



Spring 2020 Newsletter

Celebrating Fifty Years of Earth Day!

By Holly Harris, Executive Director



April finds us celebrating Earth Month and 50 years of Earth Day! This year we are facing an unprecedented public health and economic crisis due to the COVID-19 pandemic. In a matter of weeks, lives and livelihoods all over the country have been thrown into chaos. And make no mistake, the nuclear industry and other dirty energy industries are doing everything possible to cash in on the crisis. Now more than ever, I hope we all remember that our shared commitment to one another and to protecting this beautiful planet unites us during the most challenging of times.

Although COVID-19 may force us to keep our physical distance, it does not silence our voices. In the coming weeks, we will continue engaging Alliance supporters to celebrate Earth Month. We share an appreciation that the protection of our planet and the well-being of the people who live upon it are the paramount priorities. As Beatrice Brailsford frequently reminded many of us, Margaret Mead said it best: “Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

Together we are continuing to fight the nuclear industry’s efforts to [bring dirty and dangerous nuclear power to Idaho](#). We are opposing the uranium industry’s efforts to reap a record-breaking public subsidy to revive domestic uranium mining. We are advocating against the Nuclear Regulatory Commission’s efforts to usurp public participation in the environmental review of new nuclear reactors. We’re fighting back against efforts to allow radioactive waste to be dumped in Idaho landfills. And we are helping to lead a growing national effort to diversify the anti-nuclear community; it is an exciting time to see new voices join the chorus of people opposing the nuclear complex.

We are also embracing this time as an important opportunity to advance 100% renewable, pro-electrification efforts throughout Idaho. We are encouraging more communities to make their own commitments to transition



to 100% renewable energy. We are working on actions to reduce natural gas/methane consumption to compliment the City of Boise's 100% renewable energy commitment. And we continue fighting back against Idaho Power's efforts to curb (or kill) residential and small commercial rooftop solar in Idaho!

Finally, beginning in 2020, we are celebrating Earth Month by encouraging all [annual donors to renew their contributions](#) to the Alliance. We moved to renewing all annual donors in the spring, rather than randomly throughout the year, to save donor money and staff time managing annual donations. This makes it easy to remember when to renew your support for the Alliance; renew your support in the spring to coincide with Earth Day!

We're all in this together as we protect one another and our planet Earth. Thanks to all of you for inspiring (and funding) the work of the Snake River Alliance. I wish you peace and good health.

Changes in the Wind Update

By Rinda Just, Board President



Several months ago, Executive Director Holly Harris and I told you about a few changes that the board and staff were considering to make the Alliance a leaner, meaner machine. Well, those winds of change have cleared out a lot of old worn out things to make room for more effective advocacy. How will these changes affect loyal supporters like you?

These changes will help assure our supporters that the Alliance is maximizing their investment in the organization and its people. Working together, Snake River Alliance will serve as Idaho's nuclear watchdog and clean energy champion by inspiring, educating, and advocating for and with our fellow Idahoans for generations to come!

New Website and Social Media Advocacy

We introduced our clean, easy-to-navigate website, along with a new logo that captures both parts of our mission: anti-nuclear and renewable energy advocacy. In addition to being more user-friendly, the new website makes it easier for the Alliance to accept donations, sell fundraising merchandise and tickets to events, and keep the website up to date.

We have also substantially increased and diversified our social media advocacy. Increasing our communications outreach is critical to our ability to advance the Alliance's mission. You can find the Alliance on Facebook, Instagram, and Twitter. Now we need your help, please amplify and share the Alliance's posts through your personal social media accounts.

Saving Paper, Energy, and Money

The costs of paper, energy, printing, mailing, and staff time to put a paper document in your hands are substantial and unsustainable, so we are communicating with you primarily via

email, the website, and our social media platforms. We understand that not everyone who loves the Alliance loves the internet, so if you need to receive Alliance communications in paper form, please contact the staff, and we will cheerfully print and mail them to you.

Membership

To make it easier on you, our supporters, and save staff time and resources, all Alliance memberships will be due to coincide with Earth Day. We realized that our members were frequently asking “when is my membership due” and “is my membership current?” We also recognized that our small staff was spending too much time every month trying to track down membership dues. To streamline this process,



all memberships will now be renewed in the spring of every year. We will send out donation reminders in the coming weeks. And don't forget, the easiest way to support the Alliance is to become a monthly donor, which can be done quickly and easily on the new website (<https://snakeriveralliance.org/donate/>). Of course, we are happy to accept payment by check in the mail or in person!

Bylaws and Policies

The Board has amended the bylaws and adopted policies and procedures to bring the organization up to date and into conformity with best practices.

