainable future.

This issue of Live Green! monthly kicks off the excitement the 2013 spring semester offers with information on all of these topics (and more). Featured in this month's issue is the university's signature Symposium on Sustainability event, taking place Feb. 26. This a great event to attend to learn about what's green and sustainable at Iowa State University. We are excited to have sustainability officers from Iowa-based, multi-million dollar companies providing a keynote panel discussion, as well as student, faculty and staff leaders presenting sustainability accomplishments and initiatives specifically related to energy and curriculum at this year's event.

This year's event kicks off on Feb. 25 with the student-planned and organized Sustainapalooza event, as well as a sustainability poster reception, and a public lecture from Charles Fishman, author of *The Big Thirst* and *The Wal-Mart Effect*. This year's Sustainapalooza is featuring "Green it Yourself" Centers that will offer a chance to get hands-on experience with green cleaning, slow fashion, urban gardening and decoding food labels.

I look forward to a great and green semester! See you at the Symposium!

Yours in greenness,

*Merry Rankin*  
Director of Sustainability



# GREEN CELEBRATIONS

## LIVE GREEN! SPOTLIGHT DESIGN ACROSS BOUNDARIES [DaB]

“As designers, sustainability is always a key aspect of anything we work on. We believe sustainability includes, but goes beyond simply being about the environment. We also look at sustainability from a social and economical standpoint.”



This mentality is common for many of today's architects, engineers and designers in general, including a new student organization at Iowa State, Designers across Boundaries (DaB), led by President Zach Sunderland.

DaB emphasizes developing projects that come from a full understanding of humanitarian issues, and that focus on benefiting communities in need.

“We want students to join who understand our mission and want to utilize their knowledge and experience to be servants in their local and global communities,” said Sunderland. Aside from architecture students, DaB also consists of engineering, interior design and anthropology majors.

DaB's mission is two-fold: it aims to serve both local areas as well as national and international areas. Their current semester project is developing a Youth Complex in La Croix, Haiti.

Many of their projects also offer the opportunity for travel.

“No matter what the project, we always want to seek reliable information and build strong relationships with the community we're serving,” said Sunderland. “So we would like to first travel to the site in order to better understand the project and build relationships with the community.”

If you'd like to learn more about Design across Boundaries, contact Zach Sunderland ([zachdcs@gmail.com](mailto:zachdcs@gmail.com)).

## WINDS OF CHANGE



Over the past eight months, a project has been in the works that would give Iowa State a name in the wind energy movement. At the end of December, the project came to fruition on the northeast side

of campus – a wind turbine standing 160 feet tall. This isn't the first of Iowa State's involvement and interest in wind energy, nor will it be the last.

Iowa State buys some of its energy from Nextera Energy Resources in northeast Story County, said Randolph Larabee, assistant director of utilities and project manager.

In order to meet some external requirements, the turbine on campus stands shorter than most turbines made by Nextera.

“Three factors came into play with installing a wind turbine on campus,” said Larabee. “First was the height because of the proximity of the Ames airport. A turbine exceeding 200 feet would have needed warning lights.”

The second factor took into consideration the potential failure of the turbine. The project team had to find a location, that if the tower failed it wouldn't damage a structure within 160 feet, said Larabee.

Project members also had to find a location to connect the wind turbine to the electrical system. The chosen location allowed that connection to be made within 100 feet of the turbine.

The implementation of the wind turbine on campus is just a symbol of Iowa State's ongoing interest in renewable energy. It's projected to produce an average of 183,330 kilowatt hours of energy each year, accounting for 0.12 percent, or \$18,000 of Iowa State's annual electricity needs.

“I expect more wind turbines will be installed at Iowa State in the future,” said Larabee. “But there are currently no plans for building more.”



# GREEN YEAR >>> RESOLUTIONS

From weight loss to breaking bad habits, we use the promise of a new year to make positive changes to our lifestyles. While you might have already set goals for 2013, why not try implementing some greener changes for a greener you? Better yet, follow these month-by-month tips for an easier transition.

## FEBRUARY

### >>>Engage in Fair Trade

February is a month of love, so extend your warm, fuzzy sustainable feelings toward your Valentine! Consider companies taking part in cocoa sustainability initiatives. Look for their products while shopping locally. Try buying delicious fair trade goodies at Worldly Goods or Wheatsfield right here in Ames!

## MARCH

### >>>Green Your Diet

March is National Nutrition Month! Improve your diet by incorporating local produce into your meals. Check out local grocery stores in Ames for fresh and local produce, showing your support for local communities as well. Or, check out our blog to see what produce is in season before you do your grocery shopping.

## APRIL

### >>>Earth Day Every Day

Focus on your community during April. Celebrate your community through improvement projects like clean-ups and fundraisers. Don't know where to start? VEISHEA's Day of Service is on April 6th, and has several community service projects both on and off campus. It's a fun way to help out the Iowa State and Ames communities!

## MAY

### >>>Clean Green

Freshen your dwelling by cleaning up with supplies that don't contain toxins. Make your own cleaning products with everyday items to spend less money and to decrease the amount of chemicals in your home. Clean with items such as baking soda, white distilled vinegar, tea tree oil and corn starch. Learn how at Green American.

## JUNE

### >>>Green Your Green

Support your community and consider moving your accounts to a community investing bank or credit union. Make sure that your investments align with your values and are socially and environmentally responsible.

## JULY

### >>>Dig into Composting

Summer is a great time to start composting. Recycle your organic materials by composting instead of tossing them. Think you can't compost because you live in an apartment? Try composting with a red-worm bin!

## AUGUST

### >>>Reduce Your Paper Trail

While you're enjoying your time outside before classes start, consider helping preserve the trees that help keep summer lovely. Work on reducing your paper waste, or if you need paper, purchase products with a high post-consumer recycled content.

## SEPTEMBER

### >>>Green Your School Supplies

When you shop for class materials, consider the environment. There are many sustainable products available including folders, notebooks, refillable pens and nontoxic supplies. Do you have school supplies leftover from last semester? Don't toss them out! Reuse them to save some money and resources!

## OCTOBER

### >>>Energize Your Habits

October is Energy Awareness Month! Make your home more energy efficient by using LED lights. When buying new products, purchase those with the highest-rated efficiency models. Unplug your appliances when they're not in use.

## NOVEMBER

### >>>Reduce, Reuse, Recycle

Celebrate America Recycles Day by reducing your waste. Use products that have more than a single use. Replace these things with reusable items like reusable bags, water bottles and takeout containers.

## DECEMBER

### >>>Green Your Holidays

Save resources during your celebrations by making handmade items. Or, consider buying local products to support your community. There are tons of locally owned shops in Ames where you can find gifts for anyone on your list.

## ALL THINGS [LIVE] GREEN

For more information on green resolutions, or for more tricks and tips to living green, check out our blog! [isulivegreen.blogspot.com](http://isulivegreen.blogspot.com)



# VALENTINE'S DAY GREEN GUIDE

## PART I: "GREEN" DATES

Find an extra special way to celebrate your loved ones and the relationships you share this Valentine's Day. Celebrations can come in many forms. From sharing time together to trying new things, do something unique this year that not only sustains your special bonds but also the environment as well!

### ART LOVERS

The Workspace in the Memorial Union features two art classes that use recycled materials. Beyond Basics: Recycled Glass Beads is a class that teaches participants how to make beads out of materials from their recycling bin! Recycled Aluminum Jewelry is a class that teaches how to make jewelry out of aluminum cans. You can also enjoy open studio time at the Workspace to work on your own creations.



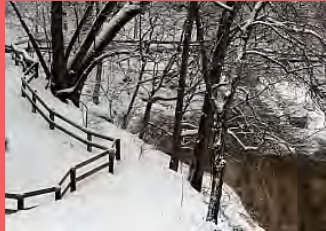
You can also check out the Octagon Center for the Arts in Ames. The Octagon offers several different classes throughout the winter months from wheel throwing to personalized painting.

Another idea is to take your date to Kil'n Time Studio on Main Street. Kil'n Time is a pottery studio that offers open studio time and wheel throwing classes on Saturdays from 10:30-12:30 p.m.



