



Michigan Interfaith Power and Light (MiIPL)

...Faith in Action....

In this issue...

- Message from the Director...
- Send your Prayers to...
- MiIPL Members Make Money...
- Liturgy of the Earth...
- Ecology Minded...
- Evangelical Leaders Swing Influence behind Effort to Combat Global Warming...
- Terrorist Oil...
- SRI Part V...
- Meet the MiIPL Board...
- Room Air Cleaners Now Eligible for ENERGY STAR...
- Guide to Purchasing Green Power...
- Grass Roots...
- Earth Care Teams...
- NRPE...
- EPA Grant to SBAM for MiIPL Project...
- Resources...
- Time to start thinking about a REAL Green Lawn...
- Membership Form...

MiIPL Board of Directors:

MiIPL Board of Directors:

Dr. Dick Brown
Danielle Conroyd
Dr. Al Conner
Rev. Peggy Garrigues-Cortelyou
Sr. Ginny Jones (SSJ)
Ed Kohl
Dr. Ada Kidd
Rev. Charles Morris
Iman Achmat Salie
Paul Stankewitz
Betsy Winkelman

Advisory Board:

Rev. Sally Bingham
David Bonior
Mark H. Clevey, SBAM
Dr. Harold Glasser
Dr. Barry Rabe
Dr. Debra Rowe



MiIPL Newsletter

Vol III No. 2
Spring 2005

Mark H. Clevey, MPA, Senior Editor

Message from the Director

Michigan Interfaith Power & Light is moving in new directions this spring – the formation of Creation Care teams, a workshop in Novi in May, and an online shopping cart.
Creation Care Teams

MiIPL has teamed with the Michigan Interfaith Climate and Energy Campaign to help member congregations form Creation Care [or Earth Care] teams. Patty Gillis [the coordinator of the Michigan Campaign] and I will be visiting member congregations over the course of the coming months to provide material and share ideas with congregational leadership on: worship/liturgical themes to incorporate into a congregations liturgical life, Sunday School and Adult Education, and how to make “sustainability” part-and-parcel of the everyday life of member congregations. Material such as the “Lighten Up” video and the *Cry of Creation* manual which we will distribute are of great help in getting these teams up-and-running. In that way, the message MiIPL carries of environmental stewardship and energy efficiency will not rest solely on the shoulders of a house of worship’s facility manager.

Novi Workshop

On Tuesday, May 10, we are excited to announce our first regional workshop and training of 2005. This morning workshop will be at Holy Family Parish [24505 Meadowbrook Lane] in Novi. Registration will begin at 8:30 with refreshments. The workshop will begin at 9:00 a.m. and go until 11:45. We will have presentations on such useful topics as: lighting, how to apply the MiIPL energy assessments to begin saving money, and Creation Care teams. The workshop is free and is open to the public. We would ask that you RSVP Beth Meyer by May 3 at (248) 349-8847 [ext. 226]. This will give Beth an opportunity to get enough refreshments and insure adequate seating. Future workshops will be in Marquette this summer and in Grand Rapids this fall. Again, don't forget to mark on your calendar November 3 for our 2005 MiIPL Conference at the University of Detroit/Mercy. If you have any questions about the May workshop or other events please don't hesitate to call Jennifer Barone at (517) 333-9133 or myself at (734) 552-0104.

On Line Shopping Cart

MiIPL will offer by May 1st an online shopping cart. You will be able to purchase energy efficient products over the internet. Through an arrangement with Integrated System Management and TCP Lighting the first products that MiIPL members are able to purchase at deep discount will be lighting and lighting related products. All of these lighting products are ENERGY STAR® rated where ENERGY STAR has a rating system for those particular brand of lights. In addition to T-8 fluorescent and LED exit lights you can now purchase full spectrum compact fluorescent for those who are impacted by the darker days of winter. You can also find CFL lights that deodorize your bathroom or kitchen, cold cathode chandelier lights and LED desk lamps that draw only three watts of power. Torchiere lamps and table lamps are among the hundreds of choices available.

