



Come Blow Your Horn!

Annual W75BA Holiday Party

When: Thursday, December 11 6:45 P.M.

Where: Cosi's (back room), 2186 Broadway (77th)

- Celebrate a year of achievement on West 75th Street
- Select neighborhood nonprofits for our 2008 support

Come blow your horn!

The holiday season has arrived, and we have much to celebrate here on West 75th Street. So bring a crowd-pleasing dessert for the table; we'll provide beverages, fruit and cheese platters. Come prepared to vote on neighborhood nonprofit organizations we will support this year.

We will introduce our new W75BA brochure at the party and enlist your help in distributing it in the neighborhood. Repeatedly, newcomers to W75BA events have told us they learned about the Block Association by chance. We keep adding residents to our mailing lists (both e- and snail-mail), but posted notices of events quickly disappear. Without your help we have no means of door-to-door distribution on the street.

And we have quite a story to tell, and achievements to celebrate. A year ago, we set goals for W75BA. Here's a checklist of those we've accomplished so far:

- ✓ Maintain an informative, up-to-date website.
- ✓ Host an annual block party in September.
- ✓ Post event flyers Park to Park, RSD to CPW.
- ✓ Schedule an annual beautification day in early May.
- ✓ Work with building owners, co-op boards, community groups, elected officials, and city agencies to address issues that affect our community affect our community
- ✓ Increase the reach of our newsletter and event flyers.
- ✓ Extend the reach of our e-mail list to include the above groups.
- ✓ Support our neighborhood independent merchants by purchasing locally.
- ✓ Ask local merchants to donate door prizes for our bi-monthly meetings in return for signage at the meetings.
- ✓ Commit to "green living" by making choices that promote energy conservation.

We have also made progress toward these next goals, and with your help we will reach them in 2009!

- ✓ Distribute the newsletter to residents

from RSD to CPW, and to building owners and co-op presidents, schools, merchants on the block.

- ✓ Recruit block leaders to help promote the organization.

So come to our December 11 party and celebrate our 2008 achievements — and make a start on next year!

Live "Green" and Simplify Your Life —

A few years back the Department of Sanitation stopped recycling several items, including plastic bottles, deeming the practice non-cost effective. But by then I had learned a new habit: recycling plastic bottles. It was confusing and distressing to put them in the trash, and I ended up returning most of the bottles to whatever grocery store would have them. It was quite a relief when recycling plastic bottles was again available.

Such "green" changes may feel odd at first, but trust me, these habits will become something that clears the clutter and the soul.

Going green benefits the planet, your neighborhood, your home, and your psyche. As New Yorkers we already have a smaller carbon footprint than most Americans. We already do the obvious, recycling bottles and paper, using public transportation, etc. But, aren't we ready to take bigger steps to reduce our carbon load? And happily, what is good for the environment is usually good for our own health. In the long run, we even realize economic gains.

Here are some steps we can take —

- **Never use styrofoam!** It's toxic to humans, wildlife, and the environment. Used abundantly in carry-out containers, disposable plates, school lunch trays, etc., it will not breakdown in our lifetime, nor our children's — in fact it most likely will never breakdown. Urge your favorite restaurants to use the viable alternatives to styrofoam so that your carry-out meal won't have millenium-long ramifications.

- **Take your own carry bags to the grocery store.** Many stores offer reusable bags for 99 cents or so, or you can go fancy with attractive eco-bags readily available.
- **Cook more, get carry-out less.** Styrofoam is not the only issue; plastic and paper containers add up and are not readily recyclable.
- **Eat fewer processed foods.** The more processing, the more packaging. Buy vegetables fresh and use a mesh bag, or reuse old plastic bags.
- **Recycle your rubber-soled shoes.** If they are in good shape you can give them to your favorite charity. If they are unwearable consider taking them to Niketown (on 57th Street) or the New York Running Store in Columbus Circle, companies that will send them to be processed as playground surface.
- **Buy a reusable metal bottle and filter your water at home.** My own preference is Kleen Kanteen, which is made of stainless steel. There are lots of sizes and colors, and sippy cups for kids. You can find them at Whole Foods among other places.
- **Walk or wheel as often as possible.** New York is a relatively friendly to pedestrians. Take advantage and it will lighten the impact on the environment, improve your health and you won't have to worry about the subway fare increases or idling taxis.
- **Buy locally and seasonally.** We are so lucky to live in a place where this is so easy to do! Our farmers markets come from within 250 miles of Poughkeepsie, so the produce tastes fresher than that from California or



New York City trash receptacles at Broadway and 72nd street, marked for recyclables.

