Acknowledgements

I would like to thank Ball State University journalism and the Honors College for giving me the opportunity to do a project like this. This piece will certainly be a great addition to my portfolio and will help me in seeking a job in the future. I would also like to thank my advisor, Pam Leidig-Farmen, for teaching me all the skills I used in this project and for advising me. You were always very honest with me, which made me a better designer. Finally, I would like to thank my family and friends for all the support they have given me during my college career.
Abstract

Ecochic is a print and online publication that strives to promote an eco-friendly lifestyle. With articles on beauty, fashion and cooking, everyone is sure to find something they will enjoy. Creator and publisher Ali Turner’s mission is to let women know that a responsible, sustainable life is an attainable life, and that going green doesn’t mean spending green. Keep it stylish. Keep it simple. Keep it ecochic.
Artist’s Statement

The Idea

When I was deciding what I wanted to do for my thesis project, I decided to do something creative. After all, I was only taking three classes, and none of them offered me the chance to apply what I have learned on a larger scale. I wanted to do something that would both impress future employers and meet my desire for creativity. After much consideration, I decided to produce a magazine. I had taken a magazine design class my junior year, and it was one of my most interesting classes at Ball State. One of my favorite professors, Pam Leidig-Farmen, had taught the class, and I knew I wanted to have her as my thesis advisor. Luckily, she said yes before we left for Christmas break. I had my advisor; I had only to pick a topic for my publication, which was also an easy choice.

Living an eco-friendly lifestyle has been an interest of mine for two years. For my magazine design class, a partner and I created a 28-page magazine dedicated to the ‘green’ movement. I enjoyed writing the content for our magazine, Vert, and grew very attached to the cause. This time, however, I would be creating this publication without a partner, which is quite an undertaking. The absence of a partner was not a terrible thing, though. For this project, I was able to make all editorial and design decisions. My product would have a cohesive look that showcased my abilities and creative mind. I had my idea, but it was time to get my vision approved.

After meeting with Dr. Emert, I decided that in addition to my publication, I needed to create a web site for my magazine. I have limited web experience, but the chance to learn how to use Web programs would be beneficial in my field. I decided to shrink my planned 32-page
magazine to a 28-page magazine and use the stories I had written for those pages as additional web content.

The Process

The first week of class was my ‘planning phase.’ There are many things new publications must do in order to launch a magazine. For any publication, the publishers have to define their target audience. I had to decide for whom I wanted to write and design. After much consideration, I decided to target people like me: 18-30-year old women who have a strong interest in fashion, beauty and the environment. I wanted the publication to be relevant for those who are just starting their sustainable lifestyle or for seasoned environmentalists.

My target audience influenced every decision I made. The design, color scheme, editorial content, advertisements, and featured products all had to appeal to this age group. Before I began designing my magazine, I needed to create a style sheet. Style sheets include all the typefaces, colors and section titles of the publication and serve as a guide to designers. Developing a style sheet ensures that the magazine will have a cohesive look and makes the placement process easy. I decided to use a mix of serif (didot) and sans serif (Helvetica neue) typefaces to create a feeling of modern simplicity and vintage charm. My color palette included soft neutrals and pastels that would reflect the natural and modern design I had planned.

The most tedious part of producing any publication is the writing and editing process. I had to inject my personality into the publication, but could not just make a magazine for me. I needed to meet the needs of my audience and ensure that they would be entertained and informed by what I had to say. I decided to have four sections in my publication: Style, Beauty, Nouveau (trends) and Try This. I also planned a feature article about having an eco-friendly wedding. The
content was fun to write about, and my interest in the topic kept me on task. Writing the articles took two weeks.

By the end of January, I had hit my stride. My enthusiasm and passion for my project was what propelled me to produce good work. As the weeks went on, however, work began piling up. My easy class schedule was not so easy, and my internship at Nuvo in Indianapolis was taking up most of my free time. I knew that I needed to take a few days to catch up on work and focus on other things besides this project. A few days, though, turned into a couple of weeks. I was behind. There was no doubt about it.

I knew that in order to complete this project, I had to make the most out of my spring break. Instead of going to the beach, I spent most of my time on my couch working on this project. The nine days, however, were invaluable, and by the time I came back to campus, I had designed 20 pages. Although I wasn’t as far along as I wanted to be, I was making good progress.