To access the sight, after visiting the web site at www.miipl.org go to the bottom of the web page and click on the flashing "Buy Now" button. This will take you to the member sign-in page. There you can get the password from your congregational representative. After you type in the password you can go to the page where you set up your account. Then follow the instructions for creating your account and you are there. By clicking on the picture of the light you are interested you can not only get an enlarged version of the picture but you can go to the TCP website to see what other versions of that type of light are available. In addition to lights we hope to be offer soon water conservation and weatherization aids at discount as well as appliances. Stay tuned.

Solar Hot Water Rebate

In addition to the lights, appliances and *NaiveEnergy*TM all occasion cards and green tags if you go to the MiIPL website you can see a connection to a program that the State of Michigan is offering through Urban Options. Now through October 1 you can get a rebate of up to 50% or \$4,000 for the installation of a new solar hot water system for your house of worship or for your home. You can also get a rebate of up to \$2,000 to repair or upgrade an existing solar hot water system. All you need to do is call toll-free 1-(866) 846-7349 for more information. This is a wonderful offer to begin your congregation's journey toward renewable energy.

Rev. Charles Morris

Check out:
<http://wildsidenews.com/>

Send your Prayers to:
Lawson.Jerry@epamail.epa.gov

Jerry Lawson is the Director, EPA ENERGY STAR for Small Businesses and Congregations. He is a steadfast friend of IPL's and has attended many of our meetings. He was a keynote speaker at the first Annual MiIPL Conference, an invited guest at the first National IPL meeting (in Colorado) and a cofounder of the IPL in Washington DC.

Jerry's daughter has contracted Lyme Disease. His family has been through so rocky times of late. Please put him and his daughter in your prayers: Lawson.Jerry@epamail.epa.gov.

MiIPL Members Make Money!

12 MiIPL members saved over **\$19,000 on their electric bills** during the first three months of 2005 through their participation in the SBAM Electric Choice Program. This program allows MiIPL members to purchase discounted, deregulated electricity. MiIPL members interested in saving money on their energy bills through the SBAM Electric Choice Program should contact: Sarah Miller, SBAM, (800) 362-5461 or visit the SBAM Electric Choice Web Site: <http://www.sbam.org/> (click on: (1) "Benefits and Savings"; (2) "Electric Choice.")

Liturgy of the Earth, National Cathedral (Washington D.C.)

...Lord God, we say here in Your presence and before each other that we, both individually and collectively, have not been good stewards of Your earth. We have fouled the air, spoiled the water, poisoned the land, and by these acts have gravely hurt

each other. We know now that this has and will cost us, and for these and all other sins we are truly sorry. Give us, we pray, the strength and guidance to undo what we have done and grant us inspiration for a new style of living. Amen.

(Louis Cassels, Religion Section, "The Denver Post," March 7, 1970)

Ecology Minded, by *Betsy Winkelman and Sara Bernstein, Michigan Coalition on the Environment and Jewish Life, Bloomfield Hills*

We would like to commend the Jewish Community Council of Metropolitan Detroit for its excellent work in partnering with other ethnic communities on a variety of issues ("Bridging The Great Divide," Jan. 13, page 5).

For the past few years, the Council also has supported the work of the Michigan Coalition on the Environment and Jewish Life, an organization that works to integrate environmental and Jewish ideals through action and education.

MI-COEJL is the only Jewish organization represented in two major interfaith environmental programs, the Michigan Interfaith Climate and Energy Campaign (ICEC) and Michigan Interfaith Power and Light (MiIPL). The ICEC is working in several states to communicate to our nation's policy makers the support of the faith community on moral issues of protecting God's creation and God's people.

The Jewish Community Council sets a fine example for organizations like MI-COEJL mi-coejl@jfmnd.org to continue building bridges to other faith communities through issues of mutual

interest. Together, we are working to improve the quality of our air and water, so we can leave this world a better place for our children.

Excerpt:

Evangelical Leaders Swing Influence behind Effort to Combat Global Warming - By LAURIE GOODSTEIN, March 10, 2005

A core group of influential evangelical leaders has put its considerable political power behind a cause that has barely registered on the evangelical agenda, fighting global warming.

These church leaders, scientists, writers and heads of international aid agencies argue that global warming is an urgent threat, a cause of poverty and a Christian issue because the Bible mandates stewardship of God's creation.

