

RESOLUTION TO ADD NEW BYLAW 14 TO THE SIERRA CLUB'S BYLAWS

Bylaw 14: USE OF CLUB NAME AND LOGO

14.1 The Club's name and logo shall be reserved for the Club's own purposes and activities. The Board of Directors shall not, for financial return, authorize the use of the Club's name or logo by any other organization. The Board also shall not authorize the endorsement by the Club or any Club entity, for financial return, of any product offered for sale to the public by a for-profit corporation or business entity, or any activity or practice of any such corporation or business. The prohibitions contained in this section shall not apply to the production, sale, or offering by the Club of merchandise or member benefits; the production, co-production, or marketing by the Club of books, magazines, films, or other creative media relating to the Club's own purposes and activities; or the acceptance or acknowledgement of gifts to the Club.

We, the undersigned, who have been Sierra Club members for at least 60 days, request that this resolution be included on the Club's 2010 election ballot. NOTICE: The current Club Bylaws state that a new bylaw may not be added to the Club bylaws except by a resolution approved by the Board and approved by the affirmative votes of 2/3 of the members voting on it. Existing policy that would be changed by this resolution includes, but may not be limited to, the Business Partnerships & Cause-Related Marketing Policy. Specific examples of current activities that would be precluded by the resolution are licensing Sierra Club's name and logo for use on the Sierra Club credit card by Bank of America, on Green Works household cleaning products by Clorox, on select Honest Tea products, and on the Sierra Club Green Home website, for financial return. The full text of this policy is available on Clubhouse at http://clubhouse.sierraclub.org/administration/policies/finance/default.aspx

Name (please print): _____ Signature: _____

Address (please print): _____

Membership # (if known): _____ Date signed (mandatory) _____

Name (please print): _____ Signature: _____

Address (please print): _____

Membership # (if known): _____ Date signed (mandatory) _____

Name (please print): _____ Signature: _____

Address (please print): _____

Membership # (if known): _____ Date signed (mandatory) _____

Name (please print): _____ Signature: _____

Address (please print): _____

Membership # (if known): _____ Date signed (mandatory) _____

On each petition, petitioners' signature blocks must be limited to one side of the sheet. Petitions should be sent by Noon, Pacific Time, on October 23, 2009, by fax or e-fax, to 210-568-2221, Attn: Dave Wells. IMPT: For any petition that cannot be submitted before October 22, 2009, send an additional copy by direct fax to the Sierra Club's Executive Office at (415) 977-5792, Attn: Gene Coan, by Noon, Pacific Time, on October 23, 2009. The leaders for this petition are: Rachel Treichler (Member # 28490267) 7988 Van Amberg Rd., Hammondsport, NY 14840-9772; David J. Wells (Member # 24770540) 13318 Vista Bonita, San Antonio, TX 78216-2215; and David Cobb (Member #43245514) 1402 M St., Eureka, CA 95501.

Statement in Support of Petition for a Resolution to Add New Bylaw 14 on Use of Club Name and Logo

Since our founding in 1892, the Sierra Club has been a trusted voice in environmental protection because of the Club's independence from powerful vested interests, and its tradition of strong grassroots leadership which empowers our members as citizens and activists in their communities and throughout the nation. These are the wellsprings of the Sierra Club's reputation for integrity and effectiveness, which generations of Club leaders have worked to protect.

The Club's independence from powerful vested interests, and its tradition of strong grassroots leadership are the wellsprings of the Sierra Club's credibility and effectiveness.