Throughout the design process, I met with my advisor once a week to go over my designs. Her feedback was excellent and encouraging. It was an honor to have someone I respect so much tell me I was doing something right. I learned a great deal from her about design during this project. She helped me make my designs ‘breathe’ and ‘flow.’ The most important tips I got from her were about my text size and placement. The things she told me inspired many of my text treatments, and I think that the text is one of the most modern things about my project. With her help, I finished my magazine in early April. However, I still had a web site to create.

I’ve only made two web sites in my college career, neither of which was of the caliber I wanted to achieve in this project. I decided I had to do something different. Most magazine sites reflect the design of the magazine. While mine has the same typefaces and text treatments, there
is one big difference. After doing some web research, I found that web pages that have black backgrounds use far less battery power. As any ecochic girl knows, using less battery power equals less charging. Less charging equals less energy. Less energy equals saving the world. Therefore, I decided that my web site would have a black background, something used rarely in publication design.

Because I had cut four pages of content from my print version, much of my web content was already produced. I decided, however, to include some articles from the print edition. Most magazine web sites offer print content and exclusive online content on their web pages. I also pulled some articles from other ‘green’ web sites. These articles were well written and had the same voice my own work had.

In order to design my web site, I had to create a template to follow. Using iWeb, an Apple Web program, I designed my template and inserted pictures, articles, and hyperlinks. After deciding on my template, creating the Web site was a matter of copying, pasting, and publishing. The web site’s 36 pages were not difficult to create, but did take a lot of time. The work is tedious and sometimes boring. Despite these issues, I had finished my web site by the last week of classes and was ready to turn in my project.

Conclusions

Sixteen weeks was not a lot of time for one person to create a full publication and web site. I had to practice good time management skills in order to stay on top of my work. After 16 weeks, though, I have produced a work that has made me proud. If I had 32 weeks, my publication may have been better, but the satisfaction of meeting a tight deadline was half the joy of the project. I was able to test my boundaries and creative skills. I was able to have an idea and see it come to life. I was able to be an editor, writer, designer and publisher. Many students do
not have this opportunity. I am lucky to have had an experience that, I believe, will set me above my peers in my job search. Most of all, I am proud of myself, and that is the best assessment I could ever get.
8 Tips to Help You
Plan the Perfect Green Wedding

How to:
Get Mileage out of Your Wardrobe

Special Section
Beauty Insider Summer ‘09
Let vegetarianism grow on you

GOVEG.COM
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ecoCHIC  Publisher Ali Turner  Creative Advisor Pam Leidig-Farmen
EC/ONLINE

Did you know that Web pages with black backgrounds can save hundreds of megawatt hours a year?

Now you do. Every little bit helps.

web.me.com/ecochigmag/Site_2/Home.html

new articles...hot links...cool ideas...write back
Dear readers,

Weddings are a great occasion. After all, anything that combines cake, dancing, and champagne is all right with me! What many people don’t think about on this day of bliss, however, is the massive amount of waste that is created. I observed this first hand when my older sister, Brittany, got married. She had the perfect June wedding, but the ecological footprint was large enough to set up a small country. I’ll have to admit, there were some things that she did well. She rented cloth napkins, table wear and chair covers. She kept her bouquets of artificial peonies, and now they decorate her home. She opted out of individual printed menus and save the date cards. Even though these details saved resources, her use of Styrofoam plates, plastic cutlery and non-local food and beverage choices was enough to make any green girl squirm. Just know, future brides, that going green on your wedding day does not equal sacrificed beauty. Check out this month’s feature, “An Eco-Chic Affair,” to get tips and tricks for making your big day the best it can be, for you and the planet.

Peace and Love,

Ali

P.S. This month’s favorite? This necklace by Saundra Messinger. $300 at artfulwears.com.

2. Be put on a 'do not mail list.' Not only will that pesky junk mail disappear, but a huge amount of paper will be saved.


4. Keep the heat out of the kitchen during the warm summer months. Cook outdoors or in a toaster oven and save on AC costs.

5. Paper or plastic? Neither! If only shopping for a few items, bring your own reusable tote. Shopping for the entire week? Bring along a large, cardboard box for easy cart-to-trunk transportation.