The Rev. Rich Cizik, vice president of governmental affairs for the National Association of Evangelicals and a significant voice in the debate, said, "I don't think God is going to ask us how he created the earth, but he will ask us what we did with what he created."

The association has scheduled two meetings on Capitol Hill and in the Washington suburbs on Thursday and Friday, where more than 100 leaders will discuss issuing a statement on global warming. The meetings are considered so pivotal that Senator Joseph I. Lieberman, Democrat of Connecticut, and officials of the Bush administration, who are on opposite sides on how to address global warming, will speak.

Terrorist Oil (reprint)

"Through our profligate use of energy, we are generating huge profits for Saudi Arabia, Iran and Sudan, where the cash is used to insulate the regimes from any pressure to open up their economies, liberate their women or modernize their schools, and where it ends up instead financing madrassas, mosques and militants fundamentally opposed to the progressive, pluralistic agenda America is trying to promote.

"Combining environmentalism and geopolitics is the most moral and realistic strategy the U.S. could pursue today... What would that buy? It would buy reform in some of the worst regimes in the world, from Tehran to Moscow. It would reduce the chances that the U.S. and China are going to have a global struggle over oil – which is where we are heading. It would help us to strengthen the dollar and reduce the current account deficit by importing less crude. It would reduce climate change more than anything in Kyoto. It would significantly improve America's standing in the work by making us good global citizens. It would shrink the budget deficit. It would reduce our dependence on the Saudis so we could tell them the truth. (Addicts never tell the truth to their pushers.) And it would pull China away from its drift into supporting some of the worst governments in the world, like Sudan's, because it needs their oil. Most important, making energy independence our generation's moon shot could help inspire more young people to go into science and engineering, which we desperately need."

Source: Thomas L. Friedman, "No Mullah Left Behind," in The New York Times, OP-ED, Sunday, February 13, 2005, pp 15.

Socially Responsible Investing (SRI) – Part IV

"The future belongs to those who understand that doing more with less is compassionate, prosperous, and enduring and thus more intelligent, even competitive." - Paul Hawken

Portfolio 21 is a no load global mutual fund for individuals and institutions committed to investing in a sustainable future. The fund managers believe that companies using sustainability principles as a core part of their business strategies are positioned to prosper in the future and can be more efficient and profitable today.

Portfolio 21 invests in those companies that have shown exceptional leadership in sustainable business practices. Some are changing the landscape of their industries, forcing others to catch up. Others have product lines that are ecologically superior to their competition. In fact, they use ecological principles as a driver for new product design. Others are developing vitally needed technologies to provide cleaner energy sources for the future.

Portfolio 21 companies are chosen using a rigorous screening process. First, the leaders of a company selected for consideration in Portfolio 21 must have made an explicit commitment to sustainable business practices and allocated significant resources to achieve its goals. Then, through a detailed industry profile, fund managers identify the most critical ecological impacts and issues the company and its industry face. Next, the company is scored against criteria tailored to its industry group and is compared with its competition in such areas as the ecological aspects of its product range, the lifecycle impacts of its products and services, relationships with suppliers, investments in sustainable technologies and processes, leadership, resource efficiency, and

environmental management. The fund excludes companies with significant business activities in tobacco, gambling, nuclear energy, or weapons. We also exclude companies with negative performance in the areas of employee relations, human rights, community involvement, or product safety.

Companies considered for Portfolio 21 must be publicly traded and meet prudent financial requirements. Of particular interest is the composition of a company's earnings. We look most closely at earnings improvements derived from ecologically superior product lines, efficient use and reuse of resources, investments in renewable energy, innovative transportation and distribution strategies, and fair and efficient use of resources with respect to meeting human needs.

The sustainable investment criteria used to evaluate companies for inclusion in Portfolio 21 includes a heavy emphasis on a company's products, services, investments, and leadership. Actual weighting of scores varies based on each company and its industry. While it is important to recognize there are no completely sustainable companies in Portfolio 21, the fund managers believe they have the greatest potential and the highest commitment to work toward a sustainable future.

