



Sierra

MARCH MEETING

**Tuesday,
March 25**

7pm at the
HoChunk

**Three Rivers House
at 8th & Main**

Sierra Club members and
non-members all welcome

Wheelchair accessible

Creating a Clean Energy-Friendly Region

**Facilitators: Liz Wessel, Membership Chair, John Muir Chapter
Elizabeth Ward, Conservation Programs Coordinator**

Join us on March 25th as we further define what the Sierra Club can do in a positive energy campaign. We need you and your knowledge of the La Crosse area to identify local considerations for a campaign that would help expand solar energy and energy efficiency.

What would it take to increase solar energy and energy efficiency in the Coulee Region? What hurdles might be encountered and need to be addressed? Is there an incredible opportunity—a conference, development project coming up that could be a platform for solar energy and energy efficiency? Do you know local experts, businesses or enthusiasts who can help?

At this meeting, the framework for this campaign to expand solar energy and energy efficiency in the La Crosse area will be presented. Then we will roll up our sleeves and participate in facilitated brainstorming. What **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats can we collectively identify to help build an effective campaign plan. We will use this “**SWOT**” analysis to flesh out the issue and find out what we need to know to be successful.

Who should come? All are welcome to bring their ideas and an open mind. You do not need to be an expert on the issue. For more information, contact Liz Wessel, lizard59sc@yahoo.com or **608.238.9934**.



Earth Day 2014

Make it Green in 2014 will be held on April 27, 2014 from 11am to 5pm at the 6th annual Earth Fair presented by Coulee Partners for Sustainability, the La Crosse Area Family YMCA, the La Crosse Public Library and the Earth Fair Committee, held at Myrick Park and the EcoPark! This FREE event will feature children's activities, live music and perfor-

mances, and Grand Green Prizes! There will also be “green” vendor booths and a farmers' market, eco presentations, interactive displays, and so much more!

A schedule of Earth Fair 2014 activities is coming soon at:

<http://earthfairlacrosse.org/the-event>

Member Interest: Speakers and Outings

What topics haven't been covered by recent speakers? Who would you like to see invited to be a speaker at one of our meetings? Do you have an outing you would like to recommend? Please let me know your interests: Randy Hoelzen at rhoelzen@gmail.com.



Coulee Region Sierra Club

Maureen Kinney
620 South 23rd Street
La Crosse, WI 54601

Non-Profit Org.
U.S. POSTAGE
PAID
La Crosse, WI
Permit #814