### OUTDOORS LOVERS

Maybe you're the outdoorsy kind. Grab your significant other or a group of friends and head outside! The Outdoor Recreation Program offers two trips close to Valentine's Day. Taking a trip through the ORP is not only financially sustainable, but the group travels together, saving fuel too. The first is a snowboarding and skiing trip at Seven Oaks on Feb. 13 from 5:30-9:30 p.m. The second is a weekend snowshoeing trip to Ledges State Park, leaving at noon on Feb. 16. Check out prices and registration deadlines here.



Want to go on your own adventure? If there's a blanket of snow on the ground, try cross-country skiing in Ames.

You can rent skis from ORP and Jax Mercantile for a great price.

You can also go for a winter day hike at Ledges State Park in Boone or McFarland Park in Ames.

Also consider visiting Reiman Gardens. Check out the butterfly garden and end the visit by stopping in the gift shops and picking out a Valentine's Day gift for each other.



### FOOD LOVERS

Why not celebrate your relationships through a love for food? Eat local this Valentine's Day by going to The Café. It's not only delicious, but The Cafe purchases many of its food products from local farmers and vendors.

Some other local eateries include Arcadia and Lorry's Café. Arcadia composts their coffee grounds and their counter tops are made from reclaimed trees around the Ames area. Lorry's Coffee offers Fair Trade Organic coffee and tea as well as organic syrups. There's also Stomping Grounds on Welch, which buys locally grown food and dairy as well as organic coffee beans from Counter Culture Coffee.

Want to make your own food? Take a cooking class! Cook's Emporium on Main Street offers a homemade pasta making class on the 14th from 6-8 p.m.

Perhaps you want to keep it casual and cook at home. You can still incorporate sustainability into your meal by buying local and seasonal produce. To see what produce is in season right now, check out the Live Green! Blog.



# VALENTINE'S DAY GREEN GUIDE

## PART II: "GREEN" GIFTS

Valentine's Day arrives each year with new expectations for creative gifts that will reflect your relationships. Whether it is with a significant other or your best friends, be prepared this year with sustainable gifts for any personality!

### LOCAL LOVE

Shopping locally for gifts reflects sustainability at its best. You're supporting the local economy and cutting down on transportation costs. Local options are endless. Take a look on Main Street or Campustown to find the perfect gift!

Worldly Goods, also on Main Street, is a nonprofit retail store that specializes in the handcrafts of low-income artisans, from handcrafted pillows to organic coffee beans.

Jax Mercantile is a great place for the outdoorsy type. Not only do they offer an endless amount of outdoor clothing and equipment, many products are also made of recycled material.



### JEWELRY: A COMMITMENT TO YOUR LOVED ONE AND THE PLANET



The advertising campaign, "A Diamond is Forever" has influenced women to believe a diamond ring represents a strong, lasting relationship. While buying a diamond can be an exciting experience, it can also help support a sustainable future for global communities.

Consider buying a conflict-free diamond this Valentine's Day. The term conflict diamond is used to describe jewels that were traded on a black market by rebel militia during wartime in the 1990s, in wartorn places like Sierra Leone.

To put a stop to the sale of conflict diamonds, the United Nations adopted the Kimberley Process Certification Scheme in 2002. This process tracks the flow of diamonds from mines to market, ensuring conflict-free diamonds and setting strict environmental and social regulations on the diamond industry. As a result of this effort, the UN states that 99 percent of all diamonds are conflict free, meaning profits aren't used for war funding.

All diamonds in the U.S. should come with a Kimberley Process certificate, which you can ask to see at any diamond jeweler.

Buying recycled gemstones and jewelry made from recycled metals is also an option. "You can take a diamond from 1920, remount it into a ring from 2013, and the diamond looks the same," said Kyle Youngberg, Ames Silversmithing manager.

Regardless of what kind of jewel you might be buying this Valentine's Day, be sure to do your research. Jewelry symbolizes a commitment, so consider it one to both your loved one and social sustainability.

### GIFT IT YOURSELF

Are you the DIY type? Homemade gifts are sustainable ideas that can save packaging and money. Even if your gift idea is a simple card, put your creativity to use instead of purchasing one. The possibilities are endless and fit all creative skill levels to inspire your "GIY".



### CYBER SHOPPER

Shopping online? Look for sites that practice sustainability. Uncommon Goods and The Vine have great gifts for him and her, and many of their products are handmade and recycled. From clothes to gadgets, these sites are the perfect place to look for sustainable gifts.



Give a gift that keeps on giving. Instead of buying gifts, consider donating to your loved one's favorite charity. Charity Navigator lists hundreds of charities to choose from.



# GREEN ODDS & ENDS

## GREEN RECOGNITION FOR IOWA STATE'S LIVE GREEN! REVOLVING LOAN FUND

Iowa State University has set its sights on implementing green practices all across campus, not only making the university a leader in education, but also a pioneer for practicing sustainability.

Iowa State is also being recognized for implementing these practices. The university was recently recognized in a new publication, Green Revolving Funds: An Introductory Guide to Implementation & Management. The guide provides direction for colleges in the United States wanting to set up a green revolving fund (GRF) – an internal investment tool that provides financing to parties within an organization for implementing sustainability projects that generate cost-savings.

Iowa State was among nine other universities, including Harvard and Stanford University, used as a case study for setting up and using a GRF. The university is recognized for its initiatives in waste diversion, energy conservation and efficiency.

Iowa State University's \$1 million Live Green! Revolving Loan Fund launched in 2008, and has provided capital for more than 11 unique projects throughout campus.



## BUY BULBS, SUPPORT THE GARDENS

Are you a fan of flowering bulbs and Reiman Gardens? There's a new way you can indulge in one while helping raise money for the other.

Bloomin' Bucks with Brent & Becky's Bulbs is a progressive fundraising program that helps earn cash for certain non-profit organizations, including Reiman Gardens, on every order purchased through Brent & Becky's Bulbs. Simply click on the organization of your choice, go to Brent & Becky's Bulbs website and a portion of every dollar spent goes to that organization.

As you are doing your spring planning and reserving your flowering bulbs, consider shopping through Brent & Becky's Bulbs and treat yourself and Reiman Gardens to a little more green.



## COLLIDE CLOSETS AT THE CLOTHING SWAP



Has the new year brought with it a new wardrobe? Or are you looking to change your style up? Before you toss the old or buy new, consider donating your gently used clothing to the Closets Collide Swap on Feb. 25! If you donate old clothing, you can come to the swap and pick out new clothes for your wardrobe, all while learning about sustainability.

The event will be held from 1-5 p.m. at the Collegiate United Methodist Church on Lincoln Way.

Clothing drop off times: 10 a.m.-Noon  
Workshops: 10 a.m.- 4 p.m.

For more information contact Kelsie Witt  
([kdwitt@iastate.edu](mailto:kdwitt@iastate.edu)).



# GREEN ODDS & ENDS

## AVOID WINTER WOES OF DRIVING

Need to use your car but don't want to brave the blustery Iowa weather to get to it? Want to get out of town for a weekend but you left your car at home? Your problem is solved: Use WeCar. WeCar is an easy, convenient and inexpensive way to get around, or out of town. So, instead of making the trek to get your vehicle from the stadium, or shovel it out from the snow, learn more about what WeCar has to offer.

Weekdays:	Weekends:
\$8.00/hour	\$8.50/hour
\$56.00/day	\$56/day
\$35.00 overnight	\$35.00 overnight



For more information, visit [www.wecar.com/iowastate](http://www.wecar.com/iowastate)

## RECYCLE FOR CASH

Attention all student organizations! Are you looking for some extra cash to help fund your spring events? Consider adopting the Memorial Union recycling bins for a month this semester. All you have to do is check the bins every few days, remove the contents and cash in all the redeemable containers. The money you make is yours to keep!

Contact [murecycling@iastate.edu](mailto:murecycling@iastate.edu) for more information and secure a month of fundraising for your organization.



## HELP STUDENTS FEED STUDENTS

Do you have any non-perishable goods you don't think you'll use? Are you short on money and having trouble paying for groceries. Students Helping Our Peers (SHOP) can help.

