



"This song of the waters is audible to every ear."

-- Aldo Leopold, *A Sand County Almanac*

SOCIETY OF ENVIRONMENTAL JOURNALISTS
19TH ANNUAL
CONFERENCE

Hosted by the University of Wisconsin-Madison

October 7-11, 2009

"We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect."

-- Aldo Leopold, *A Sand County Almanac*

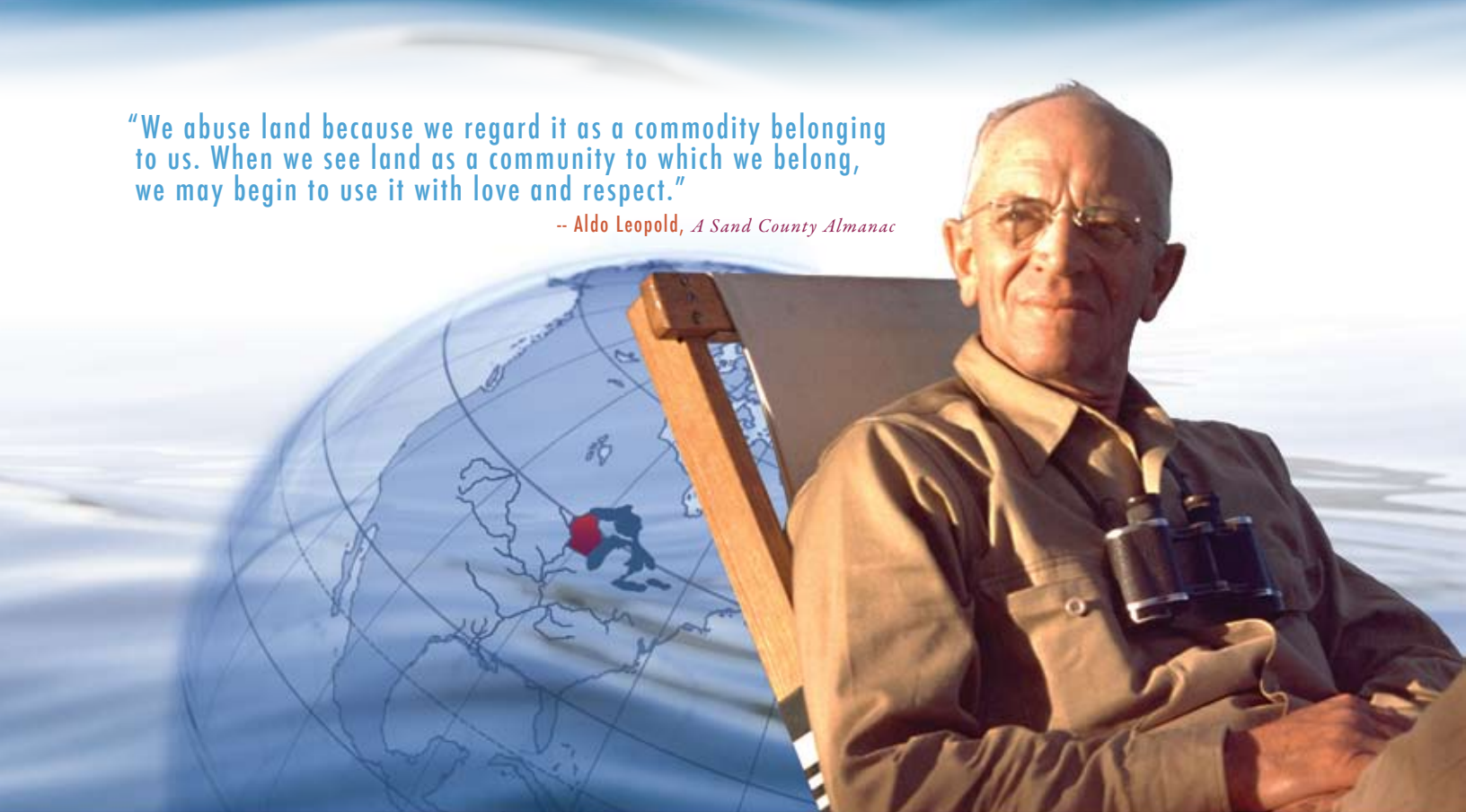


Photo courtesy of the Aldo Leopold Foundation

GREAT LAKES, GREAT RIVERS, AND THE LAND OF LEOPOLD

Wisconsin is defined by water. The United States' largest river lies to the west. To the east lies the largest lake located entirely within U.S. borders. And to the north is the granddaddy of them all—the largest lake (by surface area) on the face of the planet. Minnesota is the 'Land of 10,000 lakes,' but Wisconsin is home to 15,000 lakes and ponds; we just don't brag about them as much. And there are 12,600 streams stretching 84,000 miles—enough to circle the globe three times.