With regard to the bylaws (<https://snakeriveralliance.org/bylaws/>), the most significant revision changes the way new board members are selected. The board has been “self choosing” because existing board members have been selecting new candidates, vetting them, and bringing them to you for a vote. As a practical matter, however, very few members ever participated in the voting process and only did so based on limited biographical information. Thus, the new bylaws codified the real underlying practice. The board will seek to fill positions with an eye to particular strengths that a potential member brings to the board; skills and experience, geographical location, generational and cultural diversity will guide our decisions.

The board also adopted policies to ensure that governance of the Alliance is stable, consistent, and adhering to best practices for nonprofit organizations. Among others, the board adopted a new employee handbook, a finance policy manual, a board policy manual, a confidentiality policy, a conflict of interest policy, and an executive compensation policy. Being a grassroots organization is great, but if you don't have policy roots, governance is about as consistent as the waving grass.

Summary

Snake River Alliance board members and staff are constantly working to improve governance, and spend your money in ways that provide the most return on your investment. We are proud of what we have accomplished in the last several months. We look forward to

the opportunity to reinvigorate our long-time supporters; and to engage new generations of Idahoans in our vision to create an Idaho where our people and our environment are free from the threat of nuclear waste and contamination, and our communities are healthy, strong, and prosperous because of our reliance on clean and renewable energy.

Sharing a Japanese Visit: Two Perspectives

By Sharon Harrigfeld and Julie Hoefnagels, Board of Directors

Last fall, a small group of Alliance staff, members, and board members had the privilege of welcoming a four-member delegation from Tokai-Mura, Japan to Boise. Japan's nuclear industry started Tokai-Mura in the 1950s. As board members, we offer our individual perspectives to share insights into that meeting.



Sharon: I am prefacing my contribution with this basic fact; I am a new board member and a novice in the field of nuclear waste and clean energy. I can hold my own in the juvenile justice field but am frantically trying to obtain understanding in this new field of interest. Luckily, I am surrounded with incredibly knowledgeable and passionate individuals. A visit from a delegation of Japanese professors to discuss the Alliance's history of nuclear advocacy gave me another opportunity to learn.

All four members of the delegation have been active on Fukushima nuclear disaster issues, writing papers and books, making statements at trials to support victims in the court, and leading a non-profit organization to support evacuees from Fukushima.

Tokai -Mura, the sister town to Idaho Falls, is twelve miles from Ibaraki University (where one of the delegation members is on the faculty). The Japan Atomic Energy Agency at Tokai-Mura has just started decommissioning the reprocessing plant. The delegation is hoping to engage more public involvement and encourage information disclosure from the government and Japan Atomic Energy. Members of the delegation wanted to learn from the Alliance's experiences.

Kerry Cooke, Rinda Just, and Julie Hoefnagels answered questions regarding history, changes in the research, involvement in advocacy, risk associated with transfer of nuclear waste and economic development. Leigh Ford not only added to the discussion but graciously ensured everyone was welcomed and comfortable. They ended their short visit by looking at the rich history in our office.

I am a beginner in this field, and I am fortunate to be among masters who have provided a path for me to follow. For me the experience of watching like-minded colleagues discuss the importance of nuclear advocacy filled me with gratitude to be involved with the Alliance and all that it represents. I look forward to learning from all of you. Please don't hesitate to share with me reading materials that will assist me on this new journey.



Julie: Meeting with this delegation was a very enriching experience. It was a window into reality to get to speak with people who have lived in such close proximity to one of the worst nuclear disasters in history. I felt honored by their visit and humbled by the fact that there were things they felt they could learn from the Snake River Alliance.

In answering the delegation's questions about the Alliance's organization and accomplishments, we pointed to the grassroots nature of the Alliance, and how the hard work, inventiveness and tenacity of its staff and members over the years have had a major effect in changing the course of Idaho's nuclear history for the better. We have worked to develop healthy and respectful relationships with political leaders and with leaders at Idaho National Laboratory to accomplish these goals.

It was interesting to learn about the similarities and differences between the US and Japanese "freedom of information" systems. Both countries have such a system to guarantee transparency in the public sphere and, although it seems that the US is further ahead in terms of ease of implementation, we have opportunities to learn from each other. Both countries, of course, are grappling with the problems of nuclear waste cleanup and disposal, which are part and parcel of this means of energy production. In this context, we were able to point to Idaho's unique agreement with the Department of Energy (the 1995 Settlement Agreement) which provides procedures for dealing with waste and sets limits on the amount and type of waste that can be brought into the state.



