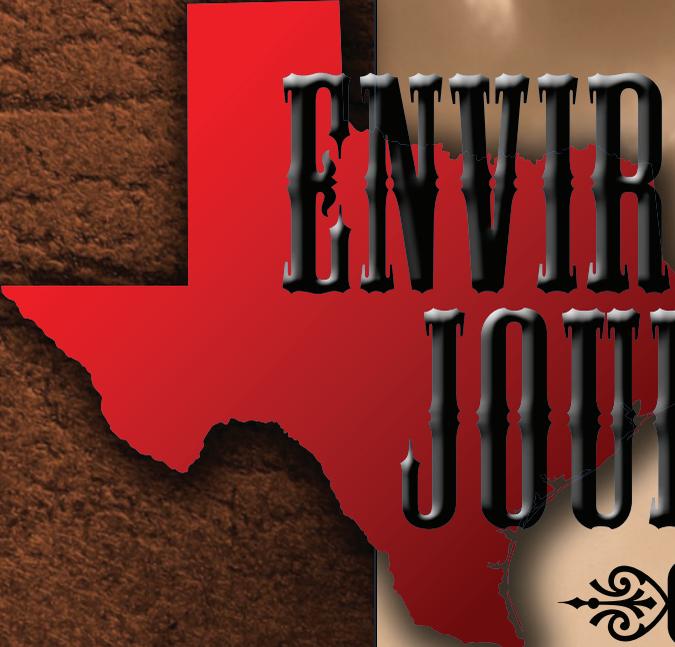


"WHISKEY IS FOR DRINKING.  
WATER IS FOR FIGHTING OVER."

*- Often attributed to Mark Twain,  
but never confirmed*



SOCIETY OF  
**ENVIRONMENTAL  
JOURNALISTS**

OCT. 17-21, 2012



**22<sup>ND</sup> ANNUAL CONFERENCE**

HOSTED BY TEXAS TECH UNIVERSITY LUBBOCK, TX



“THREE LITTLE WORDS, ACHINGLY FAMILIAR ON A WESTERN FARMER’S TONGUE, RULE LIFE TODAY IN THE DUST BOWL OF THE CONTINENT - IF IT RAINS.”

- Associated Press Writer **Robert Geiger**,  
April 15, 1935. First known use of “dust bowl.”

## WELCOME TO THE SOUTHERN HIGH PLAINS OF NORTH AMERICA.

WELCOME TO **LUBBOCK.**

SEJ’S 2012 CONFERENCE WILL BE AN EXPERIENCE LIKE NO OTHER... We promise we’ll really get you “out there.” You’ll see and feel, and even taste, the true grit that made this land, and you’ll learn about new ideas to change the world.

For its 22nd annual conference, the Society of Environmental Journalists will gather at the scene of an epic story of struggle, courage, and triumph – the Dust Bowl – and, from that backdrop, we’ll examine new challenges facing humanity.

- See a special premier showing of Ken Burns’ new film on the Dust Bowl and hear from Burns’ chief collaborator, Dayton Duncan.
- Watch a pre-election debate about the environment and the Oval Office from those who have been there.
- Sense the pressure of survival in an ever-tougher climate, taking home vivid lessons from prehistoric settlements to cutting-edge labs.
- Learn the meaning of rain by the thimbleful and witness the search for solutions to resonate around the world.
- Feel ceaseless wind that’s now measured by the megawatt in America’s largest wind-energy region – and watch lonely ridges and ranches pushed toward an uncertain future.
- Interact with land-saving pioneers across the globe.
- Question those creating tomorrow’s promising – or troubling – technologies.
- See the original drafts of many of America’s great nature writers, from Ed Abbey to Bill McKibben, in the Texas Tech library.
- Soak up the legend of Lubbock native Buddy Holly (yes, there’s a museum).
- Hear great music, taste real food, and watch the sunset and stars during an evening outdoors that you’ll replay in memory time and time again. Maybe a cowboy-journalist fashion show, too.

We’ll be talking a lot about the land, water, and people. But riches abound for every interest. An all-day workshop on the business of freelancing. The latest in climate science – and the challenge of doing it in a rock-ribbed conservative state. On-the-record conversations with top officials and other newsmakers. Panels with experts on just about every hot environmental topic. Journalists from around the world, including the most dangerous place on Earth to practice the craft – just a short hop south in Mexico. And Lubbock’s nightlife, which lures the glitterati of eastern New Mexico and West Texas, all the way from Portales clear over to Narcisso.