But Wisconsin is also the Land of Leopold, Aldo Leopold; father of the land ethic, and father of the first designated Wilderness area in the United States. His book, *A Sand County Almanac*, has been printed more than 2 million times since 1949 and it is a key literary touchstone of the modern American environmental movement. His family's humble "Shack," which plays such an important role in Leopold's book, continues to host a steady stream of pilgrims from around the world, some of whom are overcome with emotion when they cross the building's dusty threshold.

Wisconsin was also home to a young Scottish immigrant named John Muir, who spent several formative years on a farm in the central part of the state before wandering west. And then there's Gaylord Nelson, the late governor and U.S. senator known as the founder of Earth Day.

Of course Wisconsin is also the land of beer, where many of our microbrews are more than 100 years old. And cheese. We can't forget the cheese. Despite stiff competition from larger and more populous states, Wisconsin remains the number one supplier of cheese in the country. More recently the state has become a hotbed of the local and organic food movements, and a driving national force in community-supported agriculture.

The state is also the largest producer of cranberries in the country, and it has been the largest paper producer in the United States for more than half a century. And Wisconsin's Menominee Tribe has long captured international acclaim for harvesting trees on a highly unusual 180-year "old growth" rotation.

So it is with this rich, historical, natural resource backdrop that we heartily invite you to attend the 2009 SEJ Annual Conference in Madison. It promises to be a great conference, in a great state, and a great city, and a great university, at a truly formative time in American history.

Yes, times are tough, and the media business is feeling the pain as much as anyone. But Madison is cheap, history is being made all around us, and several of President Obama's key environmental voices are expected at SEJ this year. With prospects like that, can you really afford to sit at home?

We don't think so, which is why we plan to see you in Madison this fall.

Conference co-chairs,

Peter Annin

Institutes for Journalism & Natural Resources
Author, *The Great Lakes Water Wars*

Chuck Quirnbach

Environmental Reporter
Wisconsin Public Radio

Al Gore confirmed to speak in Madison shortly before printing. Please see www.sej.org for details.

TOURS IN THE FIELD

Thursday, October 8

Advance registration is required for all Thursday tours. Attendance on each tour is strictly limited, so registering early is important. Departure times vary (see below), but all will return to the Concourse Hotel in Madison about 5:00 p.m. Planning is still under way, so please visit www.sej.org for updates. For those looking for some exercise, tours 5 and 7 are your best options. Tours 6 and 9 are best suited for wheelchair accessibility (contact SEJ for details).

1. Ultralight Delivery: Crane Conservation on Our Fractured Landscape

(5:00 a.m. departure time, lunch included, \$30 fee)

Wake up with the birds to see one of North America's most endangered species. We'll head north to Necedah National Wildlife Refuge, home of the nine-year-old whooping crane reintroduction project. We'll watch from an observation tower as this year's flock of young whoopers flies behind an ultralight plane. We'll meet the pilots after the morning's training flight, and we'll tour the 43,000-acre refuge in search of adult cranes. In the afternoon, we'll visit the International Crane Foundation, which works to protect all of the world's 15 crane species. We'll take a behind-the-scenes tour of the isolation-rearing and crane-breeding facilities, and we'll meet George Archibald, the foundation's co-founder. Along the way, we'll discuss why cranes inspire people, whether there's enough space for them on our fractured landscape, and where the charismatic birds fit into the larger story of wildlife conservation. *Driving time — 4 hours total.*

2. Future Energy Choices

(7:00 a.m. departure, lunch included, \$30 fee)

