



## Antique Apple Trees Featured at Annual Event

How do we satisfy our quest for history while satisfying our appetite for the finest in heirloom fruit? ECO's Old-Timey Apple Tree Sale, of course.

This year, our annual sale includes:

- Bramley's Seedling:** green yellow, tart
- Cox Orange:** red, orange, sweet & juicy
- Enterprise:** deep red, spicy tart flavor
- Freedom:** bright red blush, semi-tart

**Antique Apple Tree Sale: Sat, Feb. 9  
9 AM - 2 PM, H'ville Visitor's Ctr**

- Fuji:** sweet with acidic flavor
- Golden Delicious:** large yellow, tastier than store brand
- Granny Smith:** Med-large green, tart
- Grimes Golden:** pollinator, golden, crisp
- June Red:** red coloring, crisp, tart
- Liberty:** bright red, semi-tart
- Limbertwig:** greenish-yellow, pie apple
- Mollies Delicious:** pink-red, crisp, juicy
- Shockley:** yellow, sweet and rich
- Spitzenburg:** orange-red, aromatic flavor
- Williams Pride:** crisp, juicy sweet-tart

For a full list of each apple variety with full details: [www.eco-wnc.org](http://www.eco-wnc.org)

All trees are one year old grafts in 2-gallon containers, 3-4 feet semi-dwarf and return apple trees that historically grew in the southeast.

To purchase your trees, please order in advance by calling the ECO office at 692-0385 or ordering on-line. Trees not pre-ordered or picked up by noon will be sold to last minute shoppers.

**This issue of ECO VOICE is generously underwritten by Diamond Brand Outdoors**

## The New Path Forward - ECO Launches Its Five Year Strategic Plan

Over the course of many months, ECO leaders have met with long-time members, former board members, community leaders, government officials and other regional environmental efforts. Our goal—to plot the course for ECO for the next five years. Although many of the issues Henderson County and the region face have plagued us for years, no one could have predicted the rate of growth our community has experienced, the huge influx of newcomers into our county, and the strain on our natural resources. Nor could anyone have understood the groundswell of support ECO would receive as we've become a more outspoken voice for the environment.

To help us evaluate the rich legacy that ECO has reaped from former director Mary Jo Padgett's leadership and to plot ECO's next steps, we hired a leading environmental consultant in the Southeast, Suzi Wilkins Berl, who has expertly guided us in formulating a strategic plan focusing on four areas: **Green Infrastructure, County-wide Recycling, Renewable Energy/Energy Conservation**, and greater **Water Quality Protections**.

Long-time members will notice that none of these areas are new to

ECO, but approaching them as strategic priorities means the lens through which we view our work has become more focused -- from our events calendar, to our daily work and our four pillared mission statement of civic action, service, recreation and education.

ECO has a long history dealing with land use planning issues. By making Green Infrastructure a focus means that ECO will be more engaged in monitoring county and city government, helping to promote more stringent land development regulations and be active participants in the Small Area Planning process.

ECO has long been involved in recycling. Under new board member Katie Breckheimer's leadership we will strive to make county-wide recycling a reality in the next few years.

One of our best attended events in 2007 was our Green Building forum and our Clean Air Car Fair. By launching our new Energy Committee, ECO will be working with builders, homeowners, and government officials to find new ways of taking advantage of renewal energy technology. *See more information on our new committees on page 4.*



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## Meet Our New Board Members

*Thanks goes to our outgoing Board member Penny Keys for her loyal and dedicated service to ECO over many years.*

### **Bobbie Nicholson**

Bobbie has been an active volunteer with the ECO Seniors Committee for the past year. She is a chemist, a field she has worked in both commercially and academically, for over two decades. She has also worked for the US Forest Service as an Environmental Educator for five years.

Bobbie expanded her horizons some time ago to pursue an education in Computer Science. She has taught Information Technology at Mars Hill College for sixteen years. Bobbie has produced high quality materials and powerpoint presentations for ECO over the past year and will help coordinate projects under the new Energy Committee in 2008.