The SHOP is a free food pantry on campus open to students, serving 30-40 people each month.

Donations can be dropped off at any time at 2312 Food Sciences Building, or they can be dropped off in The SHOP (Room 2616 in Food Sciences Building) during operation hours. For more information, contact Andrew Doherty ([adoherty@iastate.edu](mailto:adoherty@iastate.edu)).

### Hours:

Tuesdays 3 p.m. - 6 p.m.      Wednesdays 4 p.m. - 7 p.m.  
Thursdays 4 p.m. - 7 p.m.



## EXPANDED RECYCLING OPPORTUNITIES



If you have some recycling on your hands, and you don't know what to do with it, drop it off at Carver, Physics or Zaffarano Hall! Recycling bins can be found on the main floor public areas of these buildings. The bins take mixed paper, cardboard, and plastic and glass food and drink containers.




# SYMPOSIUM ON SUSTAINABILITY

Connecting Today's Bottom Line with a  
Sustainable Future: Our Growing Commitment


## PRE-SYMPOSIUM

### SUSTAINAPALOOZA

Monday, February 25, 2013 Memorial Union Sun Room and South Ballroom

 **5:00 - 5:15pm**

Welcome & Opening Remarks

 **5:15 - 7:00pm**

Opening of the Live Green! Carpet

#### Wall of Cardinal, Gold & Green


Add your green pledge to the wall, receive a sustainability-minded appreciation gift and be photographed on the Live Green! carpet.

#### Empowering Centers

Come enjoy hands-on opportunities to learn and hone sustainable living skills, like urban gardening, green cleaning, slow fashion and reading food labels for a healthier lifestyle.

#### Sustainability Poster Session

Learn more about sustainability initiatives at Iowa State University through a poster session featuring sustainability in research, administration, operations, student organizations and the Ames community.

 **7:00 - 8:00pm**

#### Poster Session & Public Reception

The poster session is opened to the public to come and look at posters and talk to the poster presenters.

 **8:00pm**

Public Lecture - The Future of Water  
Memorial Union Great Hall



Charles Fishman, author of *The Big Thirst* and *The Wal-mart Effect*, is a former metro and national reporter for the Washington Post, and was a reporter and editor at the Orlando Sentinel and the News & Observer in Raleigh,

NC. He has won numerous awards, including three times receiving UCLA's Gerald Loeb Award, the most prestigious award in business journalism.

You've Been Caught  
**GREEN HANDED!**



Members of the Green Umbrella are out and about looking to catch YOU "green-handed" and include your picture in the slideshow at Sustainapalooza. Be prepared!



## CALL FOR POSTERS & AWARD NOMINATIONS

There's still time to reserve space in the poster session! And nominations for the Live Green! Excellence Awards are still being accepted! More details on the Live Green! [website](#).



# SYMPOSIUM ON SUSTAINABILITY

Connecting Today's Bottom Line with a  
Sustainable Future: Our Growing Commitment

## SYMPOSIUM ON SUSTAINABILITY

Tuesday, February 26, 2013 Memorial Union Great Hall

### 7:30 - 8:00 a.m.

Registration, Continental Breakfast and time to view posters

### 8:10 - 8:15 a.m.

Announcements, Welcome and Introduction of the President

Merry Rankin, Director of Sustainability

### 8:15 - 8:30 a.m.

**Welcome and Opening Remarks**

Dr. Steven Leath, President, Iowa State University

### 8:30 - 9:30 a.m.

**Sustainable Innovations to the Triple Bottom Line: A Discussion with Corporate Leadership**

This session features perspectives from four Iowa-based, multi-million dollar corporations regarding their consideration of and commitment to sustainability.

**Adam Hammes**, Manager of Sustainability, Kum and Go

**Daniel Krohn**, Global Sustainability Lead, Becker Underwood, Inc/BASF

**Michael Smith**, Associate Vice-President Real Estate and Sustainability, Hy-Vee, Inc.

**Liv Watson**, Director of International Business Development, WebFilings

### 9:30 - 9:45 a.m.

Highlighting our 2012 Live Green Journey and Visions for 2013

Merry Rankin, Director of Sustainability

### 10:00 - 11:00 a.m.

**Energy Innovation for Today and Tomorrow - A Multidisciplinary Approach**

This session features cutting edge research that is leading us to sustainable energy innovations of tomorrow as well as "on-the-ground" projects and initiatives taking place in campus operations and management.

**Dr. Robert Brown**, Professor, Mechanical Engineering, Chemical and Biological Engineering, and Agricultural and Biosystems Engineering, Director, Bioeconomy Institute and Center for Sustainable Environmental Technologies

**Jeff Witt**, Director, Utilities Services, Facilities Planning and Management

**David Correll**, Graduate Student, Business Administration, Co-Founder, ISU BioBus

### 11:00 a.m. - Noon

**Sustainability Infused Curriculum – Innovating the Classroom and Laboratory**

This session features faculty commitment and innovation related to expanding and diversifying sustainability experiences offered to students.

**Dr. Cinzia Cervato**, Professor, Geological and Atmospheric Sciences

**Dr. Arne Hallam**, Assoc. Dean, College of Liberal Arts and Sciences, Professor, Economics

**Tom Nepl**, Lecturer, Landscape Architecture

**Mary Harris**, Asst. Professor, Natural Resource Ecology, and Management

### Noon - 12:30 p.m.

**Presentation of the 2013 Live Green Awards for Excellence in Sustainability**

The Live Green Award for Excellence in Sustainability recognizes Iowa State University faculty, staff, and students who are currently making an impact on the campus' sustainability efforts by generating awareness and interest through initiatives that focus on teaching, research, outreach and/or operations.

For more information  
on the Symposium or  
Sustainapalooza, or to  
register for the event, visit  
[www.livegreen.iastate.edu](http://www.livegreen.iastate.edu).



# FEBRUARY 2013 EVENTS

# FEBRUARY 12

Solving the Energy and Climate  
Change Challenge | Lecture  
Secretary of Energy Steven Chu  
South Ballroom, Memorial Union  
4 p.m.

## FEBRUARY 15 & 16

Social Justice Summit  
Hach Hall North Lobby  
Friday: 6 - 9 p.m.  
Saturday: 9 a.m. - 4 p.m.

## FEBRUARY 13

Recycled Aluminum Jewellery  
Workspace, Memorial Union  
6:30 p.m.

## FEBRUARY 12

Climate Suffering | Lecture  
Paul Wapner  
Sun Room, Memorial Union  
8 p.m.

## FEBRUARY 17

Beyond Basics: Recycled Glass Beads  
Workspace, Memorial Union  
1 p.m.

**FEBRUARY 1**  
Sun Room, Memorial Union  
8 p.m.

**FEBRUARY 3**  
Recycled Glass Beads  
Memorial Union

**FEBRUARY 25**  
Soyzo  
Memorial Union

**FEBRUARY 21**  
Wheatsfield Cooperative Food Bank  
for Sawyer Elementary  
10% of sales from deli hot  
salad bar are donated.

**FEBRUARY 26**

## FEBRUARY 25

Sustainapalooza  
Sun Room, Memorial Union  
5 - 8 p.m.

## FEBRUARY 25

The Big Thirst | Lecture  
Charles Fishman  
Great Hall, Memorial Union  
8 p.m.

## FEBRUARY 26

Writing and the Environment | Discussion  
Charles Fishman  
Cardinal Room, Memorial Union  
9 a.m.

**FEBRUARY 21**

Wheatsfield Cooperative Fundraiser  
for Sawyer Elementary Garden  
10% of sales from deli hot bar and  
salad bar are donated.

**FEBRUARY 26**

Symposium on Sustainability  
Great Hall, Memorial Union  
8 a.m. - 12:30 p.m.