Join us as we make several stops along Lake Michigan to delve into a variety of technologies being investigated to power the nation's energy future. We'll discuss prospects for building wind turbines in the Great Lakes and we'll tour a nationally known carbon-capture demonstration project at a We Energies coal-fired power plant. The project is one of many R&D efforts trying to keep coal viable in a carbon-constrained world and it is the first to use ammonia to capture CO₂ from coal-burning power plants. We'll look at a methane-to-energy project built by a key national manufacturer, S.C. Johnson, which could serve as a model for other major corporations. And we'll check out the HEV laboratory where Johnson Controls (whose headquarters is powered, in part, by 1,500 solar panels) is investing millions into developing next-generation batteries for hybrid electric vehicles, including a plug-in HEV announced this year by Ford Motor Co. *Driving time — 5 hours total.*

3. Cruising Lake Michigan

(7:15 a.m. departure, lunch included, \$30 fee)

More than 300 miles long and 118 wide, Lake Michigan is a fresh-water sea of stunning complexity and beauty. But serious ecological problems lurk beneath its surface, from invasive species such as zebra and quagga mussels to toxic pollution and destruction of wetlands and wildlife habitat from coastal overdevelopment. Journey to Milwaukee for a cruise aboard the EPA research vessel Lake Guardian, where scientists will discuss the lake's ecological challenges and demonstrate water, aquatic life and sediment sampling techniques. We'll also tour the Great Lakes Water Institute in Milwaukee, the largest academic freshwater research facility on the Great Lakes. *Driving time — 3 hours total.*

4. Roiling the Waters

(7:30 a.m. departure, lunch included, \$30 fee)

Water is the new oil, or so they say, and although Lake Michigan is part of the Great Lakes system that contains one-fifth of the planet's fresh surface water, this is also a resource under siege from all the people living along its coasts. We'll look at the low-tech solutions to non-point pollution that has closed beaches; we'll delve underground to see the Deep Tunnel project, Milwaukee's answer to sewage overflows which itself has spawned a lawsuit by angry city residents; and we'll peek at how far we've come since the environmental movement really took root 40 years ago. *Driving time — 3 hours total.*

5. Wetlands, Wildlife, and Wind

(8:30 a.m. departure, lunch and pontoon rental included, \$40 fee)

Wetlands are nesting and breeding grounds for many species of birds and stopovers for others that migrate thousands of miles. Bring your binoculars to Horicon Marsh, one of Wisconsin's top birding sites. Two-thirds of Horicon is a National Wildlife Refuge and the rest is a state wildlife area. We'll take a pontoon boat ride to look for waterfowl and hear from speakers about wetland ecology and pressures on wildlife refuges, including budget cuts and encroaching development. Next door we'll visit the 89-turbine Forward Wind Energy Center to learn about wind power impacts on wildlife. *Driving time — 3.5 hours total.*

6. Feeding Cities: Sustainable Agriculture and Environmental Justice

(9:00 a.m. departure, lunch included, \$30 fee)

Food has become an environmental story. Research suggests locally produced food can reduce our carbon footprint. But how it's produced may be just as important as the distance it travels to the plate. We'll check out how fish and fresh vegetables are being raised at Growing Power, an urban farm in Milwaukee started by Will Allen, recent winner of a MacArthur genius grant. A sustainable lunch, fresh from Growing Power, may be served. Then we'll see environmental justice in action in an inner city neighborhood that has turned to vegetable gardening to help fight obesity-related health problems and the proliferation of fast food. *Driving time — 3 hours total.*

7. Canoe the Wisconsin River

(9:30 a.m. departure, lunch and canoe rental included, \$45 fee)

This year, 2009, marks the 20th anniversary of a unique and successful preservation effort that protects the undeveloped and undammed reaches of the Lower Wisconsin River between Prairie du Sac and the Mississippi River, 92 miles downstream. Flowing between shifting sandbars and wooded bluffs, the river's broad floodplain is home to everything from numerous endangered species to mysterious mounds left behind by ancient cultures. Creation of the 80,000-acre Lower Wisconsin State Riverway by the state was an experiment in cooperative preservation involving landowners and state and local governments. A paddle down a scenic section of the river will introduce paddlers not only to the river's rich natural treasures but also to its human history. This is gentle river paddling and should pose no problem even for novice paddlers. *Driving time — 1.5 hours total.*

8. A Different Kind of CAFO

(10:00 a.m. departure, lunch included, \$30 fee)

Dairy farming is as much about manure as it is milk. The average Holstein produces the same amount of waste as 18 humans. Large-scale confined animal feeding operations – CAFOs – can exacerbate the problem by their sheer size. The Crave Brothers