### **Russ Robinette**

Russ's love of nature began as a boy roaming the open spaces of his home in Pacolet, SC, continued as he became a Boy Scout and matured through young adulthood where he became an avid hiker, camper and trout fisherman. Russ has worked in sales and purchasing and later joined Diamond Brand Outdoors where he has worked for the past sixteen years as Director of Systems Operations.

He has worked with ECO in our bike tour, hikes and heritage apples tree sales. He and his wife Rita have supported responsible land development, expanded greenways, recycling and renewal energy. Russ is excited about helping ECO with its new strategic plans.

## DIRECTOR'S CORNER

### Water Under the Bridge



How a community handles its water is a reflection on the strength of its stewardship of its natural resources. In researching for a recent column for the Times-News, I discovered that nearly 20% of the 7.6 million gallons of water we draw from the Mills River each day (which includes one million gallons we get from Buncombe's draw downstream) gets wasted in the ground through leaks, a total of 1.4 million gallons per day. Add to the equation the amount of water we waste through sprinkler systems that ineffectively drench grass and flowers, the wasted water in bathrooms and household leaks and we can safely say that three million gallons of water are lost each day, over 1 billion gallons per year in Henderson County alone.

These numbers are staggering especially against the backdrop of the Southeast's worst drought in recorded history! Unfortunately the same issues apply to our use of energy and our accumulation of waste, among other

things. Looking at water and energy as finite, but precious resources that are irreplaceable and reduction of waste in our lives as critical steps towards protecting our legacy to our children and our community, its clear we still have a long way to go.

WNC's natural heritage is not something we can place on back-order at WalMart when it disappears. When its gone, its gone. So how do we become more effective stewards?

Start with the largest users and work our way down. Since our public water comes from the City of Hendersonville and most of the one billion gallons lost each year disappears without a trace, the first point of address is to support Hendersonville's efforts to get electronic auditing of their water supply ASAP. Further down the line is looking at our own use. Have we plugged all of our leaks? Installed low flow devices to sinks? Replaced toilets with more efficient models? And finally, installing rain barrels, rain gardens and cisterns to collect the rain we do get. I look forward to hearing your stories on resource conservation. Write me at [eco@eco-wnc.org](mailto:eco@eco-wnc.org).

*David Weintraub, Executive Director*

## ECO CELEBRATES OUR SIX GRADE ART CONTEST WINNERS

Every year ECO's Environmental Education Committee sponsors a sixth grade art contest with an inspiring theme. This year's theme "What Does Green Mean?" inspired creative interpretations of wonderful posters and sculptures. The top prize winners this year were Parker Cooper, Lauren Gandy, Crystal McMurry, Zachery Weil, Kyler Land-Cislo, and first place winner Rebecca Perez-Taylor from Rugby Junior High. Rebecca took home the grand prize donated by



First Place Winner, Rebecca Perez-Taylor

Diamond Brand, a 2-person back-packing tent. In an explanation of her poster she said, "My artwork shows how we can make a difference in this world." In a tree she drew messages that read: *a world without litter; use trash cans; use compact florescent light bulbs; recycle; install solar heating; turn off the water while brushing your teeth; turn lights off when leaving a room; limit fossil fuels.* ECO applauds all of the 100 contest entries.

# ECO CALENDAR OF EVENTS

January-March 2008

**Board meetings** are held the fourth Wednesday of each month, 5:30 p.m. **Senior ECO Group**, a gathering of retirees, meets at 10 a.m. the first and third Wednesday, **Water Quality Committee** meets the second Wednesday at 4:30 PM. Visitors are welcome. Contact ECO for details.

## JANUARY

Thu 3 **Urban Walks with Walk Wise, Drive Smart:** Join ECO and Walk Wise to explore our historic neighborhoods in a gentle 1-2 mile walk. Call (864) 457-6166 for details.