7. Check online shopping sites like craigslist or Ebay for reused deals. Vintage is always in style.

8. Avoid using overnight shipping. The expedited services adds up to twice as much fossil fuel waste.

9. Use old mason jars to create see-through storage for cotton balls, Q-Tips, other bathroom necessities.

10. Rather than drinking bottled water, buy a nice, reusable cup for your H2O needs. Stainless steel will last, and you won't have to worry about the harsh chemicals that can leak from a plastic bottle.
RECESSION-PROOF STYLE

Recession taking a toll on your wallet? Take our advice to maximize your wardrobe.
by Ali Turner

Times are hard. Fashion shouldn't be. One can't deny that wallet sizes are shrinking, and along with it chances to express yourself through your wardrobe. In order for your wardrobe to survive the current economic recession, eco-fashionistas should look for new, organic fiber garments that have maximum staying power. For summer and early fall, trends on runways abound. How these trends translate to your wardrobe, however, is where fail-proof, recession-savvy style comes into play. Just remember, a well-edited wardrobe is the best and most economical wardrobe. Instead of stocking up on all the latest trends, EC has selected three trends to watch and buy this season.

Sheer tops and dresses
Breezy summer sheers are a sure way to impress. For vintage hunters, be on the lookout for flowing tops from the 1960s or 70s. Soft pastels will flatter summer glow while easily mixing in with your fall wardrobe. Oh chilly summer nights, pair a sheer top with a crop jacket for a sophisticated and sexy look. Choose sheer, black tops with embellishments and pair with suits or high-waisted skirts to take your work wardrobe to the next level. Whatever style you choose, make sure to choose a natural fabric that will not pill or run easily. For a dramatic effect, pair a sheer, dark dress with bold wedges or heels to elongate your legs and turn heads.

One-shoulder tops
Fresh from its late-nineties retirement, the one-shoulder top is coming back for a second round. Cotton dresses of this style are easy to find and provide a comfortable and more-wearable alternative to the strapless dresses of summers' past. The trend doesn't stop with night wear. One shoulder bikinis are popular this season as well. The cut offers a flattering cut across the color bone, but beware of tan lines. Load up on sunscreen to protect not only your skin but your right to bare shoulders.

Fringe skirts and dresses
Another trend that is seeing new life is fringe. What has been reserved for the occasional sandal in recent years is spreading upward. For summer and fall 2009, flappersque fringed skirts and dresses will be on runways and in stores. Beaded and metallic fringe is a sure bet for nighttime, while leather or suede, 1970s style fringe is the norm for the day. Add some life to your wardrobe by letting it all hang down.

EC Tip: Get a porcelain piggy bank to stash change. Every month, use that money for a night on the town!
THE JEWELRY BOX

by Ali Turner

What's in every eco-chic girls' jewelry box this season? Vintage lockets, of course. These designs combine the new trends of out-there jewelry with shades of gold and antique silver to offer vintage finds that add an old-feel twist. These vintage lockets are ornate and add just a touch of whimsy to every outfit.

Old lockets often have outdated chains. Mix and match your locket wardrobe by buying individual locket faces and chains. Put them together for a diverse look that no one else will have.

Enamel-faced lockets add hand-painted personality to any outfit. From Asian-influenced patterns to Victorian cameos, lockets provide patterns abounding. Vintage floral patterns coordinate with flowy summer tops for a soft look or can be paired with an edgy, contemporary outfit to have just the right amount of fashion-forward irony.

Check out these two lockets at TheParlor.com, a British Jewelry site that offers stylish vintage jewelry for less than $40.
LEANIMAL

by Ali Turner

Season five of Bravo's Project Runway featured talented designers from around the country. In the end, the victory went to Leanne Marshall, a Portland-based designer with an eye for unique structure and a heart for the planet. For her fashion-week showing in Bryant Park's legendary tents, Marshall used natural silk, linen and cotton to create her 13-piece runway collection. Garments ranged from natural tops and scalloped skirts to wedding dress (complete with pockets) and a sea blue bridesmaid's dress.

Her fabrics aren't the only example of nature she uses in her work. Her PR collection had hues of the ocean and incorporated wave-inspired scallop details. Her breezy pieces are flattering on many skin and body types and are sure to fly off the shelves this summer.

Marshall began sewing when she was 12 years old. Her first projects: costumes for her ballet performances. From then on, she knew fashion design was her future. She received a scholarship from the Fashion Institute of Design and Merchandising in San Francisco that would further her potential in the industry. After graduation, Leanne took a career as a graphic designer but never gave up on the dream of having her own fashion line.