For more information see: **Portfolio 21** (Mutual Fund) (877) 351-4115 (X 21), (503) 244-7828, **www.portfolio21.com**

Meet the MiIPL Board

All Connor has been a champion of environmental causes in Michigan for many years. All grew up in rural New Jersey surrounded by wetlands and scrub pine. It was there and in his Quaker roots Al developed his

commitment to earth care. Al has both a MSW and a Ph.D. from the University of Michigan.

In the 1970s Al became involved with Extension in Washtenaw County. In addition to his academic career as a professor of Social Work at the University of Michigan Al has been a farmer in Hillsdale Country and has taught at Siena Heights University. Al has put his faith into action. In addition to his work with the Ann Arbor Friends Al has been active with the Interfaith Climate and Energy Campaign and is an advisor with the Michigan Catholic Rural Life Federation. Al saw MiIPL as a “practical way to preserve what is God’s”.

Al and his wife Polly have been married over 52 years. They have three children and seven grandchildren. Michigan Interfaith Power & Light is blessed to have the wisdom and the drive of its Board Vice-President Al Connor.

Room Air Cleaners Now Eligible for ENERGY STAR

EPA has released specifications that allow energy efficient room air cleaners to earn the ENERGY STAR. Room air cleaners are the newest product category to carry the ENERGY STAR, joining residential and commercial products in more than 40 categories that have earned the government-backed symbol for energy efficiency. Qualified room air cleaner models are 35% more energy-efficient than conventional models. This results in energy savings over the lifetime of the product, with typical energy savings of \$150 over the product’s lifetime.

For more information, visit the ENERGY STAR news room at <http://www.energystar.gov/index.cfm?c=news.nr>

[news](#), scroll down to ‘Room Air Cleaners’ and click on ‘press release’ or ‘more information.’

EPA is constantly working on new specifications and revisions to existing specifications, to ensure that the most energy-efficient models are eligible to earn the ENERGY STAR. To keep up-to-date with the latest developments for products of interest to congregations, please visit: http://www.energystar.gov/index.cfm?c=prod_development.prod_development_index

Green Power Primer: Guide to Purchasing Green Power

How do you buy power from renewable energy providers, or make the case for green power? A new guide has answers to those questions. With information about renewable energy and green power, with an emphasis on electricity from renewable sources, the guide describes environmental benefits and provides organizations with guidelines on how to procure green power and understand green power product certification and verification. The guide also includes information on how organizations can approach the development of on-site renewable power generation.

The guide incorporates advice from dozens of experts, including facilities and energy managers, buyers, and researchers. It is a joint product of four key agencies that are supporting the development of green power markets: the DOE’s Federal Energy Management Program, the U.S. Environmental Protection Agency’s Green Power Partnership, the Sustainable Enterprise Program of the World Resources Institute, and the Green-e Renewable Energy

Certification Program administered by the Center for Resource Solutions.

“This guide is the closest thing there is to an 'official' guide from the federal government for organizations that want to buy green power,” said Rich Brown, researcher for Lawrence Berkeley National Laboratory and one of two lead authors of the guide.

This guide can be downloaded from:

- www.epa.gov/greenpower/buygreenpower/guide.htm
- http://www.eere.energy.gov/femp/technologies/renewable_purchasepower.cfm
- <http://www.thegreenpowergroup.org/publications.html>
- <http://www.resource-solutions.org>

Grass Roots...

“I would like to see a grass-roots movement... I would like to see every campus in America demand that its board of trustees disinvest from every U.S. auto company until they improve their mileage standards. Every college town need to declare itself a “Hummer-free zone.” You want to drive a gas-guzzling Humvee? Go to Iraq, not our campus. Free Parking anywhere in America for anyone driving a hybrid car? – Thomas Friedman, No Mullah Left Behind, February 13, 2005.

EarthCare Teams...

Rev Charles Morris, founder and Chairperson, MiIPL, is challenging MiIPL members to form *EarthCare Teams* within their congregations. An *EarthCare Team* is a group that takes the primary responsibility for the cultivation of creation awareness and religiously

motivated environmental activities at their congregation. Typically *EarthCare Teams* are led by lay people and involves both members and employees of the congregation.