Sat 5 **Christmas Tree Recycling:** Turn your old trees to mulch and help retain our precious water. 9-2 at Jackson Park.

Sat. 12 **Guided Bird Walk:** 9 a.m. Jackson Park, Hendersonville. Co-sponsored by ECO and Henderson County Bird Club.



## FEBRUARY

Thu 7 **Urban Walks with Walk Wise, Drive Smart:** Join ECO and Walk Wise to explore our historic neighborhoods in a gentle 1-2 mile walk. Call (864) 457-6166 for details.

Sat 9 **Heritage Apple Tree Sales:** 10-2 Hendersonville Visitors Center, 201 S. Main St. Pre-ordered trees must be picked up between 10-12 noon. Left-over trees will be sold first come, first served. Log on on-line at [www.eco-wnc.org](http://www.eco-wnc.org) for full description of offerings and details.

Sat 9 **Guided Bird Walk,** 9 a.m. Jackson Park, Hendersonville. Co-sponsored by ECO and Henderson County Bird Club.

TBA **Training Session for Volunteer Stream Monitors:** 9-2 A special training session for biomonitors. A refresher course for previous participants and an orientation for new volunteers. Call 692-0385 to sign up.

## MARCH

Thu 6 **Urban Walks with Walk Wise, Drive Smart:** Join ECO and Walk Wise to explore our historic neighborhoods in a gentle 1-2 mile walk. Call (864) 457-6166 for details.

Sat 8 **Guided Bird Walk:** 9 a.m. Jackson Park, Hendersonville. Cosponsored by ECO and Henderson County Bird Club.

**CALL ABOUT OUR NEW SCHEDULE OF ACTIVITIES AND MEETING DATES FOR OUR NEWLY FORMED COMMITTEES-- *Green Infrastructure, Energy and Recycling Committees.***

**ECO VOICE is now available online at [www.eco-wnc.org](http://www.eco-wnc.org)**

•Environmental and Conservation Organization • ECO • 121 Third Ave., W, Suite 4, Hendersonville, NC 28792  
• (828) 692-0385 • [www.eco-wnc.org](http://www.eco-wnc.org) •



# NEWS BRIEFS

*Americans are confronted each day with a growing awareness that our planet's resources are finite and that we as a nation, although only 5 percent of the world's population, uses 30 percent of the world's resources. Some businesses and individuals are rising to the challenge by "going green." The idea is to reduce the amount of waste produced, energy consumption, and resulting air pollution.*

## Google Taps Solar

Google, Inc. has recently announced its plan to invest in renewable energy. The corporate giant has begun a new project entitled RE<C, with the goal of providing renewable energy at costs less than energy produced from coal. Currently, coal-fired power plants produce nearly 40 percent of the world's electricity.

Google will give grants and invest in companies, universities, and research labs that seek to reduce the world's dependence on coal-produced energy. Preferred sources are wind and geothermal, with solar energy lower on the list because it costs more to produce.

Google hopes to eventually produce one gigawatt of renewable energy, which would be sufficient to supply the energy needs of a city the size of San Francisco. This would help to reduce the costs of running their data centers. And any new technology would be licensed so that other businesses could also benefit from renewable energy



Google has installed solar panels at its headquarters in Mountain View, CA to help reduce its carbon footprint.

resources. Google is already trying to reduce its impact by becoming carbon-neutral by the end of 2007, installing solar panels at headquarters, and investing in research and development of more fuel-efficient vehicles.

## Grandfather Mountain Reduces Footprint

Closer to home, Grandfather Mountain, the popular attraction near Linville, NC, is taking strides to reduce its ecological footprint by becoming more "green." The Appalachian State University Department of Technology did an energy survey and recommended several tactics for Grandfather Mountain to employ.

Changes at the park included installing recycling bins and using biodegradable food service products. Future changes include programmable thermostats to adjust temperatures at night, replacing older appliances with more energy efficient ones, and adding air circulation fans to help with heating.