## LOOKING AHEAD...

## MARCH 19 & 20

Road Map for Resilience: Empowering Iowa's  
Local Food Economy | Conference  
ISU Scheman Building

Questions, comments or suggestions? We'd love to hear from you! Merry Rankin, Director of Sustainability, [mraink@iastate.edu](mailto:mraink@iastate.edu) | Rachelle Rowe, Campus and Community Engagement Intern, [rrowe@iastate.edu](mailto:rrowe@iastate.edu) | Joy Wessels, Marketing and Communications Intern, [jwessels@iastate.edu](mailto:jwessels@iastate.edu)



# LIVE GREEN! MONTHLY

MARCH 2013 ISSUE 3 VOLUME 5

## WHAT'S INSIDE

What is Sustainability? Learn all about it on page 3.

Headed somewhere for spring break? No matter where your destination, find helpful tips on pages 4 and 5 to help you have a more sustainable spring break!

Did you miss Sustainapalooza and the Symposium? Get the event highlights, award winners and photo breakdown on pages 6 and 7!

## 3 THINGS YOU'LL LEARN

1. Four phone apps that will help you dive into the local culture wherever your spring break takes you!
2. The three pillars of sustainability: environmental, social and economical.
3. How the FP&M custodial staff is incorporating some green into their daily routine.

Welcome to the March issue of Live Green! Monthly!

This issue is all about tips, apps and ideas for “adding more green to your routine”, especially in anticipation of spring weather and spring break. With spring break nearly here, the timing is perfect to give some things a try. Whether you are traveling near or far, or immersing yourself in a “staycation”, there are always opportunities to save a little more energy, produce a little less waste and leave a lighter footprint on the planet. I encourage everyone, while you are on break and not having to worry about homework and some of the daily grind, to try out at least one of the ideas offered in this month’s newsletter. Not only will you leave a little green wherever you go, but you just might discover places, food and local shopping you never would have found. In essence, try experiencing and impacting all the components that come together to bring about true sustainability (as discussed on page 3). And this you can do anywhere, at any time and on any budget!

But before you start your adventure, wherever it may be, here are a couple of reminders. First, make sure and check out page 8 and mark your calendars for a number of GREAT green opportunities coming up this month. Second, if you were not able to attend this year’s Symposium and Sustainapalooza events, make a note to catch the highlights and view a webcast of presentations on the Live Green! [website](#) when you return. Finally, if you do enjoy a few days away, take a quick “green run” through your room, apartment, house, office or lab and look for any ways to “keep it sustainable” while you’re gone. Unplug anything that does not absolutely have to be plugged in, turn down your thermostat, and report any water leaks and burned-out light bulbs you’ve noticed to your building supervisor, CA or apartment manager.

Thanks for all you do to “keep it green” at Iowa State University! Have a great break!

Yours in greenness,

*Merry Rankin*

Director of Sustainability



Find all the details and pictures from the Symposium and Sustainapalooza on pages 6 and 7!

Photos by Emily Harmon, Senior in Journalism and Mass Communication





# GREEN ODDS & ENDS

## LIVE GREEN! SPOTLIGHT CUSTODIAL SERVICES GREEN TEAM

There are many ways that people on Iowa State's campus aim to be sustainable in their everyday lives. The custodial services green team is no different.

For more than a decade, the **FP&M** custodial staff has been using green cleaning products in the General Services Building. From glass cleaner to mop heads made from recycled plastic bottles, the products used by the custodial staff demonstrate sustainability at its cleanest.

Richard Reckseen, facilitator for FP&M custodial services, says the move to green cleaning started with a concern for the health of the custodial staff.

What started as an initial use of 3M products, turned into a system incorporating and encouraging the use of more locally made products by switching to **TerraGreen** products made by Brulin.

While the FP&M custodial staff has several green cleaners at use, the team is always looking for new products to try.

"We're constantly looking for new and better things we can put into our arsenal to be more sustainable," said Reckseen.



Richard Reckseen getting caught "green handed" by **The Green Umbrella** co-president, Dylan Gaudineer, with green cleaning products.

## WELCOME TO THE LIVE GREEN! TEAM, LUCAS!



Lucas Mutti recently joined the Live Green! Team as the Sustainability Coordinator Graduate Assistant. He is currently developing white papers that highlight ISU's sustainable measures on campus, as well as conducting energy audits at the Colleges of Engineering and Human Sciences, to assist in identifying energy-efficient equipment options.

Lucas is now pursuing a Master of Engineering in Mechanical Engineering. In addition to working with the Society of International Engineers, he enjoys jazz music, playing the guitar and cooking.

## STOP, DROP AND SWAP!

Don't miss the **Closets Collide Clothing Swap** on March 10 from noon to 5 p.m. in the Sun Room and South Ballroom of the Memorial Union.

Clothing donations can be dropped off at the event from 11 a.m. - 5 p.m.



## RECYCLEMANIA!

Get in on the competition by helping Iowa State compete against other universities to see who can recycle the most material per student!



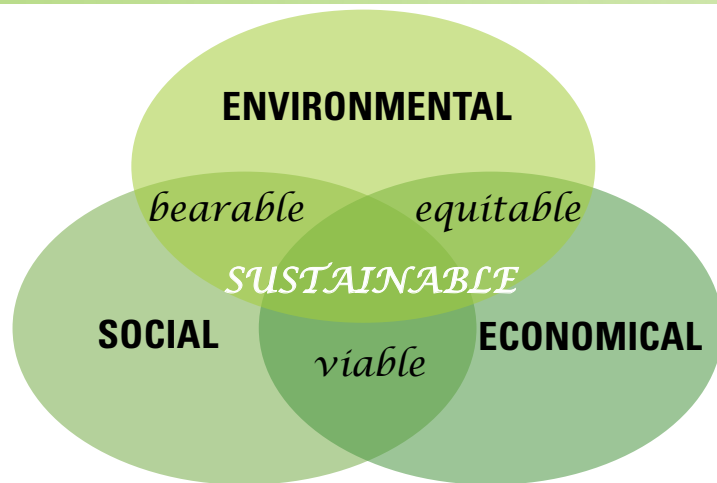
The event runs until April 5, so bring your recyclable items to designated bins in the residence halls. Contact [ghgexec@gmail.com](mailto:ghgexec@gmail.com) to find bins and for more information! For more general information about recyclemania, go to [www.recyclemaniacs.org](http://www.recyclemaniacs.org)



# WHAT IS SUSTAINABILITY?

**WRITTEN BY:** REBECCA CHAMBERLIN -  
SOPHOMORE IN GLOBAL RESOURCE SYSTEMS

When people talk about sustainability it's often easy to get confused as to what the term really means. Are they talking about the environment? Are they talking about society? Or are they talking about economics? Actually, sustainability deals with the interrelatedness of these three things. Sustainability is the ability to develop a system or process in which the present needs are met, but the livelihood and integrity of the environment, society and economy is not compromised in the present or for future use. So what effect does sustainability have on us as individuals? As organizations? As companies? From incorporating sustainability into our daily lives to considering the "triple bottom line", sustainability integrates three pillars: environmental, social and economical sustainability.



**ENVIRONMENTAL SUSTAINABILITY** focuses on using natural resources in a way that guarantees their current and future survival. It respects other organisms' and other generations' rights to the ecosystem -be that organism human or non-human - and only takes what is needed to thrive currently. Environmental sustainability initiatives are all around us – from individually reducing our carbon footprint to designing entire buildings that sustain the surrounding environment. In a time of over-consumption and waste, sustainable initiatives, habits and practices focused on the environment will be the ones ensuring a future for coming generations.

## SOCIAL SUSTAINABILITY

ensures the safety and future of social capital such as networks, human capital, cultures and government for the current and future generations. One form of social sustainability that has become increasingly more important to businesses is corporate social responsibility. From donating to a local charity to encouraging philanthropic involvement of employees, many businesses are looking to increase their "triple bottom line" by being more socially sustainable. This pillar of sustainability is also seen on an individual front right here on campus. From the event "A Day without Shoes" to workshops at the Workspace providing the opportunity to make clothes for children in Africa, social sustainability is a huge trend, and at the forefront on college campuses.

**ECONOMIC SUSTAINABILITY** relates to the present security of financial resources as well as those in the future. Monetary resources are used in the most efficient way to earn the maximum profit from the minimum input. Economic sustainability begs the question, am I being smart with my money? From putting your savings into a local bank to making financially wise decisions, economic sustainability emphasizes smart decisions to increase the longevity and value of your money.