Marshall moved to Oregon in 2006 and quickly became a big name in the local fashion scene. Marshall was featured in local fashion shows as an up-and-coming designer and garnered a list of clients that included Portland's elite. Eventually, she quit her day job and pursued fashion design full time. She named her new line "Leanimal."

In the wake of Project Runway, Marshall's fame grew and so did her mission: to save the planet, one garment at a time. To check out Marshall's designs, visit her online store or boutiques in Portland and Seattle.

(top left) Marshall designed this sea-blue bridesmaid's dress only days before the final runway show as part of an impromptu challenge on Project Runway.
(middle left) Marshall's casual separates are detailed with her signature waves.
(left) Marshall's simple design style is reflected in her own.
THE ECO-BEAUTY INSIDER

From hair products to nail polish, the eco-friendly community has you covered from head to toe.

by Ali Turner
**JUICE BEAUTY**

Juice Beauty uses only the freshest-squeezed organic juice concentrates as its bases and touts a Green Apple collection that is formulated to exfoliate and improve skin tone and texture. And you thought fresh juice was only for breakfast. Think again.

*(Shown Juice Beauty’s Apple Eye Concentrate- Sephora $38)*

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**LAVANILLA**

LaVanilla’s luxuriously healthy approach, coupled with the passion and dedication of its founders, has set the stage for a beauty revolution. LaVanilla is dedicated to creating a unique collection of natural, nourishing products. There is nothing vanilla about that.

*(Shown LaVanilla’s Vanilla Spice- Only at Sephora $54)*
Any green beauty queen knows of tarte (yes, they are too cool for capitalization). Tarte, which was founded in 1999, incorporates glamour and good-for-you skin solutions. The collection offers invigorating ingredients and includes the top five super fruit complexes (free-radical fighters), vitamins, minerals and plant extracts. These products are also fragrance free and do not contain petro-chemicals or skin-crying sulfates. Tarte doesn’t just stop at its green formulas. Their chic cases and compacts are green too. They are mostly made from post-consumer or recycled materials and can be reused to lower the carbon footprint.

Enbrightenment BriteSmile Whitener and Tarte Lipgloss-
Sephora $26
CARGO

Corn lipstick is a lot cooler than it sounds. Cargo’s new line, PlantLove, is changing the face of beauty one smile at a time. With more than 20 shades, this lipstick brand is made entirely of the yellow stuff. Even cooler? The outer box the lipsticks arrive in can be planted and will, you guessed it, bloom flowers. Eleven of the shades are designed by celebrities such as Courtney Cox, Evangeline Lilly and Lindsay Lohan. The lipstick is greenhouse-gas-neutral further combating global warming. Cargo also creates products for the face, eyes, and cheeks, all of which can be purchased at Sephora stores or online.

KORRES

With roots in the oldest homeopathic pharmacy in Athens, Greece, the history of Korres is as rich as the formulas of the natural products they create. From yogurt to wild rose, watermelon to guava, their roster of ingredients reads more like a grocery list—and also delivers maximum skincare benefits. The same skin-loving active natural ingredients are used in Korres’ latest award-winning color collection of wearable, nature-inspired shades made from organically grown, botanical ingredients. From powerful (and pamper-full!) skincare and body products to expert makeup with benefits, Korres is a brand that brings beauty back to nature—and brings out the Greek goddess in all of us.
The GREEN BRIDE Guide

by Ali Turner

From the proposal to “I do,” make sure your big day doesn’t have a big impact.

Britter Matthews-Cook sees the effects of waste every day. Her career at Ray’s Trash Service has given her even more of a reason to incorporate socially responsible habits into all aspects of her life. An avid supporter of recycling, Matthews-Cook says it was just natural that when she was planning her wedding, its ecological footprint was always on her mind. In order to create her dream “green” wedding, Matthews-Cook employed many clever tactics to make her wedding eco-friendly and stylish.

The trend is becoming more popular with couples, allowing brides to enjoy an abundance of green alternatives for their big day. Although not everything can be green, use these following suggestions to lighten the global impact of the wedding day.