By 2008, the park hopes to have installed a set of solar panels capable of producing 7-kilowatts of energy. Over time this will be expanded to a system able to produce 54-kilowatts, making Grandfather Mountain the largest producer of solar energy in the state. The inverter system in the panels will convert the solar energy to usable power which will be returned directly to the grid.

# ECO LAUNCHES NEW COMMITTEES

## Green Infrastructure Committee

The future of Henderson County depends on how it balances growth with preserving its natural heritage. With the recently adopted Land Development Code (LDC) comes the Small Area Planning process by which area citizens can envision and plan their distinct area of the county. The Green Infrastructure Committee will work with the small area planning committees, actively monitor council and commissioner hearings and float our own land use proposals to tighten up the LDC. Volunteers are needed now to help establish our initial plans.

## Energy Committee

The Energy Committee will support both renewable energy and energy conservation. Their objective is to educate the public on the scarcity of non-renewable resources and the benefits of using alternatives. ECO plans to focus a portion of its education and outreach work on the importance of conserving resources in one's everyday activities. This will include a campaign that results in a substantial decrease in energy usage in Henderson County.

## Recycling Committee

The goal of this committee is to support county recycling. ECO has historically been an active force for recycling for years. Establishing countywide curbside recycling in a short period of time is this committee's goal. An additional drop-off site and county adoption of a waste reduction plan are also objectives, as well as educating the general public and county officials on the value of adopting a far-reaching and innovative recycling program.

**Contact ECO today at 692-0385 to sign up to our new committees!**

## Join Us!



Help make a difference, join our committees! It's a great way to get involved!

- Energy
- Recycling
- Volunteers
- Membership
- Fundraising
- Seniors Group
- Water Quality
- Green Infrastructure

### MOUNTAINTOP FUND CAMPAIGN CONTINUES ITS ASCENT

Led by David Weintraub, Executive Director, and the ECO Board of Directors, a new Strategic Plan has been adopted which includes efforts to promote green infrastructure by becoming more active advocates for smart growth, establishing county-wide recycling, expanding water quality protections, and promoting renewable energy and energy conservation.

In order to meet and exceed the demands of this ambitious plan, ECO must raise at least \$200,000 in immediate and long range funds. We need to make the Executive Director and Administrative Assistant full-time positions, establish a larger downtown office, and meet the financial demands of expanding water testing sites and other expenses related to the ambitious new Strategic Plan.

In order to reach these financial goals, a major donor fund raising campaign has been initiated, called the Mountaintop Campaign. Since early October, members of the Finance Committee and key volunteers have been personally soliciting contributions from our most loyal supporters.

So far, over \$32,000 in cash has been donated and an equal amount pledged over the next three years. The campaign will continue until the goal is achieved. Please respond generously when you receive a letter followed by a call from one of our volunteer solicitors. But don't wait, contact us now with your pledge!

*Tom Davis*

### VOLUNTEERS NEEDED

**ECO'S NEW COMMITTEES NEED YOUR HELP! CALL US TODAY ABOUT JOINING THE NEW GREEN INFRASTRUCTURE, RECYCLING AND ENERGY COMMITTEES.**

**(828)692-0385**

### Please check your category of membership:

- |  |                            |
|--|----------------------------|
| Corporate \$ _____                         | Maple _____ \$65           |
| Chestnut (life member) _____ \$500 or more | Hemlock _____ \$40         |
| Sycamore _____ \$250                       | Oak _____ \$25             |
| Dogwood _____ \$100                        | Redbud(student) _____ \$10 |

\_\_\_\_ Please contact me about special funding opportunities

Phone number \_\_\_\_\_ (day) \_\_\_\_\_ (night)

Name \_\_\_\_\_ email \_\_\_\_\_

Address \_\_\_\_\_

Clip and mail with your check to: **ECO, 121 Third Ave., W., Ste 4, Hendersonville, NC 28792 (828) 692-0385**

### Water Quality Committee Expands Role in Water Quality Protections

Water Quality volunteers have enthusiastically helped improve the quality of our area's most precious resource through monthly VWIN testing of area streams, twice yearly biomonitoring, and Adopt-A-Stream and Big Sweep stream cleanups. The support from city and county officials, businesses, agriculture industry, and many others was appreciated.