The different elements of sustainability share common themes such as equity, responsibility and mindfulness of the future. However, they differ in that they each possess a unique idea of what is to be sustained. When the factors are integrated it is often difficult to achieve a perfect balance where each component is equally paid the same stewardship. Nevertheless, as long as the environment, society and economics are united and thriving, and there is a guarantee for their prosperity in the future, a system or process is truly sustainable.



# GREEN GUIDE TO: SUSTAINING YOUR SPRING BREAK



## PART I: GREEN [SPRING BREAK] LIVING

**WRITTEN BY:** MELANIE ANDERSON - JUNIOR IN JOURNALISM & MASS COMMUNICATION

Do you have plans for spring break? Will you find yourself on the beach, the slopes or relaxing at home? No matter where your destination, you can still incorporate some green habits into your vacation!

### A TWIST ON TRANSPORTATION

Heading to the Gulf or one of the coasts this March? Book your hotel within walking distance from the beach and other attractions at your destination! This will not only create a memorable view and activities for the week, but it will save gas and energy by not renting or driving a car, which are both savvy green initiatives. Or, inquire about renting a bike. Biking around town is a fun way to get to know the area, and an easy way to squeeze in some exercise!

If you end up staying at a hotel with a less convenient location, check transportation options with your hotel's guest services desk. Hotels often provide free shuttles to surrounding attractions that accommodate a number of people at once. If you're headed to a city, public transportation is a viable option as well, and inexpensive.

### REUSABLE WATER BOTTLES: THE GREEN CHOICE

Instead of buying plastic water bottles when you arrive at your destination this spring break, plan to pack a reusable water bottle like a Camelbak or a Bobble that has a water filtration system built in. This will save the plastic waste from the 24-pack of water and is a quick money saver as well! You can also bring a reusable coffee mug for your daily caffeine indulgence.

### AVOID THE TOWEL TWO-A-DAY

Just because there are copious amounts of fluffy towels for use, doesn't mean they can't be conserved! Hotels commonly allow their guests to opt out of daily towel service. Reusing your towel is a green choice! Not only does it improve the hotel's efficiency, but also allows for water conservation.



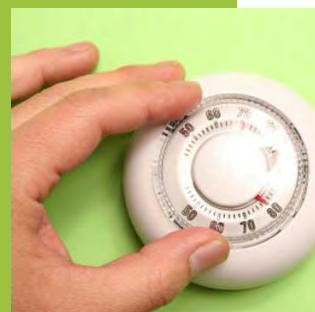
### LIGHTS OUT

This is an easy green choice for any time-- not just spring break! Making a conscious decision to turn the lights off when out of any room is a quick and easy energy conservation technique.



### DIAL IT DOWN

Anyone can appreciate the extra warm weather that a spring break vacation brings. An easy green choice is to keep the air conditioner down when you aren't at the hotel, or even turn it off until nighttime. If you're in cold weather regions, try lowering the heat when you're not around to save extra energy costs.



### INQUIRE ABOUT RECYCLING

Hotel room service takes care of the trash, but what about recycling? At your hotel, ask the front desk about any recycling options available to guests. This green choice may inspire other people to do the same!



### HOME, GREEN HOME

Staying home over spring break? Not to worry! You can still apply some green initiatives that give back to your hometown. If you'll be "detoxing" from school, give your computer a rest, too. Unplug and shut down electronics to conserve energy.

Demonstrate some social sustainability as well by giving back to your community. Volunteer at an animal shelter, take part in a park clean up, or help out at a food shelter. Green deeds are great for the environment and for the soul!



# GREEN GUIDE TO: SUSTAINING YOUR SPRING BREAK



## PART II: LIVING THE LOCAL CULTURE

WRITTEN BY: MADI LINKENMEYER - SENIOR IN ADVERTISING

If someone were to take a spring break trip to Ames, you'd probably tell them to try pizza from Jeff's or Black Market, to get coffee from Stomping Grounds or Arcadia, to shop on Main Street or spend an afternoon at Reiman Gardens. You'd want them to have an experience that is unique to Ames.

Why not find local hot spots at your spring break destination? Whether you're on a beach or in the city, make your spring break one of a kind while also supporting the local economy.

Your smart phone can be a helpful tool for finding local places to eat, drink, see and do. Here are only a few apps and websites to get started.



The Foursquare app allows you to search by topics including arts and entertainment, coffee, outdoors and food. The trending tab lists popular places chosen by other Foursquare users. "Check in" with the app, and you'll find specials like a free drink or 10 percent off a purchase.



The best feature about Yahoo! Local is that it provides you with maps and driving directions to your destination. You can search nearby locations, get reviews from other Yahoo! users and call businesses directly from the app.

**GROUPON**

Local businesses often use Groupon to attract out-of-town customers. You'll pay upfront for the coupon, but can find discounts for more than 50 percent off. Buying and redeeming deals directly from your phone makes the app very user-friendly and very convenient.

### URBANSPOON

If you're just looking for a local place to eat, Urbanspoon will randomly suggest restaurants near your location. You can filter your search based off of price and cuisine, read peoples' reviews and even make reservations.



### VISITOR'S SITE

Most cities will have a website or app listing local businesses. For example, the Ames Convention & Visitors Bureau site lists most local Ames' businesses with a phone number, website, map and a short description.



### ASK AROUND

No one knows better than a local. If you're short a smart phone or computer, don't be afraid to ask someone who lives where you're visiting. They've probably tried it all and know exactly where to point you.



Spring break is a time to relax and have some fun. Put a unique, local twist on your adventure by indulging in the local atmosphere.



# SYMPOSIUM ON SUSTAINABILITY REFLECTION

Nearly 400 Iowa State students, faculty, and staff, community members, and students and faculty from Des Moines Area Community College, University of Iowa and University of Northern Iowa took part in the 2013 sustainability celebration events both on-site and through remote connection.

This year's events were highlighted by a lecture from investigative journalist, Charles Fishman; panel discussions about sustainability in energy, curriculum, and Iowa corporations; Green it Yourself Centers; a walk down the Live Green! carpet; memorializing sustainability commitments on the Wall of Cardinal, Gold, and Green; and recognizing the outstanding sustainability dedication and accomplishments of the 2013 Live Green Award winners and nominees. Pictures and video of this year's event will soon be available on the Live Green! website.

## CONGRATULATIONS AND THANK YOU

to all who attended and assisted in the planning and completion of this year's Symposium on Sustainability and Sustainapalooza events, February 25 and 26!

Photos by Hayley Lindly & Joy Wessels



### LIVE GREEN AWARD WINNERS: Left: David Correll

Center: Biochar Systems for Emerging Economies Team - Represented by Jyahao Leong, Juan Proano, and Matthew Kieffer

Right: ISU Research to Practice (R2P2) Program Team - Represented by Kerry Dixon-Fox and Sara Schmerbach

### 2012 BUILDING ENERGY EFFICIENCY AWARD WINNER:

Gilman Hall - Represented by Dr. Arne Hallam (right)



### LIVE GREEN AWARD NOMINEES

Bottom Left: Center for Excellence in Learning and Teaching Online Student Evaluation of Teaching Team- Represented by Allan Schmidt

Bottom Center: Organic Agriculture Program Team - Represented by Dr. Cynthia Cambardella, Dr. Kathleen Delate, and Craig Chase

Bottom Right: Daniel Kayser





# SUSTAINAPALOOZA REFLECTION

## THE ENTRANCE

Visitors started their Sustainapalooza experience by walking the green carpet, getting photographed at the Green Wall and receiving their green gift after signing the Pledge Wall.



Photos by Madi Linkenmeyer

**WRITTEN BY:** RACHELLE ROWE - CAMPUS & COMMUNITY  
ENGAGEMENT INTERN

From walking the green carpet to learning about slow fashion, those who attended Sustainapalooza had the opportunity to get involved with various green activities to empower them to live more sustainably. Sustainapalooza, an annual pre-Symposium event hosted by The Green Umbrella, took place Feb. 25.