EarthCare Teams oversee such things as energy audits, the purchase and use of energy efficient products and renewable energy technologies, recycling programs, environmental curriculums and lessons in congregation schools, environmental sermons and community programs. *EarthCare Teams* also join together to educate policy makers about the relationship between public policy choices and the environment

National Religious Partnership for the Environment

**EARTH'S CLIMATE EMBRACES US ALL
A PLEA FROM RELIGION AND SCIENCE
FOR ACTION ON GLOBAL CLIMATE
CHANGE**

We are people of religious life and people of science who travel diverse, individual paths in our search for truth. Over centuries, our communities have disagreed, sometimes contentiously, about fundamental questions of human origin, nature, and purpose.

At this critical moment in history, however, many of us share a deep conviction that global climate change presents an unprecedented threat to the integrity of life on Earth and a challenge to universal values that bind us as human beings. Each of our two communities is seeking to contribute to a better, broader understanding of this issue and its larger meaning.

Highly regarded institutions in the international scientific community have reached a broad consensus on causes and potential consequences

of climate change. Citing "discernable human influence on global climate," the Intergovernmental Panel on Climate Change (IPCC) reports that the current atmospheric concentration of carbon dioxide, the main human-made greenhouse gas affected by human activity, has not been exceeded during the past 420,000 years and likely not during the past 20 million years. According to a 2001 National Academy of Sciences (NAS) report, "Climate change simulations for the period of 1990 to 2100 based on the IPCC emissions scenarios yield a globally-averaged surface temperature increase by the end of the century of 1.4 to 5.8 C (2.5 to 10.4F) relative to 1990.... Even in the more conservative scenarios, the models project temperatures and sea levels that continue to increase well beyond the end of this century."

Among the predicted consequences of climate change are more frequent occurrences of heat waves, drought, torrential rains, and floods; global sea level rise of between one-half and three feet; increase of tropical diseases in now-temperate regions; significant reduction in biodiversity. All these conditions would seriously affect human health and well-being. And, according to the IPCC, "the impacts of climate change will fall disproportionately upon developing countries and the poor persons within all countries, and thereby exacerbate inequities in health status and access to adequate food, clean water, and other resources."

When "discernable human influence" is determined to be a cause of destruction, we are dealing with moral and ethical concerns as well as scientific and policy issues. For many, these are shaped by religious conviction.

For example, in Judaeo-Christian scripture, all creation, by God's handicraft, is deemed "good." Because "the Earth is the Lord's and the fulness thereof" (Psalms 24:1), its gifts are intended for the benefit of all. Humans are called into covenant with their creator as stewards of life. In

love, we care for the conditions of one another's well-being; in justice we attend first to the needs of the most vulnerable. When significant danger threatens, the traditional value of prudence requires us to prevent damage to the common good. All these obligations apply to the protection of future generations.

Religion and Science may not always agree on the sources of these ideas. But such principles — of stewardship, justice, protection of the weak, inter-generational duty, and prudence — are universal values when responsible scientific study has identified grave risk. Global warming is a universal moral challenge.

We appreciate obstacles to addressing this problem, significantly an unintended consequence of technologies which have made possible great human progress. However, the same ingenuity that devised such benefits can redress their destructive consequences. Extensive study and debate — in science, technology, commerce, and public policy — have led to significant agreement about measures that would indeed slow the pace of climate change. This is a challenge we can meet.

Necessary initiatives include: continued scientific research; the further development of new, clean technologies in power generation and transportation; an energy economy with far less dependence on fossil fuels; targets and timetables for the reduction of greenhouse gas emissions; training and just transition into new jobs created by new technologies. The wealthier nations of the planet have a solemn moral obligation to help developing countries protect the poor in their midst as they seek to limit greenhouse gas emissions.

What is most required at this moment, however, is moral vision and leadership. Resources of human character and spirit — love of life, far-sightedness, solidarity — are needed to awaken a sufficient sense of urgency and resolve.

In this situation, the United States has both responsibility and opportunity. With 4% of the world's population, we have contributed 25% of the increased greenhouse gas concentration which causes global warming. Moreover, we uniquely possess technological resources, economic power, and political influence to facilitate solutions.

However, policies that devalue scientific consensus, withdraw from diplomatic initiative, and seek only voluntary initiatives do not seem to us adequate responses to this crisis. We recognize that there are other perspectives than our own. Societies and governments respond slowly to such challenges. Partisanship and acrimony have brought us no closer to solutions.