Continued

dairy farm is a different kind of CAFO. With 950 cows, manure is processed through an anaerobic digester to produce methane to generate electricity. The farm keeps a greater share of its returns from the milk by making its own award-winning cheese in a 6,000-square-foot cheese factory. Lunch will be provided and include three types of Crave cheese: Farmers Rope, Petit Frere and fresh mozzarella on the salad. Cattle feed is home grown. Heifers graze in the fields. Once processed by the digester, the manure is used as an organic fertilizer and composted for bedding. As the scale of agriculture grows, so can environmental problems. The Crave Brothers farm, however, is a large-scale operation that strives to find a balance between economics and the environment. *Driving time — 1.5 hours total.*

9. CSI Madison: Wildlife Forensics

(1:00 p.m. departure, no lunch, but snacks and beverages will be included, \$20 fee)

Who gets the call when thousands of sick and dying bats are discovered in the caves and mines where they hibernate? What is the connection between wild birds in Alaska and surveillance for highly pathogenic avian influenza? Where are scientists studying environmental solutions to Chronic Wasting Disease? The USGS National Wildlife Health Center is where the nation turns for research solutions to questions involving wildlife health and disease. From white-nose syndrome in bats, to avian flu, chronic wasting disease, or the emergence of the West Nile virus in unlikely species, NWHC researchers are the sentinels of wildlife disease. We'll tour the high-security biological containment laboratories, watch a necropsy and talk with the scientists about wildlife, pathogens and tracking down emerging diseases. *Driving time — 20 minutes total.*

AGENDA

SEJ's 2009 annual conference officially begins Wednesday afternoon, October 7, with our opening reception, followed by dinner, special welcomes and the SEJ awards ceremony.

Wednesday, October 7

The two workshops below will be held concurrently from about 8 a.m. to 5 p.m. on Wednesday. Please see www.sej.org for more details, including the presenters, lodging, transportation and other logistics.

All-Day Workshop 1: Producing Video for the Web

Participants will learn multimedia concepts and visual journalism skills, including camera techniques, video gathering and basic video editing. Led by the Knight Center for Environmental Journalism and University of Wisconsin instructors, this hands-on session requires that you bring your own video camera. You don't need super hardware. It can be as simple as a Flip camera or digital camera with video capability. But it should not be a cell phone, because of poor video quality. *Pre-registration and \$60 fee required. See www.sej.org for more details. Space is limited. SEJ members only.*

All-Day Workshop 2: Computer Assisted Reporting for the Environment

If you want to dig into the environment beat, you need to know your way around data and electronic records. This hands-on session, led by the Knight Center for Environmental Journalism and IRE instructors, introduces data analysis with spreadsheets. You'll learn to sort, select, summarize and graphically display data. You'll dig deep into the Web to find, download and analyze

environmental datasets that produce stories. We'll also discuss how to convert those pesky pdf files into spreadsheets. Unleash the power of spreadsheets to help you ask smarter questions, work more efficiently and produce more watchdog environmental reporting. *Pre-registration and \$60 fee required. See www.sej.org for more details. Space is limited. SEJ members only.*

Opening Reception at the Concourse Hotel

It's not just cheese, cows and microbrews. Wisconsin's progressive tradition has helped shape the nation's environmental policies and practices for decades. We've invited Wisconsin Governor Jim Doyle, U.S. Senator Russ Feingold, Tia Nelson (daughter of late Senator Gaylord Nelson) and former Forest Service Chief Mike Dombeck to talk about the places you'll see during the conference and how the Badger State might be leading the nation. Join us for drinks and dinner, which are sure to include Wisconsin-made beer, cheese and ice cream.

SEJ Awards for Reporting on the Environment

Share the pride of your profession at SEJ's prestigious environmental journalism awards ceremony. Hosted by Jeff Burnside, SEJ board member and reporter at NBC 6 in Miami, this gala event will showcase the best environment coverage aired, printed or posted in 2008. Winners in eleven categories — including, for the second time, the \$10,000 Rachel Carson Environment Book Award — will be honored with trophies and cash prizes.

Thursday, October 8

Tours: See previous page for details and logistics for SEJ's 2009 field expeditions across Wisconsin.