I felt that our meeting was all too brief, and hope that we will be able to mutually support each other in facing future challenges presented by nuclear energy production.

Snake River Alliance Adopts a New Logo

By Amy O'Brien and Bryant Kusy, Board of Directors



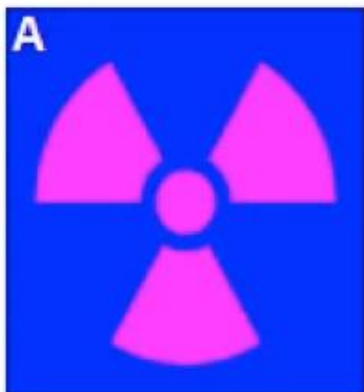
Based on feedback from members, Snake River Alliance staff and board members concluded it was time to update the logo to better reflect our organization's dual mission. Creating a new logo was exciting but a bit daunting as we wanted to incorporate all the elements that the Snake River Alliance stands for...anti-nuke and clean energy while honoring the history of the organization's activist beginnings.



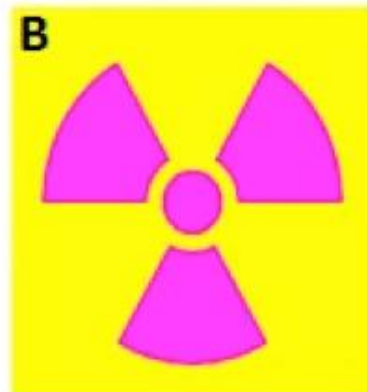
At the start, we established a committee of staff and board members to coordinate the logo design process. We secured new funding and hired a national creative team to assist with the design effort. We also knew we wanted to solicit ideas and incorporate feedback from a broad range of stakeholders at every stage of the design process.

Our committee asked people to vote for favorite color palettes and logo styles as a jumping off point for the graphic design team to explore. We went through at least five rounds of various approaches to logos asking for tweaks in the symbol, font, and color to hone in on the ideal graphic. We contemplated logo ideas that included Idaho imagery, nuclear reactors, the sun, rivers, waves, paddles, modern triangles, and even electric leaves. We researched historical images from the Alliance, vintage anti-nuclear campaigns, graphic posters, and buttons for inspiration. Along the way Leigh and Holly revealed artistic talent by mocking up sketches to share with the design team based on the feedback.

Round after round we sought to design a logo that included anti-nuclear imagery and embraced clean energy imagery. By the fourth round, the radioactive "trefoil" magically appeared in the negative space around the clean energy fan blades of the logo. We took a chance and asked the design team test out bright pink and blue for the fan blades, utilizing the original colors of the trefoil designed in 1946 at UC Berkeley (Nels Garden & team), and adding the yellow from the current incarnation.



1946



Today (US)



Today (International)

Thus, the new Snake River Alliance logo with its blades in motion looks simple, but has a legacy both historically and in our collaborative process. You can make out the nuclear symbol in the negative space, but the clean energy blades, say of a windmill, speak to a different vision. The new (clean) swipes away the old (decay) for the Snake River Alliance's twinned mission for Idaho. This powerful symbol has motion within it, energy. It sticks in the mind. And like a windmill, can be seen from far away in stark contrast to an antiquated and perilous past that was nuclear. As members of the logo design committee, we hope you are pleased with the new logo!



Spring is Here; Let's Plan a BBQ!

By Leigh Ford, Operations Manager

Call it overly optimistic or cabin fever, but we dearly miss the companionship *hoping*, to gather together for a **BBQ in Boise on Saturday, June 6th from 12:30-3:30 pm.**

Certainly things change from day-to-day and we will be posting and emailing event updates. For now, please save June 6th to celebrate the Snake River Alliance with a potluck picnic in the park!

Join us for fun, games, food, and drinks. Bring your special springtime dish or something to grill to [Boise's Julia Davis Park Pavilion](#) (behind the zoo, between the tennis and bocce courts). Bring your guitar too! We hope for an impromptu jam session. And as usual, well-behaved, leashed pets are welcome.

Remember to follow us on Facebook, Instagram, and Twitter to get event updates!

We hope to see you then!



[Upcoming Events](#)

- **April -23-May 7 - [Idaho Gives](#)**
- **June 6 (Save the date) - [Spring BBQ Potluck](#)**
- **Month of July - we are the featured nonprofit for [Lost Grove Brewing Powerful Pints](#)**
- **August 28 - [Idaho Gives BFF Block Party Lost Grove](#)**
- **September 23-27 - [Treefort 2020](#)**

*Events are subject to change. We will update you via email, social media, and on [our events calendar](#).