The Climate Stewardship Act now before the U.S. Senate offers a way forward and an opportunity for renewed resolve. It calls for moderate greenhouse gas reductions and provides market-based incentives to lower energy costs. In addition to its provisions, it can help raise the standard of discourse, encourage local and international initiative, and generate fresh moral resolve. While we take no position on specifics of the legislation, *we urge the leadership of the Senate to bring this measure forward and to provide sufficient time and reflective tone for debate.* We ask our senators to step back from partisanship and consider what is needed here for the common good of humankind and our planet home.

We will continue efforts to mobilize our two communities, separately and in joint initiatives. We do not have to agree on how and why the world was created in order to work together to preserve it for posterity. In this spirit, we call upon leaders in other sectors — commerce, labor, education, government and non-governmental organizations, research and technology — to join us in finding ways to communicate to their own communities the

urgency of this threat to our global commons and the well-being of future generations.

Earth's climate embraces us all.

EPA Grant to SBAM for MiIPL Project...

If you haven't hit the "**Buy Now**" button on the MiIPL Website by now, do so soon. This is our On-Line, Aggregated Purchasing System!!

Our partner - the Small Business Association of Michigan - has recently won a \$150,000 grant from the EPA to develop a case study on the MiIPL – SBAM Partnership as a National Model! The case study will be used to establish MiIPL – SBAM partnership *equivalents* in five (5) other states!! Our On-Line Aggregated Purchasing project will be a cornerstone of the project!

Way to Go SBAM! Way to Go EPA!

Resources:

Check out these two publications:

1. Green Faith: Working Together to Protect & Restore our Environment Guide, District of Columbia, Energy Office, www.energy.dc.gov
2. "Protecting The Environment – Together," ENERGY STAR and Other Voluntary Programs, 2003 Annual Report, www.epa.gov/cppd.

Time to Starting Thinking about a REAL Green Lawn...

Called “*too far ahead of its time*” in 1987, NaturaLawn of America® – an organic-based lawn care franchise service - today has 56 franchise locations in 23 states serving 45,000 customers and generating over \$20 million in annual revenues. The NaturaLawn of America® is a division of NaturLawn® Services and Products. Their lawn system consists of an exclusive natural organic-based fertilization program used in conjunction with a specially designed Integrated Pest Management program (IPM), as opposed to the traditional chemical fertilization programs with indiscriminate application of pesticides. NaturaLawn of America is the recognized leader in natural organic-based lawn care.

Various media sources featured NaturaLawn of America, including *Pronto* (Japan), *The Wall Street Journal*, *In Business* magazine, *Lawn Care Industry* magazine, *Success* and *Kiplinger* magazine, scores of newspapers and has been seen on *CNBC* network, the *Public Broadcasting System*, *WUSA*, *WJLA*, *CBS Nightly News* with Dan Rather and numerous independent television stations.

As with most Green small businesses, NaturaLawn of America had to overcome several formidable barriers to their growth. When the company first started, there literally was no product availability for what they wanted to do as there was no one in the lawn care industry practicing or promoting an organic approach to fertilization (soil building) along with an IPM (Integrated Pest Management) program to minimize any chemical and pesticide use. While

organic products had been around, they were extremely costly to use in a commercial endeavor and the results were very slow and unacceptable to the consumer. NaturaLawn of America had to figure out how to be competitive from a cost standpoint and also create a product that gave the consumer a lawn “green up” response that was comparable to the cheap synthetic sources of fertilizers being used.

Another major barrier was to get the consumer to understand that “more is not necessarily better”; especially when it comes to environmental inputs from fertilizers and pesticides. In order to achieve the above, NaturaLawn of America designed and developed a line of fertilizer products. Using various natural organic sources as the matrix of their mix, they blended them with natural mineral sources and varying degrees of synthetic organic materials to give them a product line that contained a range of natural organic sources from 25%-100%. Using these combination products enabled them to do three very important things: (1) keep their product cost competitive; (2) give the consumer a more quick and reasonable “green up” response to their lawn than the traditional organic products did; and, (3) allow the company to take lawns that had been on chemical programs from other services and “wean” them away from the chemical dependency over a period of time, thus reducing fertilizer and chemical/pesticide inputs into the environment.