Independent Hospitality Receptions

Thursday evening brings relaxation after a day on tours. Enjoy food, drink and good conversation with old friends and new acquaintances as you wander through receptions and displays and SEJ's new E-news and Education Gallery. Please visit www.sej.org beginning in July to see a listing of receptions.

Friday, October 9

Craft Breakfast Breakout Sessions

Get up bright and early for continental breakfast and join your colleagues for panel discussions on a wide range of craft-related topics.

Opening Plenary — Countdown to Copenhagen

This December's gathering of world leaders and climate scientists in Copenhagen is expected to be the most important climate change conference since the signing of the Kyoto Protocol 12 years ago. What do you need to know about the pivotal event as you prepare stories about greenhouse gases, cap and trade or flooding back home? Will the U.S. warm up to any agreement? What about China? We've invited some of the top people on the issue to tell inconvenient truths, and maybe raise some temperatures in the room.

AI Gore confirmed to speak in Madison shortly before printing. Please see www.sej.org for details.

Network Lunch

Choose a discussion table on a wide range of timely topics and reporting tips, or join a small breakout session with lively newsmakers.

Afternoon Plenary — Meet the New Bosses, (Not) the Same as the Old Bosses?

The invites are out, and we're confident we'll land a Cabinet member or two, as well as a couple of Congressional Leaders. "Yes we can." By October, there will no doubt be some changes in environmental policy, and the Obama Administration and new Congress will have a track record for us to examine.

Beat Dinners

We'll be in the heart of downtown Madison, right along the ever-popular State Street, host of countless restaurants that tempt the taste buds with cuisines from around the world. Join colleagues in dinner groups to discuss hot environmental topics of today in a fun atmosphere. Check www.sej.org beginning in August for a list of topics and restaurants.

Saturday, October 10

Morning Plenary — Non-profit News: A Sustainable Survival Strategy for Environmental Journalism?

We get it. The news industry is in a crisis of creative destruction. Amid the chaos, many are looking to non-profit models to ensure the future of mass-audience, in-depth environmental journalism — and fair wages for those producing it. Are expectations too high? As special interests launch "news" operations of their own, what are the standards for non-profit news? Can exciting but small experiments be replicated or scaled up to fill the void created by the retreat of traditional media? We'll hear from funders, practitioners and leading thinkers on the front lines of this epochal shift.

Lunch and Plenary — Preparing for the Century of Water

More than a billion people lack access to clean drinking water today. Two million die annually from unhealthy water conditions. According to the United Nations, two-thirds of the global population will suffer at least intermittent water shortages by the year 2025. Oil may have been the defining natural resource of the 20th Century, but we are in a new century now, and many consider it to be the Century of Water. So here in the water-rich Great Lakes region, home to one-fifth of all the fresh surface water on earth, SEJ is pulling together some of the greatest water minds around to put these issues into a broader context and help us better understand the water challenges that lie ahead.

Mini-Tour Adventures

Sign up on-site beginning Wednesday afternoon for SEJ's popular mini-tours. Options this year may include: Leopold's Legacy; Frank Lloyd Wright and Green Buildings; Dam Removal, River Restoration and Canoeing; Limnology Research Vessel; Biofuels of the Future; Badger Ammo Depot Reclamation; Farmers' Market and CSAs; Forest Products Lab; and Green Belts and Biking.

Saturday Night Party at "The Shack"

If you're an Aldo Leopold fan, you can't miss this pilgrimage. And, if you don't know who he is, then you must come and learn. "The Shack" is arguably one of the top environmental icons in the world, the place where Leopold conceived his land ethic and ideas for *A Sand County Almanac*. With the sounds of swirling geese and trilling cranes on the Wisconsin River as backdrop, the setting is soothing and sobering. If that's not enough, then perhaps you'll be enticed by the brand new, yet rustic, Leopold Legacy Center, the top LEED-certified building in the entire U.S. Imagine wining and dining under beautiful wooden beams

milled from the very trees that Leopold and his children planted decades ago on nearly the same spot. Still not enough? Well, then, the kicker: We'll have a "slowfood" extravaganza with some of the best beer, wine and organic fare that Wisconsin has to offer, followed by bluegrass music, bonfires, dancing and lots of down-home banter in the heart of Sand County. Check www.sej.org for updates. Pre-registration and \$35 fee required.