Adopt a “less is more” mentality. Although an old, familiar adage says, “Go big or go home,” eco-friendly brides should opt to “Go green and save green.” A small, intimate ceremony uses far fewer resources. Fewer guests equal less food, fewer dishes and fewer place settings. Fewer people will have to fly or drive to the event. Fewer decorations will have to be rented or created for a one-time-only occasion. Across the board, resources will be saved. This intimate ceremony will also allow the newlyweds to move around the room more easily, spending more time with their guests on their special day.

Oftentimes, paper is one of the most unnoticed and wasted elements of a wedding. To save on paper, cut out of some major offenders: menu cards and seating charts. Guests often don’t miss what isn’t there. Instead of printing individual menus and table charts, Tonya Shadoan, owner of Circle City Planners in Indianapolis, Ind., suggests printing one large image that all guests can see. The money usually put into these finishing touches can be put toward something else, like a free-range or organic meal.

Let guests see it is an eco endeavor from the get go. To some, a wedding invitation isn’t complete without the invitation, response card, reception card, save the date note, registry list and inner and outer envelopes. To others, it is an egregious waste of paper. Rest assured, though, that classy invitations can still be had. For a stylish and one-of-a-kind twist, salvage old post cards from vintage stores and flea markets to use as RSVP notes. Not only will these rescue these artistic treasures, but postcards need no return envelope. Instead of save the date cards, encourage guests to RSVP by phone or online. Web sites such as eWedding.com provide couples with free Web space to create a custom wedding.
site. These wedding sights can be used for wedding party communication, RSVPs and links to online wedding registries.

Twisted Limb Paper in Bloomington, Ind., knows a thing or two about green wedding invitations. This local company hand makes its paper from 100% post-consumer waste. They are made in-house, eliminating shipping, and embellished with ferns, flowers or grass cuttings. These invitations are rustic, unique, and, best of all, not wasteful.

Find the perfect double-duty, green location. Although it may seem that where the nuptials take place has little to do with the environment, it does. Cookie-cutter 'wedding factories' provide a one-stop shop for brides but often pull resources from far-away places to reduce prices. These establishments sometimes provide strict catering and florist lists, taking away personal choices. Emily Anderson, author of Eco-Chic Weddings (Latherleigh Press, 2007) recommends supporting local restaurants, non-profits or landmark buildings by making them your wedding locale. Incorporating your community into the wedding will make for a memorable experience, and your dollars will go to a good cause.

In order to maximize green potential, Matthews-Cook says brides must not be afraid to ask questions. Be sure to check the venue’s recycling policy and composting practices. The Crown Plaza Union Station, Matthews-Cook’s reception venue, supported her desire for an eco-conscious wedding. "The chef was extremely excited about making a free range meal," Shadoan said. Some places, however, may not be as accommodating. If the venue is not willing to do either, perhaps it’s time to scout other locations.

Wear ‘green’ attire. Anderson says that behind the sparkle and allure of the fashion industry lies one of the largest pollutants in the world. The white wedding may be the dream, but in order to have the perfect, white, mass-produced gown, pesticides, bleaches and dyes must be used. These chemicals not only hurt the environment but also endanger the workers that come into contact with them.

When searching for the perfect wedding dress, don’t dismiss the idea of a vintage or once-worn gown. Specialty vintage shops are a great place to start your search. Stores in the heart of many cultural hubs carry a number of dresses that would suit the occasion. Web sites like Encorebridal.com buy high-end, once worn dresses from top designers such as Alvina Valenta and Lazaro and sells them at slashed prices. If a new dress is a must, consider opting for natural fibers, such as silk, or fair-trade fabrics.

The taboo of the bridesmaid dress is well known, but open-minded bridal parties can prevent this cluttered-closet doom. Matthews-Cook encouraged her bridesmaids to sell or donate their dresses to second-hand shops. Shadoan has known many bridal parties who have resold their dresses online. When

(left) Shadoan enlisted the help of local florists to create these beautiful, Indiana-grown flower arrangements.
(top left) The Circle City Planners
members of the bridal party post their dresses as a group on auction sites such as eBay, the bridesmaids, she said, often get most of their money back. Don’t forget, though, they are doing the environment a favor by repurposing an unwanted dress.

Use local products when possible. Living in a rural area has its advantages. These brides can find resources at their fingertips for nearly every aspect of their wedding, and local food is just the start. From beautiful springtime peonies to full, summer roses, brides should have no trouble finding the perfect flowers close to home. If using fresh flowers, avoid floral tape and green oasis, which are toxic, not biodegradable, and create more waste. Consider using potted plants as centerpieces instead. Old mason jars or antique bowls make a nice alternative to traditional pots.

