



Photo: Martin Neptune

Pəskehtək^wok

Joining of the Branches

Spring 2009 ~ Issue 2

Penobscot Indian Nation
 Department of Natural Resources
www.penobscotnation.org/DNR/DNR1.htm

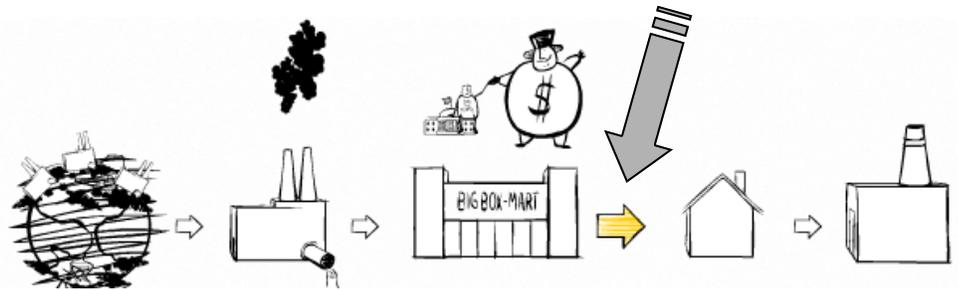
Phone Extensions

| | |
|---|------|
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| Michelle Attean, Water Resources Trainee | 7381 |
| Ron Bear, Forest Technician | 7335 |
| John Banks, DNR Director | 7330 |
| Rhonda Daigle, Water Quality Monitoring Program Coordinator | 7326 |
| Yvonne "Cookie" Francis, Administrative Assistant | 7331 |
| Tim Gould, Game Warden Supervisor | 7395 |
| Dan Kusnierz, Water Resources Program Manager | 7361 |
| Jason Mitchell, Water Resources Field Coordinator | 7381 |
| Ed Paul, Game Warden | 7392 |
| Jan Paul, Water Resources Field and Lab Technician | 7382 |
| Kristin Peet, Big Game Biologist | 7363 |
| Angie Reed, Water Resources Planner | 7360 |
| Russ Roy, Forest Manager | 7339 |
| Dennis Stevens, Forester | 7337 |
| Bill Thompson, Air Quality Program | 7340 |
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The Story of Stuff - Step #4 Consumption



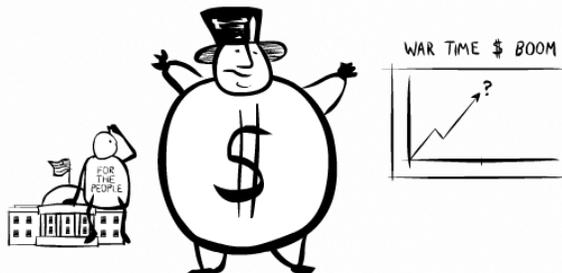
If you and I didn't consume stuff there would be no reason to produce it. There really does need to be a demand in order to generate a supply. As Annie Leonard states, consumption "is the heart of the system, the engine that drives it." "It is so important [to propping up this whole flawed system] that protecting **this arrow** is a top priority."



"We have become a nation of consumers. Our primary identity has become that of consumer, not mothers, teachers, farmers, but consumers. The primary way that our value is measured and demonstrated is by how much we contribute to this arrow, how much we consume. And do we! We shop and shop and shop. Keep the materials flowing. And flow they do!

Guess what percentage of total material flow through this system is still in product or use 6 months after their sale in North America. Fifty percent? Twenty? NO. One percent. One! In other words, 99 percent of the stuff we harvest, mine, process, transport—99 percent of the stuff we run through this system is trashed within 6 months. Now how can we run a planet with that rate of materials throughput?

It wasn't always like this. The average U.S. person now consumes twice as much as they did 50 years ago. Ask your grandma. In her day, stewardship and resourcefulness and thrift were valued. So, how did this happen?



Well, it didn't just happen. It was designed. Shortly after the World War, these guys were figuring out how to ramp up the [U.S.] economy. Retailing analyst Victor Lebow articulated the solution that has become the norm for the whole system.

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He said: "Our enormously productive economy . . . demands that we make consumption our way of life, that we convert the buying and use of goods into rituals, that we seek our spiritual satisfaction, our ego satisfaction, in consumption . . . we need things consumed, burned up, replaced and discarded at an ever-accelerating rate."

And President Eisenhower's Council of Economic Advisors Chairman said that "The American economy's ultimate purpose is to produce more consumer goods."

MORE CONSUMER GOODS??? Our [economy's] ultimate purpose?

Not provide health care, or education, or safe transportation, or sustainability or justice? Consumer goods?

How did they get us to jump on board this program so enthusiastically?"

To hear more of the story and get the bigger picture go online to www.storyofstuff.com!

We will also continue to feature more of the information in future newsletters!



STORY OF STUFF WORD SEARCH

**Words can go forward, backward and diagonal
Solution will be provided in next newsletter**



NONI WL DXRVUQMOHJPKOT
 ODNARVNHXWHHELPKQQL O
 IXEXTERNALIZEDCOSTSX
 TSMCOUVPEDRPGGYOMI
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 ROFBKOIHL OPOAGODUZTH
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- WORD LIST
- Consumption
 - Contamination
 - Crisis
 - Decisions
 - Disposable
 - Disposal
 - Distribution
 - Economy
 - Externalized Costs
 - Extraction
 - Finite
 - Limits
 - Markets
 - Natural Resources
 - Production
 - Retail
 - Shopping
 - Think
 - Toxic Chemicals
 - Waste