Sunday, October 11

Arboretum and Authors Breakfast

Situated on 1,260 acres in the heart of Madison and bordering Lake Wingra, the UW-Madison Arboretum is home to one of the world's best collections of restored landscapes. Founded in 1934 by Aldo Leopold and other pioneering conservationists, the Arboretum was established to re-create historic landscapes, particularly those that predated large-scale human settlement. The Arboretum includes the 60-acre Curtis Prairie (the world's oldest restored prairie), oak savannas, deciduous and conifer forests, and wetlands. This living laboratory faces many of the pressures — invasive species, storm water runoff, competing recreational uses — endured by any natural landscape. Join us for authors' readings and a discussion on Leopold's legacy, as well as walking tours across the restored landscape led by top ecologists. Full breakfast is included. Pre-registration and \$25 fee required.

Post-Conference Tour: The Other Side of Wisconsin

As SEJ's Annual Conference winds down and hundreds of people are catching cabs to the airport, a small group will be boarding a bus to the wilds of northern Wisconsin. An early highlight will be a visit to the internationally renowned Menominee Reservation in Keshena, which has been harvesting trees on a very unique 180-year "old growth" rotation. We'll also get up close and personal with some mighty sturgeon and learn how Wisconsin has maintained a healthy population of the prehistoric fish. The bulk of this tour will be spent deep in the lake country of Northern Wisconsin, where we'll examine cutting-edge forestry and wildlife issues (wolf howl anyone?). We will also accompany limnologists in the field to examine everything from climate change, to mercury deposition and how this beautiful region is struggling with rural sprawl and the concern that the popular vacation area is being loved to death. Planning was still under way at the time of printing, so check the SEJ website for the official announcements in coming months.

SESSIONS

Friday and Saturday Concurrent Sessions

Check www.sej.org for updates on sessions and speakers beginning in July.

THE CRAFT

- ~ Still a "Wash?" PR and the Environment
- ~ Freelance Pitch Slam
- ~ Quiz the Pollster: Energy and the Environment in the Public Eye
- ~ Climate Change Not the Environmental Story of the Century?
- ~ Laid Off But Still Working
- ~ Have You Heard the One About...? Using Humor to Help Tell Environmental Stories

Continued

- ~ Mentors and Mentees Mixer
- ~ Meet the PIOs of EPA and Interior
- ~ Scientists and Journalists Roundtable: How Do We Each Measure Up?
- ~ Training the Next Gen of EJs... in a Post-Newspaper World?

THE CLIMATE

- ~ Come to Attention: Climate Change and National Security
- ~ Taking Some Temperatures: Great Lakes and Regional Climate Change
- ~ Climate Change, Health and Environmental Justice Impacts
- ~ From the Equator to the Poles: Forests Under Siege

THE WATER

- ~ Hitching a Ride: Aquatic Invasives and the Bad Ballast That Brought Them
- ~ Sharing the Lakes: Trans-boundary Pollution
- ~ Clean Water Act: Still Violated After All These Years
- ~ Water Supplies, Diversion and The Great Lakes Compact

NATURAL RESOURCES AND WILDLIFE

- ~ Is There a Problem? Wolf Delisting and the ESA in a New Administration
- ~ Emerald Ash Borer and Other Terrestrial Invaders
- ~ Native Americans and the Environment
- ~ Bambi's Insatiable Appetite: Can a Forest Lie?

AGRICULTURE

- ~ Climate Change and Agriculture: A Whole New Crop
- ~ Conservation Reserve Program Under Threat?
- ~ Ag in the New Millennium: Sustainability or Status Quo?
- ~ A Capitol Idea, Squared: Madison's Farmers' Market and CSAs

POLLUTION AND ENVIRONMENTAL HEALTH

- ~ Green Chemistry, Nanotech and More: The Promise and Perils
- ~ Measure It Again: Air Pollution and the EPA Toxics Program
- ~ New Sheriffs in Town: Federal and State Environmental Enforcement
- ~ 6.8 Billion Reasons to Ask: Population, Pollution and Human Health

ENERGY

- ~ A Debate Renewed: Transmission Lines and the Environment
- ~ Tar Sands: From Canada to the Midwest
- ~ Coal Update: Impoundments and Safety
- ~ Biofuels: A Tanked Industry or Ready Again for Traction?