Don’t stop there, though. Take local products to the next level by making the location a theme in itself. Shadoan suggests making state-themed guest bags as well. "People love destination weddings," she said, "so why not make your state a great destination for guests?"

Recycle and repurpose as much as possible. Although what happens at the wedding is a vital part of planning a green wedding, what happens to the decor after the ceremony is just as important. Rent table linens, napkins, china and silverware to provide a touch of class and rid the need of plastic or Styrofoam tableware. Also consider how to dispose left over food. Be sure to ask the caterer or venue how extra food is handled. If possible, donate leftovers to local homeless shelters.

Repurposed wedding decorations can be both eco-friendly and timelessly meaningful in a couple’s new home. Use artificial floral arrangements as decorations in the home or give them to members of the wedding party as a thank you gift. Matthews-Cook took this one step further by donating her fresh flowers to local hospitals.

Inspire others with thoughtful favors. These trinkets are often forgotten by guests or thrown away shortly after weddings. Instead of traditional favors, try giving back on behalf of your guests. Matthews-Cook, for example, made donations in her guests’ names to local animal charities.

When people saw those favors," Shadoan says, "they were all saying things like, "Wow, that is so Briter." These personalized favors not only give guests a glimpse of what is important to the couple, but also promotes active awareness of local and global issues.

Still want to leave your guests with something? Give guests organic coffee, chocolates, fair-trade lotions or soaps. Shadoan suggests using bags that could be used as shopping bags to present the favors or hotel bags. These bags are not only made out of recycled materials, but are durable enough to withstand post-wedding, daily use.

Be unique. Don’t be afraid to be an individual. Eco-friendly weddings may not have all the extravagancies of typical weddings, but this isn’t a typical wedding. It is different for a special reason, but can still be stylish and affordable. Best of all, it’s socially responsible and a thoughtful way for newly married couples to start their new lives.
-find a double-duty location
-send eco-friendly invitations
-research local, seasonal flowers
-decide on an organic menu
-register for sustainable gifts
-shop for vintage attire
-create a large menu board
-rent linens and tableware

-find a natural spa for pampering
-decorate with keepsakes
-arrange carpools for guests
-go digital with photography
-tell guests to forego wrapping
-wear organic makeup
-plan an eco-travel honeymoon
-enjoy your day!
When you purchase a rough diamond and malachite Green Bracelet created by Simmons Jewelry Co., supporting the educational initiatives that develop and empower people in African nations where diamonds are a natural resource. Simmons Jewelry Co. will donate 50% of net profits from the sale of the Green Bracelet to the Diamond Empowerment Fund (D.E.F.), a non-profit international organization which is dedicated to supporting educational programs in AFRICA.
EMPOWER YOURSELF through OTHERS

When you purchase a rough diamond and malachite Green Bracelet created by Simmons Jewelry Co., you are supporting the educational initiatives that develop and empower people in African nations where diamonds are a natural resource. Simmons Jewelry will donate 50% of net profits from the sale of the Green Bracelet to the Diamond Empowerment Fund (D.E.F.), a non-profit international organization which is dedicated to supporting educational programs in AFRICA.

www.simmonsjewelryco.com
Top 3 green cities

Making a move? Planning a trip? Check out these green hot spots.
Edited Ali Turner, from Popular Science

How the Ranking Works

Popular Science used raw data from the U.S. Census Bureau and the National Geographic Society's Green Guide, which collected survey data and government statistics for American cities of over 100,000 people in more than 30 categories, including air quality, electricity use and transportation habits. We then compiled these statistics into four broad categories, each scored out of either 5 or 10 possible points. The sum of these four scores determines a city's place in the ranking. (765) 285-8231 (office)
(765) 228-6456 (cell) The 4 categories are:

Electricity (E; 10 points): Cities score points for drawing their energy from renewable sources such as wind, solar, biomass and hydroelectric power, as well as for offering incentives for residents to invest in their own power sources, like roof-mounted solar panels.

Transportation (T; 10 points): High scores go to cities whose commuters take public transportation or carpool. Air quality also plays a role.

Green living (G; 5 points): Cities earn points for the number of buildings certified by the U.S. Green Building Council, as well as for devoting area to green space, such as public parks and nature preserves.