NaturaLawn of America also invented a new term for their products, and calling them “**Organic Based**”. This was unique within both the public domain and industry. According to Catron, “this term was initially criticized, putdown, and bad mouthed by the self appointed industry mouthpieces, large lawn care companies (i.e. ChemLawn & TruGreen), as well as chemical supply companies.” It has now become the industry standard term and is as generically accepted as Kleenex is among the tissue industry.

Several traditional industry leaders also said that IPM could not be done in lawn care and routine pesticide applications were a must. NaturaLawn of America had to go through this barrier and convince the public of several things that had been and are still promoted by the lawn care industry in an attempt to discredit any alternative to chemicals and pesticides. "Having the entire industry attempting to discredit you from all sides can be somewhat unnerving and we took a lot of hard hits in the early stages," says Catron. By working with universities, government agencies, and environmental organizations, however, NaturaLawn of America was able to keep going and bring their concept and service to the public.

Early in the 1990's the Federal EPA contacted them and asked NaturaLawn of America to assist them in a new book they were putting together using industry experts from all across the United States. The hardbound book was published in 1994 and is entitled "Handbook of Integrated Pest Management for Turf and Ornamentals".

Catron notes that they were "very proud of the fact that the EPA asked us to write two of the chapters in the book: (1) **A Lawn Care Alternative Service** (describes and discusses the methods of organic based lawn care using IPM and how to attain positive results with less chemicals and pesticides using NaturaLawn of America as a real live experience with viable statistics for credibility); and (2) **Hand Sprayer Calibration** (provides a step-by-step instructional aid for industry professionals to ensure that when any application of a pesticide is made, it is done so with precision as the misapplication of pesticides in our industry is, unfortunately, the norm not the exception."

NaturaLawn of America has aggressive plans for the future. Over the next 4-5 years they plan to add an additional 100 franchise locations to their system, bringing their location count to 150. "Where we may not have a franchise to service

the lawn, we want to be able to provide a better and safer product alternative to the homeowner," Catron sums up. In doing this, they will increase their overall annual franchise revenues to \$70 million.

NaturaLawn of America's retail product line, which is a "sleeping giant," according to Catron. "The response we received from the consumers through test marketing indicates that growth in this area should be substantial."

For more information about natural lawn care and NaturaLawn of America please contact:

Phil Catron, President
NaturaLawn of America
1 East Church Street
Frederick, MD 21701 USA
Phone: (301) 694-5440
Fax: (301) 846-0320
E-mail: natural@nl-amer.com
www.nl-amer.com
mrnatural@nl-amer.com

(Editors Note: makes you wonder why our State, County and City governments, along with our schools and other, use our HARD TO COME BY TAX DOLLARS on anybody but NaturaLawn of America?? What Gives??)

The purpose of Michigan Interfaith Power & Light (MiIPL) is to *involve communities of faith as stewards of God's creation by promoting and implementing energy conservation, energy efficiency, renewable energy and related sustainable practices.*



MiIPL 2005 Membership Form

Contact: Mr. Ms. Mrs. Dr. Rev. Rabbi Imam Sr. Other: (_____)

Name: _____

Mailing Address: _____

P.O. Box _____ City: _____ State: _____ Zip+4 _____

Phone _____ Fax _____

E-Mail: _____ www: _____

MiIPL is organized exclusively for the purposes of receiving and administering funds for charitable, [religious,] educational and scientific purposes as described in Section 501(c)(3) of the Internal Revenue Code of 1986 (or the corresponding provision of any future United States Internal Revenue Law. Annual Dues are **\$100.00/Congregation, \$75.00/Partner, \$50.00/Individual**). Please check payment method:

- Please make ENCLOSED Checks Payable To: "MiIPL"
- Master Card Visa Discover American Express Other: _____
Card # _____ Expiration Date (mm/yy) _____

Signature: _____

Please mail completed Membership Form AND Payment to: Rev. Charles Morris, Executive Director, MiIPL, P.O. Box 4606, East Lansing, MI 48826.

Michigan Interfaith Power and Light (MiIPL)
P.O. Box 4606
East Lansing, MI 48826