THE ECONOMY

- ~ Nukes to Wind: The Challenges of Feeding the 21st Century Grid
- ~ Big Think: Energy Policy in a New Economy
- ~ Grading Green Jobs, Energy Independence and the Stimulus Package
- ~ Climate Change and the Economy: It's Everyone's Business to Report

HOW TO REGISTER

Register Online at www.sej.org

Mail conference registration to:
Convention Management Services, Inc.
SEJ Conference
500 Business Centre Drive
Lansing, MI 48917

Make your check payable to SEJ.
 Paying by credit card? Fax your registration to: **(517) 485-4178**
 Questions? Call **(800) 878-5131** (U.S.) or **(517) 485-2309** and ask for SEJ conference registration.

Registration can be confirmed only when payment is received.

Cancellation Policy: If you cancel your registration in writing by Sept. 9, 2009, you will receive a full refund less a \$50 processing fee. Non-attendance does not constitute cancellation. Substitutions may be made. Mail or fax your request for cancellation to Convention Management Services Inc.

Member Dues: Current members only: You may include your dues payment of \$45 (students and Canadian members, \$35; Mexican members, \$30) with your registration fee. You must already be a member of SEJ to renew with conference registration.

CONFERENCE REGISTRATION FEES

Member rates apply to SEJ members only. SEJ membership is restricted to journalists, professors, and students. Please visit www.sej.org or contact the SEJ office at **(215) 884-8174** or sej@sej.org about eligibility and to receive an application.

Membership applicants: Do not include your new member fees with conference registration. Membership applications submitted after Sept. 1, 2009, may not be processed in time for the conference. Send your membership application and member fees to:

SEJ Membership Department
P.O. Box 2492
Jenkintown, PA 19046

MEMBERS

By 8/14/09 **\$190**
 After 8/14/09 **\$235**

Single day (Please specify which day)
 By 8/14/09 **\$100**
 After 8/14/09 **\$110**

STUDENTS \$75

Membership is not required for the student rate. However, students may be eligible for and will benefit from membership. Visit www.sej.org for details.

NON-MEMBERS

Save money! Subscriptions to SEJ's quarterly newsletter, *SEJournal*, include conference fee discounts for up to three people per subscription.

SUBSCRIPTION RATES

- ~ **Corporate: \$200** (saves 10% off non-member registration fees for up to three people)
- ~ **Government: \$80** (saves 30% off non-member registration fees for up to three people)
- ~ **Non-profit: \$75** (saves 30% off non-member registration fees for up to three people)
- ~ **University: \$55** (saves 50% off non-member registration fees for up to three people)
- ~ **Small non-profit: \$50** (saves 50% off non-member registration fees for up to three people)
- ~ **Individual: \$45** (saves 50% off non-member registration fees)

To take advantage of subscriber discounts, subscribe today by including your subscription fee with your conference payment. Please contact SEJ at sej@sej.org or **(215) 884-8174** if you are unsure about your category.

CORPORATE SUBSCRIBERS REGISTRATION FEE

By 8/14/09 **\$900**
After 8/14/09 **\$990**

Single Day (Please specify which day)

By 8/14/09 **\$360**
After 8/14/09 **\$405**

NON-PROFIT/GOVERNMENT SUBSCRIBERS

By 8/14/09 **\$700**
After 8/14/09 **\$770**

Single Day (Please specify which day)

By 8/14/09 **\$280**
After 8/14/09 **\$315**

INDIVIDUAL, UNIVERSITY, SMALL NON-PROFIT SUBSCRIBERS (annual budget of \$1 million or less)

By 8/14/09 **\$500**
After 8/14/09 **\$550**

Single Day (Please specify which day)

By 8/14/09 **\$200**
After 8/14/09 **\$225**

NON-MEMBERS WITHOUT SUBSCRIPTION

By 8/14/09 **\$1,000**
After 8/14/09 **\$1,100**

Single Day (Please specify which day)

By 8/14/09 **\$400**
After 8/14/09 **\$450**

IMPORTANT DEADLINES!

AUG. 14: Postmark deadline for early discount registration

SEPT. 9: Deadline to cancel conference registration for refund less \$50 processing fee (see cancellation policy)

SEPT. 9: Deadline to book hotel rooms at The Madison Concourse Hotel and Governor's Club

LODGING

The Madison Concourse Hotel and Governor's Club is the official site of this year's annual conference where most sessions, meals and events will take place. Located near the State Capitol, and State Street, The Madison Concourse Hotel offers complimentary airport shuttle, complimentary wireless Internet access and wireless printing from your guest room.

