

August 16, 2005

(Name)

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(City, state, zip code)

Enclosed please find copies of what the Greater Gwinnett Group of Georgia is distributing to leaders of the Sierra Club, including all officers, chapters, and field offices. It is a collection of three as yet unpublished articles on the subject of *How the Environmental Movement Can Find Its Way Again*. We are asking all leaders to read these articles before the September Summit. They contain the following valuable insights critical to the Sierra Club's future success:

1. They explain why the approach used by nearly all environmental organizations does not succeed in solving the more difficult problems we now face. This includes the most urgent problem of them all: climate change.
2. They explain why "The Right Inspirational Vision" will not work, despite its perennial appeal. This was the solution put forth in *The Death of Environmentalism* essay that was published in late 2004.

However, as the Union of Concerned Scientists wrote in their 2003 Annual Report, "We must be willing to build bridges to policy makers of all stripes [and] never settle for raising warning flags about problems: instead, we must always be prepared to offer technically feasible and affordable solutions." Therefore:

3. They not only explain why the environmental movement has failed to achieve its objectives. They also illustrate an alternative problem solving approach that appears to have a much higher probability of solving the sustainability problem in time.
4. They offer clear and precise ways to get started on this approach, including several new and untried solution elements that can be implemented immediately on an experimental pilot program basis. These elements "push" on high leverage points within the human system, rather than the low leverage points targeted by present solutions. This gives these new solution elements a much higher probability of solving the problem.

Several of us will be at the Sierra Club summit in September to discuss the potential of applying these concepts. We hope to see you there. We also look forward to an ongoing discussion of these concepts at sierraclub.org/summitforum.

Sincerely and sustainably yours,

Rick Krause ~ Greater Gwinnett Group Delegate

Curt Smith ~ Greater Gwinnett Group Chair

Annette Gelbrich ~ Greater Gwinnett Group Excom member

Lydia Pochatko ~ Greater Gwinnett Group Excom member

Nancy Brideau ~ Greater Gwinnett Group Excom member

Terry Jones ~ Greater Gwinnett Group Excom member; Georgia Chapter At-Large Delegate

Sandy Krause ~ Georgia Chapter At-Large Delegate

Jack Harich ~ Member, Systems Engineer

George and Wilma Turner ~ Members, Businessman, Chemical Engineer