Recycling and green perspective (R; 5 points): This measures how comprehensive a city's recycling program is (if the city collects old electronics, for example) and how important its citizens consider environmental issues.

Portland, Oregon
America's top green city has it all: Half its power comes from renewable sources, a quarter of the workforce commutes by bike, carpool or public transportation, and it has 35 buildings certified by the U.S. Green Building Council.

Electricity: 7.1
Transportation: 6.4
Green Living: 4.8
Recycling/Perspective: 4.8
Other top contenders

San Francisco, CA
Oakland, CA
Eugene, OR
Cambridge, MA
Berkeley, CA
Seattle, WA
Chicago, IL
Austin, TX
St. Paul, MN
Sunnyvale, CA
Honolulu, HI
Fort Worth, TX
Albuquerque, NM
Syracuse, NY
Huntsville, AL
Denver, CO

Minneapolis, Minnesota

If you’ve got a world-saving idea, the City of Lakes will give you, your church or your community group the money to get it done. Twenty $1,000 mini-grants and five $10,000 awards were distributed last year to programs ranging from household power-consumption monitors to “block club talks” about global warming. A similar initiative has sprung up in Seattle.

Electricity: 7.8
Transportation: 7.4
Green Living: 2.8
Recycling/Perspective 2.3

Boston, Massachusetts

Boston has preliminary plans for a plant that would turn 50,000 tons of fall color into power and fertilizer. The facility would first separate yard clippings into grass and leaves. Anaerobic bacteria feeding on the grass would make enough methane to power at least 1.5 megawatts’ worth of generators, while heat and agitation would hasten the breakdown of leaves and twigs into compost.

Electricity: 5.7
Transportation: 8.7
Green Living: 3.4
Recycling/Perspective 4.9

Since Anchorage spends a good part of the year buried under highly reflective snow, it doesn’t make sense to keep the street lamps at full bore when moonlight can do the job. The city installed citywide dimmers. On top of that, the city is planning to upgrade its 18,000 streetlights to either LED or induction bulbs, depending on the results of computer simulations designed to find the type of light that helps humans see best and disturbs wildlife the least. The swap should be complete by year’s end, and the initial $5 million investment is expected to save up to $3 million in energy costs annually.
ON THE SHELF

Just starting your green journey?

Starre Vartan makes going green irresistible in this breezy, energetic guide. In upbeat prose that will especially appeal to younger women, Vartan emphasizes that sustainable living needn’t involve making sacrifices; her recipes, trivia, instructions on cooking up homemade household cleaners and pet food (not to mention toothpaste) and tips on ecological makeovers for the home, body and wardrobe make an environmentally friendly lifestyle seem desirable, accessible and full of creative potential.

The author informs and entertains as she presents natural solutions to roaches, the unexpected health benefits of cast-iron cookware, how to offset the carbon-emissions caused by plane travel and how to convert others to the cause.

Want to take your health to the next step?

Natalia Rose, covers the basics of the raw food movement in her new book, “Raw Food Life Force Energy: Enter a Totally New Stratosphere of Weight, Loss, Beauty and Health.” In 260 pages, Rose re-educates her raw food fans on the further sensibilities of combining foods for easy elimination reiterating her primary focus in “Detox” that consuming quick exit foods naturally slims the body while “waste” that remains inside the body too long eventually equals weight gain. Rose explains with aquasi-quantum physics approach that as everything existing has a vibration, it would make sense to ingest foods that will aid us in vibrating at the high rate in which we are designed to optimally function.

EC'S SUMMER PLAYLIST

FOLK
ROSi GOLAN
THE DRIFTER AND THE GYPSY

ROCK
BRETT DENNEN
HOPE FOR THE HOPELESS

POP
LENKA
LENKA
Boil wine, shallots, rosemary and thyme in a saucepan until reduced to 3/4 cup. Remove from heat. Add 1 tablespoon butter and brown sugar; whisk until butter melts and sugar dissolves. While cooking, heat grill.

Mix organic beef, salt and pepper, and a third of the remaining wine mixture into a bowl. Divide meat into four portions. Brush grill with olive oil. Grill until brown (about 3 minutes). Turn burgers and brush with wine mixture. Continue cooking until desired temperature/color, brushing with wine mixture. Place sliced blue cheese on burger after last turn and allow cheese to melt.

