

FOOD FOR THOUGHT!

"It seems that every day, we see examples of messages telling us that we can save the planet by saving paper. No more newspapers, no more catalogs, no more books, no more direct mail -- the result, a public who reads and understands less, who is more poorly informed and more likely to be a victim of sound bites on TV and 30 second commercials. We will have a society that will have more and more server farms and computers filled with non-recyclable materials consuming enormous amounts of energy. This will be done with the purpose of replacing paper which is grown as a crop, uses only the energy of the sun, and is fully recyclable into useful products and which is produced by mills which consume their own waste to meet most of their energy needs. Take the time to tell everyone you know the facts -- find out what your children's school is teaching them." *(Bob Lindgren, PIASC President)*