Everyone has heard of celebrities walking down the red carpet, but savvy students (and other green guests) who attended Sustainapalooza had the opportunity to strut their stuff down a very unique green carpet made from recycled AstroTurf. Guests posed for the camera and entered to a round of applause from The Green Umbrella team. What better way to kick off Sustainapalooza than experiencing green carpet glamour?

After guests walked down the Green Carpet, they were able to sign the Green Wall that was made out of recycled materials, celebrating the sustainable things they have already been doing. They then were able to sign a pledge promising to make a sustainable change in their own lives. After signing the wall, participants picked up a keychain made out of recycled tires to remind them of their pledge.

Once inside the event, guests were able to visit four Green It Yourself Centers featuring sustainable topics including urban gardening (hosted by The Volunteer Center of Story County), food label literacy (hosted by ISU Food Science and Human Nutrition Department and ISU Extension and Outreach), slow fashion (hosted by ISU Apparel, Merchandising, and Design Program, Department of Apparel, Events, and Hospitality Management, MODA, and Closets Collide) and green cleaning (hosted by the Iowa Department of Natural Resources Land Quality Bureau). Each station featured an educational element and a piece that people could take home to make it easier for them to be more sustainable.

The Sustainapalooza guests also had the chance to look at posters featuring sustainable organizations, features and innovations at Iowa State. While checking out the posters, attendees enjoyed delicious food featuring several local ingredients.

Guests left feeling empowered and ready to make their lives more sustainable with the tools, tricks and tips they picked up at this unique and green event.

Now the countdown is on for next year's event! Will you be caught "green handed"?

## THE EMPOWERMENT

Sustainapalooza featured Green it Yourself (GIY) Centers, including (bottom photos from left to right): Green Cleaning, Food Label Literacy, Urban Gardening and Slow Fashion.





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# LIVE GREEN! MONTHLY

APRIL 2013

ISSUE 3 VOLUME 6

## 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.



HAPPY EARTH DAY!  
CELEBRATE ON APRIL 22

## 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



# EARTH DAY 2013

**WRITTEN BY:** MELANIE ANDERSON, JUNIOR IN JOURNALISM AND MASS COMMUNICATION

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.



Participation on social media using the #FaceOfChange hashtag is encouraged and anyone can submit pictures and stories at [www.earthday.org/2013](http://www.earthday.org/2013). Earth Day continues to support and strive for a cleaner environment, channeling the actions of more than one billion participants into building a cleaner, healthier world for future generations.

## 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](mailto: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

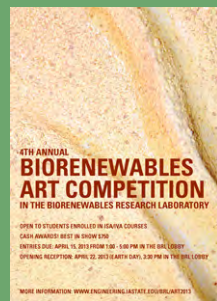
4/22 | [BioBus](#) Birthday Bash  
4p.m. - 6p.m. in Gerdin Business Building

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.



# WATER WORLDVIEW

**WRITTEN BY:** REBECCA CHAMBERLIN, SOPHOMORE IN GLOBAL RESOURCE SYSTEMS

## 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.

(Left photo) Water is not as accessible in other countries, leaving some to travel long distances to find safe drinking water. (Middle photo) Members of Skunk River Navy pick up trash from the Skunk River. (Right photo) Members of student Soil and Water Conservation Club help educate on the fundamental roles water and soil play in our everyday lives.

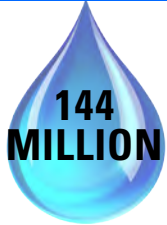




# WATER BY THE NUMBERS

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



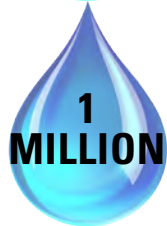
gallons of water are used by the Department of Residence, Dining, Athletics and the Memorial Union.



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

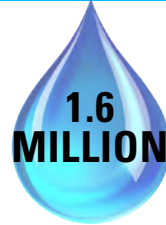


gallons of water were consumed on average each day by students living in the residence halls during 2012.



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

## WHAT WE'VE SAVED



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



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



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



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.

### 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.

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.





# SPRING [GREEN] CLEANING

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

For spots on linoleum, tile, and woodwork:

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.



# GREEN CELEBRATIONS



## 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.



# GREEN ODDS & ENDS

## GET INVOLVED

### 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.



### CY'S DAYS OF SERVICE

**April 1 - April 30**



Complete your various service projects during the month of April and help make the second annual Cy's Days of Service a bigger success than the first!

Unite with ISU alumni worldwide by sharing your volunteer experience on the Facebook page.

## GREEN YOUR PORTFOLIO

### GREEN YOUR COURSES

Planning your schedule 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.

The Yale University's Office of Sustainability has three opportunities available for the upcoming summer - Campus Energy & GHG Analyst, Technology Case Study Writer and Outreach Fellow. The application deadline is April 8.

### 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.

### 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.



### 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.!

Learn about living green and earn prizes related to sustainability.

### 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.

**4/6**

## **A NIGHT FOR THE ARTS GALA OCTAGON CENTER FOR THE ARTS**

427 Douglas Avenue  
7p.m. - 10p.m.

**4/14**

## **GREEKS 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

**4/20**

## **LIVE GREEN! AT VEISHEA VILLAGE**

Central Campus  
9a.m. - 5p.m.

**4/25**

## **AMES SCHOOL GARDEN FUNDRAISER**

10% of Wheatsfield's hot bar, salad bar and soup sales will go toward the Ames Middle School  
Wheatsfield  
11a.m. - 7p.m.

**4/25**

## **E-WASTE RECYCLING EVENT**

Federal, state, and local employees event  
All items accepted for free, except TVs and monitors.  
7a.m. - noon  
Iowa Department of Transportation  
Contact Shelly Codner (319-404-1942) for more information.

**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](http://www.livegreen.iastate.edu)

**Questions, comments or suggestions?** We'd love to hear from you! **Merry Rankin**, Director of Sustainability, [mrankin@iastate.edu](mailto:mrankin@iastate.edu) | **Rachelle Rowe**, Campus and Community Engagement Intern, [rtrowe@iastate.edu](mailto:rtrowe@iastate.edu) | **Joy Wessels**, Marketing and Communications Intern, [jwessels@iastate.edu](mailto:jwessels@iastate.edu) | **Lucas Mutti**, Sustainability Coordinator Graduate Assistant, [lrmutti@iastate.edu](mailto:lrmutti@iastate.edu)



# LIVE GREEN! MONTHLY

MAY 2013 ISSUE 3 VOLUME 7

## WHAT'S INSIDE

What are some of Iowa State's greenest highlights? Learn more on page 2.

How can you be more economically sustainable? Find out on page 7.

Staying in Ames this summer? See what sustainable events are happening on page 8.

## 3 THINGS YOU'LL LEARN

1. Ames is host to three different farmers' markets during the summer months, with one staying open year round.
2. More than 600 people visited the Live Green! VEISHEA Village tent, earning prizes and learning more about what sustainability initiatives are happening on campus and in the community.
3. Volunteers who took part in Stash the Trash on April 6 collected almost two tons of trash.



From President Obama's visit to campus, to community clean-ups, take a look inside to see what sustainable initiatives took place at Iowa State during the 2012-2013 school year!

**LIVING the  
cardinal, gold &  
GREEN!**

**OUR 2012-2013  
JOURNEY.**



## A NOTE FROM THE DIRECTOR

As we finish another year of the Live Green! initiative, it's exciting to take a look back at the breadth and depth we have added to our sustainability portfolio. Our successes and accomplishments include the following:

- Producing our own campus wind energy
- ReCYcling with solar compactors
- Adding a bicycle self-repair station
- Greening our on-campus transportation footprint through CyRide reticulated (bendy) buses and "Next Bus" tracking via smartphone applications and bus stop electronic displays
- Being recognized by EPA for avoided greenhouse gas emissions through combined heat and power production (co-generation)
- Hosting a campus and community Compost Day
- Hosting two campus and community clothing swaps, a year-long student food bank, and multiple campus "greening and cleaning" events
- Starting a Sustainability Living and Learning Community
- Receiving recognition for outstanding student sustainability research related to BioChar (Green Talents), energy efficiency (Green Energy Challenge), and building performance (Green Build)

It has been another amazing year (my fourth year) working with all of you as we continue our Live Green! journey toward a sustainable future! My sincerest thanks for your ongoing support, passion and drive! None of this is possible without you, and I look forward to seeing what green adventures we will take on in 2013-2014!

