

Welcome to the Call

Saturday, July 10, 2010

Group Meetings from 9:45 AM – 12:15 PM **Pacific**
Call from 10:00 AM – 11:15 AM **Pacific** (1:00 PM EST)

Call in number: 1-866-642-1665 passcode 440699#

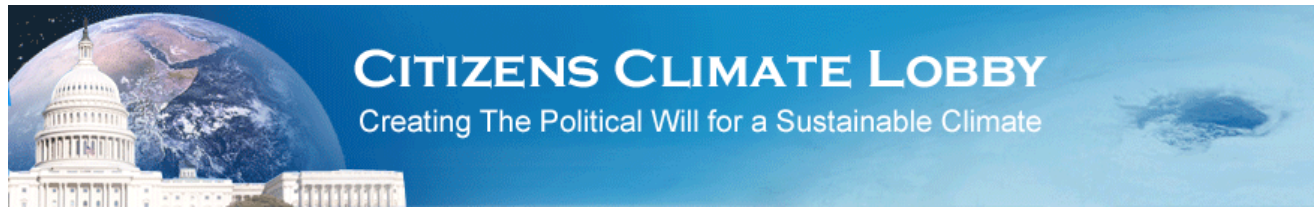


Our Speaker is **Bill Shireman**, President and CEO of [Future 500](#).

Called a “master of environmental entrepreneurship,” Mr. Shireman has over 20 years of experience developing and implementing programs that align the interests of major corporations and their stakeholders. Shireman develops profitable business strategies that drive pollution down and profits up. As President and CEO of the Future 500, Shireman helps the world’s largest companies and most impassioned activists - from Coca-Cola, General Motors, Nike, Mitsubishi, and Weyerhaeuser, to Greenpeace, Rainforest Action Network, and the Sierra Club -- work together to improve the profits and performance of business. He advocates market-based environmental policies – contending they can be more effective than many command and control laws. In 2002, with former Mitsubishi CEO Tachi Kiuchi, Shireman wrote the popular book, “What We Learned In The Rainforest -- Business Lessons from Nature,” featured in the Harvard Business Review, which declares the business-as-machine era over, and shows how companies can become as innovative as the rainforest, leveraging feedback to grow more profitable and sustainable than ever.

ACTIONS:

1. Invite guests to come to next month’s CCL conference call and action meeting. Start list of people you plan to invite.
2. Request face-to-face meetings with your senators and representatives during the August recess, Aug. 9 – Sept. 10, using this month’s laser talk.
3. Practice the Laser Talk (p 2).



CCL LASER TALK FOR JULY, 2010

Solution on climate can lift economy

As Congress gets closer to its August recess, the prospects for effective **climate legislation** appear to be fading.

An urgent meeting at the White House with Republican and Democratic senators failed to break the **impasse** that is holding up a climate and energy bill. Republicans came out of the meeting saying that this is a bad time, economically speaking, to **raise the cost of energy** or increase the deficit.

However, there's a simple solution that won't bust the **federal budget** or the family budget: Put a steadily-increasing **fee on carbon** at the source and return all the revenue to **every household**.

A clear price signal can make clean, renewable energy less expensive than with **fossil fuels** within ten years. There would be an explosion of investment in **green technology**, creating **millions of new jobs**. And we would also reduce our **greenhouse gas emissions** that are causing disastrous climate change.

Energy costs would go up, but by returning the revenue to all households, American families won't have to bear the **economic hardship** of those rising costs. In ten years, the "carbon dividend" could be as much as **\$1,500 per person**.

Most households – particularly low- and middle-income families – would receive more from the carbon dividend than they would pay for **increased energy costs**. This extra income from the carbon dividend would provide a **stimulus to the economy** that puts more people back to work.

Homeowners looking to make energy-saving investments would be able to finance improvement projects using the **carbon dividend** as collateral. Businesses that provide such improvements or small-scale energy production – rooftop solar panels, for instance – would expand as the **green economy flourishes**.

To sum it up, we can reduce America's **carbon output** and lift our economy by putting a fee on **CO2** and giving people the **revenue from that fee**.

Can we meet with the Senator [NAME HERE, or Congresswoman or Congressman NAME HERE] during the **August recess** to talk about this simple and effective solution?

Bullet points for laser talk

- Prospects fade for climate legislation
- White House meeting impasse
- GOP: bad for economy
- Won't bust federal or family budget
- Fee on carbon, return revenue to people
- Compete with fossil fuels in 10 years
- Investment in green tech, millions of jobs
- Lower GHG emissions
- Carbon dividend: up to \$1,500 each
- Most come out ahead; economic stimulus
- Use dividend to finance home projects
- Drives green economy
- Reduce carbon, lift economy with fee and dividend
- Ask to meet with senator or rep