Grill the buns until golden. Add tomato slices and arugula. Dress burgers to liking.
Cupcake ingredients:
12 cupcake paper liners
8 oz of organic white chocolate chips
1 cup all-purpose flour
1 teaspoon baking powder
1 teaspoon kosher salt
1 cup sugar
1 cup (2 sticks) unsalted butter, room temperature
1 tablespoon vanilla extract
1 cup canned, unsweetened organic coconut milk
3 large egg whites

Preheat over to 325 degrees. Line muffin tins with liners. Melt white chocolate chips in double boiler over simmering water. Melt until silky smooth.

Whisk flour, baking powder and salt in a medium bowl. With an electric mixer, beat sugar, butter and vanilla until blended. Stir in melted chocolate. Alternate adding the dry ingredients and coconut milk until combined. In a separate bowl, beat egg whites until soft peaks form. Gently fold egg whites into cupcake batter until completely combined.

Place 1/3 cup of mixture into each liner and bake 25-30 minutes. Cool completely before frosting.

Meringue Buttercream ingredients:
1 cup sugar
1/4 cup water
5 large egg whites
Pinch cream of tartar
1 pound (4 sticks unsalted butter, cut into squares
1 teaspoon vanilla extract
3 tablespoons rose water

For buttercream, bring sugar and water to a boil over medium heat. Use a candy thermometer to monitor temperature. Heat syrup to 210 degrees. At that time, beat egg whites on low speed until foamy. Add cream of tartar, then beat until stiff peaks form. When the syrup reaches 240 degrees, pour sugar down the side of the bowl into the egg whites. Continue to mix until the bowl reaches room temperature. Add pieces of butter one by one. Add vanilla and rose water. Beat until mixture is smooth and shiny.
THE ECO SOCIALITE

You’ve gone green in most areas of your life. Now, be an eco-socialite.

by Ali Turner

...You’ve gone green in your home life. You eat organic food, use organic and toxic-free cleaners, and you’ve even implemented a recycling program to be aired. What you haven’t done is gotten rid of bad habits in your after-work outside-the-home life. You drive to the mall, the newest restaurant and the bars. You eat out, you get the occasional manicure and you must keep a strict color regimen to ward off roots or gasp! gray hairs.

To those of you who are now nodding your heads, don’t fear. There are ways that every eco-chic girl can have her cake and eat it too. By following a few simple rules and staying away from certain luxuries, you could be saving not only the planet but some money as well. Here are verts’ three best tips to becoming the eco-socialite.

Go natural. To the delight of the planet this is not only a trend for chic girls, should follow but women in general should consider. The biggest everyday offender, makeup. Not only do toxic chemicals in your pressed powder clog your pores and leave you more oily than before, they also warm our planet. Another no-no: tanning. Tanning beds use needless energy while aging your skin and increasing your cancer risk. Fake is the new tan. Natural skin tones are there for a reason and Hollywood’s top celebs are finally catching on. Say no to the fake bake.

Carpool. When meeting friends for drinks or dinner, arrange rides beforehand. Let’s be real. There is no reason for people who are going to the same destination to arrive separately. Arrange a designated driver list ahead of time so your group always knows how they are getting home from their night of fun. Take turns. It is the only way to keep a carpool system alive.

Get the best organic liquor. Do you want beer? Do you want wine? Vodka? Although some bars do not have eco-friendly options, liquor stores around the country specialize in such green indulgences. Specialty wine, champagne and hard liquors are easy to find through online searches. Instead of going out, organize an at home event for your friends to enjoy.

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HOW MANY RESOURCES AND POLLUTANTS

does it take to make a light bulb?

More than it should. The reality is, even energy-efficient products don’t always come from energy-efficient beginnings. Consider for a second what goes into producing, powering and transporting products around the world like hybrid cars, appliances and yes, even energy-efficient light bulbs. Until they’re manufactured in a carbon-neutral way, transported on low-emission vehicles, and powered in our homes by cleaner energy including wind and solar, green products will never be as green as they can be. While your commitment to use energy-efficient products is still better for our planet, that commitment will mean so much more when we have a fair, effective, science-based agreement on climate change. That’s why WWF is working with government and industry to make that happen and get to the root of climate change. Working together we’re confident that a vibrant, low-carbon economy is possible. But the time for action is now.

Join us in support of real action against climate change. Learn more at WWF.ca