Have a fantastic summer!

Yours in Greenness,  
**Merry Rankin**  
Director of Sustainability



# GREEN CELEBRATIONS

## LIVE GREEN! SPOTLIGHT

Takes Less, Give More Takes Two Students to CGI U

“There are 800 million people in the world today who do not have access to clean drinking water. We think it’s important to make Iowa State a part of changing that.”

This is the mentality of Tiffany Westrom, senior in journalism and mass communication, and Genna Tesdall, junior in global resource systems. Westrom and Genna have two things in common: they saw a need for water conservation at Iowa State, and both helped spark this change in Oak-Elm Residence Hall, for which they are community advisors.

The goal of better water conservation started with Tesdall, after noticing that hall residents weren’t being very conscious of how much water they were using. Soon after the project started, Westrom joined the effort.

The Take Less, Give More Initiative is based on a three-step model: improved infrastructure, education and global giveback.

Not only is the initiative being adopted at other ISU residence halls, but it was also noticed by Clinton Global Initiative University. CGI U is an event that brings undergraduate and graduate students from across the country together to discuss and develop solutions for global issues.

Westrom and Tesdall were two of 1,200 attendees that made the trip to St. Louis for this year’s event. The two students had the opportunity to hear from successful professionals; attend sessions teaching skills in fundraising and social media; and attend keynote addresses from President Clinton and Jack Dorsey, the inventor of Twitter.

“We gained ideas, encouragement and knowledge through the process that will help us run our initiative well,” said Westrom.

To learn more, visit the Take Less, Give More Charity: water [website](#) or [Facebook](#) page.



## ISU FEATURED AS “GREEN COLLEGE” IN PRINCETON REVIEW

Iowa State was recently selected as one of 322 green colleges in the United States by The Princeton Review. Some of the school’s highlights in the review include LEED certification of all future construction projects, waste diversion, renewable energy use and sustainability-related academic disciplines.



The Princeton Review looks at both quantitative and qualitative information about a school’s sustainability efforts in areas important to students. Areas include whether students have a campus quality of life that is both healthy and sustainable, how well the school is preparing students for employment in a green economy and how environmentally responsible a school’s policies are.

## ISU RECOGNIZED FOR SUSTAINABLE ACTION

Iowa State was one of nine Iowa organizations recognized by Alliant Energy for its commitment to seeking energy efficiency improvements at the College of Veterinary Medicine.



The recognition came from a project that replaced the existing 1972 vintage boilers with a new high-efficiency boiler plant that incorporates natural gas boilers at the College of Veterinary Medicine and took out the underground steam line. As a result, coal consumption at the main power plant has already been reduced by more than 10,000 tons per year.



# LIVE GREEN! VEISHEA VILLAGE

Photos by: Lucas Mutti & Joy Wessels



Live Green! at VEISHEA Village engaged more than 600 people. With eight sustainability related organizations set up throughout the tent, visitors learned all about the diversity of ways students are supporting and empowering sustainability on campus. From hands-on sustainability activities and challenges, to signing the Living Green pledge, to earning green prizes, the Live Green! tent celebrated all things sustainable at Iowa State University. Participating student organizations included ActivUS, Leaders for a Sustainable Community, Design Across Boundaries (DaB), Ducks Unlimited, The SHOP, Student Organic Farm, Sustainable Agriculture Student Association and The Green Umbrella.





# EARTH MONTH 2013

Photos by: Joy Wessels



From Stash the Trash to The Green Umbrella's Earth Day Celebration, the ISU and Ames communities were offered a number of unique ways to give back and get involved as part of the 43rd celebration of Earth Month.



# 2012-2013 GREEN EVENTS



On August 30, President Obama visited the Iowa State campus, and spoke to a crowd of 6,000 central Iowans about social economic and environmental sustainability.



On Oct. 24, 2013, Live Green! partnered with The Green Umbrella to recognize National Campus Sustainability Day. The event, which took place on the Parks Library Lawn, drew more than 300 people and hosted more than 30 campus organizations and Ames businesses to celebrate sustainability initiatives in the community.

The 2012-2013 school year also featured many days dedicated to volunteerism. Starting off the year, Greeks Go Green hosted their first event, the Lake LaVerne Cleanup, and Cyserve held a city-wide cleanup. Spring 2013 drew students and community members alike to the annual Stash the Trash and VEISHEA Service Day events on April 6. Participants collected almost two tons of trash, and assisted with service projects around the Ames community.



The 2nd annual Sustainapalooza event was held on Feb. 25 at the Memorial Union, and welcomed more than 200 guests. From walking the green carpet, to taking part in a sustainability poster session, attendees celebrated various sustainable accomplishments made by both individual students, faculty and staff, as well as and campus initiatives.



The Symposium on Sustainability, held Feb. 26 in the Great Hall of the Memorial Union, featured panels, discussions and presentations all centered on campus and community commitment to sustainability. Guests had the opportunity to hear about topics centered on corporate social responsibility and ISU green initiatives in energy and curriculum, as well as indulge in locally made foods.



# 2012-2013 GREEN INITIATIVES



The Tidy Cats glass recycling pilot program was started last summer by Live Green! intern Amanda Jacobson, in an effort to help the city of Ames recycle glass. The program started out by collecting 50 bins last summer, but quickly caught the attention of Purina (the owner of Tidy Cats brand), who added another 1,000 bins to the cause. To date, more than 20 campus buildings are participating in glass recycling efforts.



On December 20, the blades of the first wind turbine on Iowa State's campus started turning. The 160-foot, 100-kilowatt turbine that sits near the university power plant is projected to produce approximately 12 percent, or \$18,000 of Iowa State's annual electricity needs, the equivalent to Catt Hall.



Scattered across campus are five new solar recycling compactors. These new recycling compactors can be found next to the trash compactors, giving students access to recycle and get rid of trash in a clean, environmentally friendly way while travelling across campus. This initiative was a joint venture between GSB, Facilities Planning and Management, The Office of the Senior Vice President for Business and Finance, and the Office of Sustainability.



Beginning last summer, a handful of students began walking the halls of campus buildings counting the light fixtures. More specifically, they were keeping a tally of the number of T12 lights to help Facilities Planning and Management achieve an end goal of replacing all T12 lights with T8 bulbs, using 35 percent less energy. The project will help the university reduce annual energy costs by \$300,000.



In December, State Gym recreation facility was awarded the highest award level for LEED (Leadership in Energy and Environmental Design) Platinum certification, becoming one of two recreational facilities nationwide to achieve this recognition. Some of State's green features include low-flow sinks and showers, no-irrigation landscaping and low toxicity flooring, paints and adhesives.



# ECONOMIC SUSTAINABILITY

Some students are winding down from their first year of college, while others are preparing to graduate and enter the working world. No matter where you are in your educational or professional career, it's never too late to hone your economic sustainability skills.

Jeanna Nation, a lecturer in human development and family studies, teaches classes focused on personal and family finances. The following are eight financial tips she thinks every student should know, and ensure a strong financial future.

## 1. BUDGET

The foundation of good financial management is having a budget and sticking to it. To establish a budget, first track your spending to see where, if any, waste is occurring. When you have this knowledge you can then make informed decisions about any behaviors that may need to change. For long term financial success, spend wisely and live within your means.

## 2. MAINTAIN GOOD CREDIT

A credit report will influence many aspects of a person's life, so making good decisions with your finances will have an impact long term. Credit is used for establishing auto premiums, qualification for financing, determining interest rates, and much more! So do your best to make sure you have a sound credit history.

## 3. CHECK YOUR CREDIT REPORT

Identity theft is rampant in the US and one of the best ways to protect yourself is to check your credit report regularly. In 2003 Congress passed the FACT act that allows consumers to check their credit report once every 12 months from each of the three credit reporting bureaus for free. This can be done by visiting [www.annualcreditreport.com](http://www.annualcreditreport.com).