Looking ahead we know we need more volunteer groups, the business community, developers, and homeowners to take leading roles in improving the quality and conserving the supply in Henderson County. Plans are in progress to broaden our procedures of frequent testing but also determining the causes of the deficiencies. Also a greater emphasis will be on conservation.

### VOLUNTEERS NEEDED FOR BIOMONITORING TRAINING!

**A training session for new (and current) biomonitoring volunteers is being scheduled for February. CONTACT THE ECO OFFICE TO RESERVE YOUR SPOT.**

**(828) 692-0385**

### SENIORS GROUP MATURES GRACEFULLY

The ECO Senior's Group continued its sponsorship of educational activities with October focusing on nuclear power. A trip to Oconee Nuclear Station helped provide an insightful overview of the positives and negatives of nuclear energy. Mary Olson of Nuclear Information and Resources Service led an important discussion on nuclear power's serious drawbacks and a better understanding of green alternatives. The Senior's Group will kick off its new year on January 16 at 10:00 am at the ECO office.

## HELP ECO REACH THE NEXT MOUNTAINTOP . . . JOIN OUR MOUNTAINTOP FUND CAMPAIGN

ECO has launched major programs to insure our land use regulations protect our sensitive habitats, that our waterways remain pristine and that recycling becomes a county-wide practice. We need your help to reach those new heights. Please pledge today. Pledges may be made in lump sums or paid over three years. Contact us for more details.

### TOTAL PLEDGE AMOUNT:

- MOUNT MITCHELL \$ 30,000
- MOUNT PISGAH \$ 10,000
- PINNACLE MOUNTAIN \$ 5,000
- BEARALLOW MOUNTAIN \$1,000
- SUGAR LOAF MOUNTAIN \$ 500
- STONE MOUNTAIN \$ 100
- NAME YOUR MOUNTAIN \$ \_\_\_\_\_

PLEDGE FREQUENCY: LUMP SUM \_\_\_\_ ANNUALLY \_\_\_\_ QUARTERLY \_\_\_\_

ENCLOSED IS A FIRST GIFT OF \$ \_\_\_\_\_

BEGIN INSTALLMENTS ON \_\_\_\_\_

**SINGLE GIFT:** GIFT AMOUNT \$ \_\_\_\_\_

Mail to: ECO, 121 Third Ave W., Suite 4, Hendersonville, NC 28792  
(828) 692-0385

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
EVENING PHONE \_\_\_\_\_ DAY PHONE \_\_\_\_\_  
EMAIL ADDRESS \_\_\_\_\_  
IN HONOR/MEMORY OF \_\_\_\_\_

**This issue of ECO VOICE is generously  
underwritten by Diamond Brand Outdoors.**

### ECO Officers and Directors

Tim Weatherill, President (Hendersonville)  
Katie Breckheimer, Vice President (Saluda)  
Penny Keys, Treasurer (Chimney Rock)

Judith Francis, Bobbie Nicholson, Rita Robinette, Jane  
Shuttleworth, Bob Youngblood, Directors

David Weintraub, Executive Director, *ECO Voice* editor  
Amy Garascia, Rebecca Blecke, Administrative Assistants

*Mary Jo Padgett, Founding Executive Director*

**CONGRATULATIONS TO THE 2007 FRIENDS  
OF THE RIVER WINNERS:**

**JIM AND SHARON SPICER AND BILL GARRISON**

**THANKS FOR HELPING PROTECT OUR WATER-  
WAYS!**

**THE ENVIRONMENTAL AND  
CONSERVATION ORGANIZATION**  
121 THIRD AVENUE WEST, SUITE 4  
HENDERSONVILLE, NC 2879  
(828) 692-0385

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