PHOTO: DEE

Going “Green” to Simplify Your Life
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- Chile. We will also come to appreciate what’s available in season.
- **Visit the “Climate Change” exhibit at the Museum of Natural History.** It gives an incredibly deep global perspective to all we do.
 - **Most important, understand that although change can feel uncomfortable and time consuming at first, these habits will soon become second nature.**

What could be better than your personal contribution to a healthy planet, a promising future for the young, your own vibrant good health, and a heavier wallet. So lend sweet simplicity to your life
—Chris Greeno.

How Recyclable Is Recyclable?

Not as much as you may think. While we’re feeling virtuous about properly disposing of recyclable products, it only works if they end up in an environment where they can breakdown. When buried in a landfill, they may never bio-degrade at all because they don’t have the necessary have no air and light. Apparently there are newspapers in landfills from the 60’s that can be dug up and read!

We need an integrated public service to provide for proper disposal. Apparently there is no system in New York to have these newer, earth-friendly disposables picked up or composted properly free of charge. There are organizations that would like to provide such services but lack the funding. Perhaps it is worth a letter to Mayor Bloomberg or to our local Council Members to request such services.

What about aluminum cans?

How many times can aluminum (like soda cans, for example) be recycled? Over and over. According to the Aluminum Association, aluminum is the most recyclable of all materials.

According to Earth911, cans as we know them were developed around the early 1800s. However, the use of cans as beverage containers didn’t happen until 1965. Since then, we’ve discovered that recycling aluminum has many benefits, including:

- **Fast turnaround.** One hundred percent of recycled aluminum ends up as another aluminum can in as few as 60 days.
- **Energy saved.** Tossing a can into a landfill is the equivalent of dumping six ounces of gasoline

onto the sidewalk.

- **Keeping clean.** Recycling cans keeps them from being littered, thrown in landfills, or incinerated.
- **It pays.** Many states have cash-for-cans programs, and charities—including Habitat for Humanity and the Boy Scouts of America—collect and recycle cans to earn money for local programs.

A word about “CLEAN ENERGY” JOBS in the US: (from the Earthshare website):

- 750,000 Americans already have jobs tied to clean energy development.
- Dollar for dollar, investing in clean energy creates more jobs than investing in traditional energy sources like oil and gas,
- The U.S. could reduce a huge amount of its global warming pollution at little or no net cost were markets to channel more of their capital into clean energy technology and deployment.
- By charging big polluters “pay-as-you-pollute” for their global warming pollution, Congress could raise around \$150 billion per year to develop and deploy clean energy systems throughout the U.S

Did You Know?

Deforestation accounts for 20 percent of U.S. carbon emissions? And the Food and Agriculture Organization of the United Nations found that as of 2005, the U.S. has the seventh largest annual loss of primary forests in the world.

October 30 Meeting: Keeping Small Businesses in Our Communities



W75BA merchant sponsors Sidhartha Gupta, who owns Mughlai and Papardella restaurants on Columbus at West 75th Street, and Bruce Start, an owner of Beacon Paint and Hardware, spoke at our October 30 meeting about the fate of small businesses (including their own) when rents rise astronomically. Sid and Bruce are merchant sponsors of W75BA.

An attentive audience viewed the film *When Twilight Becomes Night*, which opened the meeting. Produced by Virginie-Alvine Perrette of 2 Spot Digital, the film highlights the social implications when local merchants are forced to close their doors due to pressure from rising rents in gentrifying areas.

Councilmember David Yassky, also serving on the Small Business Task Force, spoke on how city government is addressing the issue. A lively question and answer period followed Mr. Yassky’s update..

Health Nuts “Reinvented”

Many were dismayed when Health Nuts, after more than 30 years on Broadway at 75th Street, was forced to close because of escalating rents. Now David Endo from Health Nuts is back!

Endo plans to open his new store, The Vitamin Peddler, on December 8 on Amsterdam and 77th Street in the space formerly occupied by Ashoka Crafts (across from the PS 87 playground). Let’s welcome him back to the ‘hood

WEST 75TH STREET BLOCK ASSOCIATION
CENTRAL PARK WEST TO RIVERSIDE DRIVE
www.w75ba.org / info@w75ba.org
MEMBERSHIP APPLICATION

Name _____
Address _____
Telephone _____
E-mail _____
Date _____

DUES: INDIVIDUAL \$15/YR, FAMILY, \$25/YR, MERCHANT/\$50/YR

Mail application with check to
W75BA, 33 Riverside Drive, #2A, New York, NY 10023
For more information: info@w75ba.org

W75BA NEWSLETTER

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