## 4. PROTECT YOURSELF

Protecting yourself from the unknown is extremely important, so be proactive by having proper insurance. This could include renter's, homeowner's, auto, liability, health, disability, and many other types of insurance. Work with the proper professional to ensure that you have the kind of insurance you need, and the amount of coverage that best fits your budget and situation.



## 5. TAKE ADVANTAGE OF EMPLOYER BENEFITS

Many employers offer retirement accounts, health insurance, wellness programs, and many other benefits to their employees for low/no cost to the employee. These programs have substantial perks, so ask your employer what they can offer you!

## 6. BORROW RESPONSIBLY

Having too much debt, or bad debt, can devastate a household. Borrowing responsibly would entail only borrowing what you need, saving for a down payment for large purchases (car or house), and staying away from bad debt like credit cards and long term auto loans.

## 7. SAVE EARLY

Saving early and regularly is the biggest way to help ensure that one will reach their financial goals! When establishing your savings plan it is important to understand your risk tolerance level, your time horizon, as well the optimal plan for reaching your goal. If you don't feel comfortable establishing this plan on your own, consider working with a professional.

## 8. BE A GOOD CONSUMER

Know your rights and responsibilities! There are laws in place to protect consumers, but if consumers don't know or understand these laws they aren't working in their favor. Take your time when making big financial decisions and ask questions if something is unclear.



# SUMMER SUSTAINABILITY

Summer is quickly approaching. While some of you are graduating and moving on to new adventures or spending the summer in a location other than Ames, many will be staying. Why not experience Ames at its finest? From a variety of fresh and seasonal foods to summer-time events, find time to explore the local culture all through the summer months.

## FRESH INDULGENCES

**WRITTEN BY:** MADI LINKENMEYER, SENIOR IN ADVERTISING

Did you know you have access to three different farmers' markets in Ames? With so many options to eat fresh and local, consider visiting each this summer!



### AMES MAIN STREET FARMERS' MARKET

On Saturdays from 8 a.m.-noon, Main Street in Ames hosts local farmers and producers. Plan on staying a while because the Market also has live entertainment each week, featuring local musicians. The weekly farmers' market began on May 4, and will run through September 28.



### NORTH GRAND FARMERS' MARKET

Located at the North Grand Mall in the JCPenney parking lot, the North Grand Farmer's Market is open Wednesdays from 3-6 p.m. and Saturdays from 8 a.m.-1 p.m. This farmers' market is also held inside the mall during the winter months.



### AMES DOWNTOWN FARMERS' MARKET

The Ames Downtown Farmers' Market offers a variety of locally-grown produce, food products and artisans and crafts. This market is located at the Main Street Depot, and is open Thursdays and Fridays 2p.m.-7p.m. and Saturdays 8a.m.-1p.m.

## EVENTS & OPPORTUNITIES

### 3RD ANNUAL SUMMERFEST

June 8, 2013  
Campustown

### 4TH OF JULY PARADE

July 4, 2013  
Main Street

### AMES ON THE HALF SHELL

Fridays in June & July  
5p.m. - 8p.m. at Bandshell Park

### 19TH ANNUAL ARTWALK

June 7  
5p.m. - 8p.m. Downtown Ames

### REIMAN GARDENS ONGOING EVENTS

**MIDNIGHT MADNESS**  
Supporting Cystic Fibrosis  
[5k, 10k, or 15k starting in Ames]  
July 13



# SUMMER SUSTAINABILITY

**WRITTEN BY:** MELANIE ANDERSON, JUNIOR IN JOURNALISM & MASS COMMUNICATION

As you head into summer break, don't forget to keep living green! From food to fuel, here are seven tips to help make your summer more sustainable.

## #1 OPEN THE WINDOWS

The summer months can be hot, but on the days that it's bearable, turn off the central air conditioning, throw open the windows and use ceiling fans to keep the house or apartment cool. Running a fan on high can make a room feel five degrees cooler. Not only is it energy efficient, it can help reduce your electric bill for the month!



## #2 PACK FOR A PICNIC

Summer is the perfect time to pack a picnic with friends and family to enjoy the nice weather! A great way to 'green' a picnic is purchasing reusable cups, plates and silverware, which will cut down on trash and save money! You can even add a little more green by purchasing products made out of recycled content!



## #3 BUG OFF

Before spraying your backyard or other venues to keep bugs away during your summertime gatherings, consider some natural alternatives. Citronella candles and torches can offer a festive touch, natural lighting and keep bugs at bay.

You can even try making your own repellents with natural oils or ingredients like lemon and eucalyptus.



## #4 SUSTAINABLE SUNSCREEN



It's recommended by health professionals to use a sunscreen when spending a day in the sun. No one enjoys the lobster look or feel and it's not healthy for your skin! Most sunscreens protect against sun damage but some may be polluting and toxic to water ecosystems. Try Badger Sunscreen, an all-natural sunscreen option that offers protection for your skin and the environment!

## #5 MAKE YOUR TRAVELS MORE SUSTAINABLE

When planning for road trips, fun outdoor activities or even a night out on the town this summer, coordinate a carpool with friends and family to reduce the amount of environmental impact cars create. This is a great way to help the environment and save money. Don't have a car? You can utilize the very reliable CyRide in Ames, or invest in a bike to get you from place to place. More than 10 pounds of carbon is produced from just one gallon of gas, so consider alternative transportation first when roaming around town this summer.

## #6 GO LOCAL

Summertime is the perfect opportunity to enjoy your local farmers' markets produce. Buying local, fresh produce like sweet corn or watermelon from one of the farmers' markets helps the local economy and let's you indulge in some very fresh produce! Check out local farmers' markets on vacation too. Experiencing new produce that is grown in different areas is both fun and tasty!



## #7 HIT THE LIGHTS

Many homeowners use outdoor lights to illuminate their surroundings at night. Instead of demanding more electricity, consider solar powered lights! Solar lights collect sunlight all day and convert it to energy to add just the right amount of light at night. Solar lights are inexpensive and they do not attract the evening insects that traditional lighting does. You can choose from solar lights for your sidewalks, decks and even driveways, and they are available at most hardware and gardening stores, like Lowe's.





# MAY 2013 EVENTS

**5/9**

## **BROWN BAG LECTURE**

Reiman Gardens  
Noon

**5/10**

## **REIMAN GARDENS SPRING FLING**

Reiman Gardens  
9a.m. - 4:30p.m.

## **ALL SUMMER**

### **HEALTHY & HAPPY OUTDOORS [H20] IOWA DNR**

Record outdoor activities, and be entered to win outdoor gear.

**5/11**

## **NORTH GRAND FARMERS' MARKET**

North Grand Mall - JCPenny Parking Lot  
8a.m. - 1p.m. [Every Saturday]

**5/17**

## **BIKE TO WORK BREAKFAST**

Free breakfast at Skunk River Cycles to celebrate end of Bike to Work Week (May 13-17).  
Skunk River Cycles  
6:30a.m. - 11a.m.

**5/25**

## **AMES DOWNTOWN FARMERS' MARKET**

526 Main Street  
8a.m. - 1p.m. [Every Saturday]

**5/18**

## **MAIN STREET FARMERS' MARKET**

400 Block of Main Street  
8a.m. - Noon [Every Saturday]

## **CONGRATULATIONS, JOY!**

Joy Wessels, Live Green! marketing and communications intern is graduating this semester with a degree in journalism and mass communication. She is off on an exciting adventure with Morgan & Myers, a marketing firm in Waterloo, as a post-graduate communications intern. She's also planning her wedding for next summer.



**JOY WESSELS**

## **CALLING ALL EVENTS!**

Do you have a sustainability-related event happening that you want to let people know about? Put it on the Live Green! [Calendar!](#)

## **CONTACT US!**

Questions, comments or suggestions? We'd love to hear from you!

**Merry Rankin**, Director of Sustainability, [mrankin@iastate.edu](mailto:mrankin@iastate.edu) |

**Rachelle Rowe**, Campus and Community Engagement Intern, [rtrowe@iastate.edu](mailto:rtrowe@iastate.edu) | **Lucas Mutti**, Sustainability Coordinator

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