The Madison Concourse Hotel and Governor's Club

One West Dayton Street
Madison, Wisconsin 53703
www.concoursehotel.com

For reservations, call the hotel directly at **(800) 356-8293**. Be sure to identify yourself as part of the Society of Environmental Journalists Annual Conference to receive the discounted rates.

Room rates: \$129 Single or Double / \$139 Triple / \$144 Quad (current tax rate is 14.5%)

Reservation deadline is September 9. After this date, reservations will be accepted on a space and rate available basis.

TRANSPORTATION

By Plane:

Dane County Regional Airport (MSN)
Madison, WI
www.msnaairport.com
6 miles / 15 minutes to hotel

General Mitchell International Airport (MKE)

Milwaukee, WI
www.mitchellairport.com
85 miles / 1.5 hours to hotel
Bus service to downtown Madison available.

O'Hare International Airport (ORD)

Chicago, IL
www.flychicago.com/Ohare/OhareHomepage.shtm
135 miles / 2.5 hours to hotel
Bus service to downtown Madison available.
(See information below about Coach USA/Van Galder)

By Car:

Madison is located in south central Wisconsin, and is accessible via several major highways.
1.5 hour drive from Milwaukee (via I-94)
2.5 hour drive from Chicago (via I-90)
4.5 hour drive from Minneapolis/St. Paul (via I-94)

By Bus:

Badger Coaches (608) 255-6771 / www.badgerbus.com
Services Milwaukee's General Mitchell International Airport to downtown Madison.

Coach USA/Van Galder (800) 747-0994 / www.coachusa.com
Services Chicago's O'Hare International Airport to downtown Madison.

Greyhound Bus Lines (800) 231-2222 / www.greyhound.com

Society of Environmental Journalists
P.O. BOX 2492
Jenkintown, PA 19046
Forwarding Service Requested

*"The oldest task in human history: to live
on a piece of land without spoiling it."*

*-- Aldo Leopold, *A Sand County Almanac**



"The Shack"

Photo courtesy of the Aldo Leopold Foundation

SOCIETY OF ENVIRONMENTAL JOURNALISTS

Founded in 1990, SEJ is the only North-American membership association of professional journalists, educators and students dedicated to more and better coverage of environmental issues. SEJ's mission is to advance public understanding of environmental issues by improving the quality, accuracy and visibility of environmental news reporting. As a grassroots educational group dedicated to the highest standards of public service journalism, SEJ is independent and nonpartisan. Non-members are welcome to participate in SEJ conferences. All SEJ programs, publications and services are designed and organized by members to strengthen environmental journalism. For more information visit www.sej.org.



MADISON

Wisconsin's capital city is known for its natural beauty, stimulating cultural offerings, distinctive restaurants and shops, and an irreverent spirit of fun. The downtown is built on an isthmus between two glacial lakes, which have wonderful lakeshore walking and biking paths. Much of the vitality of the central city comes from the University of Wisconsin-Madison, which is just a few blocks away at the end of legendary State Street. On State Street you'll find galleries, museums, shops and some of the city's most-loved restaurants. Madison has been dubbed the nation's smartest city, a perfect college town, the friendliest city in the Midwest, and one of the top 10 greenest cities in the United States.

THE UNIVERSITY OF WISCONSIN-MADISON

The University of Wisconsin-Madison is one America's premier public research universities. Throughout its history, the university has helped foster a sense of connection and responsibility to the natural world through environmental scholarship. John Muir was a student at Wisconsin before matriculating to the "university of the wilderness." Aldo Leopold taught at Wisconsin while formulating his seminal land ethic. Gaylord Nelson, former governor, U.S. senator and principal founder of Earth Day, studied law at Wisconsin. Today, environmental education and research are elemental in dozens of programs ranging from the Nelson Institute for Environmental Studies to the Center for Sustainability and the Global Environment. The university itself is situated on 1,000 scenic acres in the heart of Madison and boasts unique natural and cultural features, including its world-famous Arboretum and the world's largest assemblage of Native American effigy mounds on a university campus.



This publication is printed on recycled paper. 80% post-consumer fibers, 20% from Forest Stewardship Council certified managed forests. Paper is chlorine free.