Over the past two years, however, the Club has embarked on a course that we believe, if not quickly reversed, will destroy the Club's credibility and reputation for independence. In early 2008, the Club announced that it had "partnered with Green Works, the new line of natural household cleaning products from the makers of Clorox products." The details of the transaction between the Club and Clorox have never been disclosed, but the linchpin of the arrangement is the licensing of the Sierra Club's name and logo to Clorox for use on Green Works products, in exchange for a financial return to the Club. The Club's website states that the new partnership "provides the Sierra Club with an unprecedented opportunity to influence the buying behavior of millions of people." That is, millions of individual consumers are to be assured of the desirability of these Clorox products, because the Sierra Club's name and logo appear on the packaging. But how will the American public be assured that the Sierra Club takes its positions based on the merits, rather than the financial bottom line? And if the products are not as claimed, who will fail to conclude that the Sierra Club closed its eyes to the truth?

Since the Green Works announcement, the Board has embraced that arrangement as the template for a whole new style of business relationships which the Club will seek out. The Board's new "Business Partnerships and Cause-Related Marketing Policy," adopted in May 2009,

describes these as relationships "in which the Sierra Club receives money, goods or services, in return for allowing a company to associate the Club's name or logo with a product or service." The new policy has been put into rapid execution. The Club recently licensed its logo for use on Honest Tea products, a line of goods produced and marketed by a company owned 40% by Coca Cola. It has also entered into a joint venture with private business interests for the new Sierra Club Green Home website, which disseminates information on home-and-garden care to homeowners, while also marketing commercial products and services. Meanwhile, the Board has quietly dumped its former policy, which forbade the Club from making product endorsements.

We believe that, the Board's current policy, if left unchecked, will unravel the fabric of the public's trust and confidence, which the Sierra Club has enjoyed for over a century.

To prevent that, and to help the Club return to core principles, we have prepared a resolution for consideration by the members on the 2010 Sierra Club ballot. The resolution would amend the Club Bylaws to prohibit the Board from annexing the Club's financial interests of the Club to the interests of outside businesses and for-profit corporations. In order to place this resolution on the ballot, we need to collect the signatures of at least 966 Club members on our petition, and to submit the petitions to Club headquarters by Noon on October 23, 2009. Please help us place the resolution on the 2010 Club ballot by signing our petition.

How will the American public be assured that the Sierra Club takes its positions based on the truth and the merits, rather than the financial bottom line?

Our proposed resolution reaffirms the Club's long-held policy that the Club should avoid financial alliances with business and corporate interests, including endorsements for money. To prevent the Club from entering into profit-sharing alliances and endorsements in an indirect or piecemeal fashion, the resolution broadly declares that the use of the Club's name and logo shall be reserved for the Club's own purposes and activities; and

that the Board of Directors shall not, for financial return, authorize the use of the Club's name or logo by any other organization.

The resolution also directly prohibits the Board from authorizing the endorsement, by the Club or any Club entity, of any product offered for sale to the public by any for-profit corporation or business entity, or any activity or practice of any such corporation or business.

In order not to interfere with the Club's core purposes and activities, the resolution has been drafted to expressly exempt: (1) the production, sale, or offering by the Club of merchandise or members' benefits; (2) the production, co-production, or marketing of books, magazines, films, and other creative media relating to the Club's own purposes and activities; and (3) the acceptance or acknowledgement of gifts to the Club.

By entering into these relationships, the Club is selling its good name, while benefiting business and corporate interests over which the Club has no control.

Note: As a condition of approving our Petition for circulation to the members, the Club Secretary has insisted that language be included on the Petition stating that, if our resolution takes effect, the Club would be "precluded" from licensing its name and logo for the existing Sierra Club credit card. Despite this language demanded by the Secretary, members should understand that the resolution would restrict only a credit card that is offered and marketed to the general public. The resolution does NOT prevent the Club from cooperating with any financial institution on the issuance of a Sierra Club credit card, so long as the card is designed and offered as a members' benefit for the Club's nearly 3/4 million members.

Please sign this petition if you believe, as we do, that the Club's credibility and reputation for integrity will be undermined by its embrace of "cause-related marketing" and similar business arrangements; and that by entering into these relationships, the Club is selling its good name, while benefiting business and corporate interests over which the Club has no control.

For more information about our resolutions, visit <http://sierransforclubdemocracy.org/>