We’ll have tours to inspire great stories: Water in an arid land. A legendary and still-working Texas ranch. The birthplace of new nuclear fuel and the gravesite of radioactive and toxic waste, including PCBs from the Hudson. The “Grand Canyon of Texas.” Carlsbad Caverns. Oil, gas, and lizards. Environmental justice in a West Texas town. Habitats and birds surviving on the edge. Wind and wine on the Plains. And a post-conference trip to a remote and iconic destination facing today’s challenges, Big Bend National Park.

**EXPAND YOUR HORIZONS, YOUR MIND, AND YOUR SPIRIT. COME TO LUBBOCK, OCT. 17-21.**

Conference chair: Randy Lee Loftis, *The Dallas Morning News*



**SOCIETY OF ENVIRONMENTAL JOURNALISTS**

# TOURS IN THE FIELD

THURSDAY, OCTOBER 18

*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 Thursday tours will return to the Overton Hotel about 5:00 p.m. Planning was still under way at the time of printing, so please visit [www.sej.org](http://www.sej.org) for more details. For those looking for some exercise, tours 6, 7 and 9 are your best options. Other tours involve moderate exercise. Tours 1 and 3 are best suited for wheelchair accessibility.*

## 1. FROM STONES TO THE STARS AT CARLSBAD CAVERNS NATIONAL PARK

*(5:00 a.m. departure, \$40 fee, includes lunch and entrance fees)*

Like buried treasure, hundreds of caves are hidden beneath the rugged, desert landscape of the Guadalupe Mountains. This trip will tour Carlsbad Cavern, with its enormous chambers, such as the 8-acre Big Room, and beautiful cave “decorations” – from massive, 60-foot-tall stalagmites to crystals, delicate as snowflakes. A World Heritage Site, the caves spur the imaginations of all who visit, including researchers who study the unusual acidic process that hollowed the limestone, the 400,000 resident bats, cave conservation methods, and unique, newly discovered microbes, called extremophiles, which may help us cure diseases and recognize life on other planets. **Total drive time – 7 hours.**

*Available for those with physical limitations, the tour will use elevators and paved trails. The cave is 56 degrees Fahrenheit; long sleeves are recommended. To limit the spread of bat disease white-nose syndrome, clothing or equipment, such as cameras and flashlights, which have been in another cave since 2006 will not be permitted unless they are properly laundered or cleaned. Consult the park's website [www.nps.gov/cave](http://www.nps.gov/cave) for more information.*

## 2. WIND POWER'S PAST, PRESENT AND FUTURE

*(6:00 a.m. departure, \$35 fee, includes lunch)*

We'll tour the American Wind Power Center in Lubbock and learn how wind power helped open the frontier. Then we'll head out to the wind farming region of Kermit, Texas for insights into the present and future of the wind industry. In Kermit we'll visit Xtreme Power, the world's largest wind battery storage project, and see other features of the 153-megawatt Notrees Windpower Project. Wildlife and safety issues will be a particular concern. Like wind power, vineyards have been popping up across ranch country, too, similarly bringing diversified income to farm communities. We'll unwind on the way back with a tour of the fabled High Plains wineries. **Total drive time – 5 hours.**

## 3. FROM NUCLEAR ENRICHMENT TO NUCLEAR WASTE

*(6:30 a.m. departure, \$35 fee, includes lunch)*

The nuclear fuel cycle, from mining to low-level waste, is handled by a variety of specialized facilities. Urenco, a European consortium, opened a nuclear enrichment facility near the New Mexico/Texas border in 2010. The plant separates uranium isotopes to the level required for power plants, then ships it off to the fuel fabricators to make rods. With all the talk about Iran and nuclear enrichment, this is your opportunity to understand just how the process works. We'll also tour Waste Control Specialists (WCS), a facility recently licensed to accept low-level radioactive waste. Questions about safety issues and threats to the local water supply have been raised by environmental groups and local citizens. **Total drive time – 4 hours.**

## 4. “CLEAN” COAL AND ENVIRONMENTAL JUSTICE IN A WEST TEXAS TOWN

*(7:00 a.m. departure, \$35 fee, includes lunch)*

Odessa was once on the front lines of environmental justice. Heavy industry polluted the town's minority neighborhoods. Now the dirtiest plants are gone and the air is cleaner. But a new “clean coal” plant is going in, subsidized by a \$450 million Department of Energy grant. Backers say emissions from generation will be small, but the plant also will manufacture a number of side products. The project will sell power to San Antonio, replacing polluting plants in lower-income neighborhoods there. What's the environmental footprint of “clean” energy – and is it just shifting impacts elsewhere? We'll learn from community organizers and the plant's builders. **Total drive time – 4 hours.**

## 5. OIL AND GAS AND LIZARDS: HYDRAULIC FRACTURING 2.0

*(7:30 a.m. departure, \$35 fee, includes lunch)*

Technological advances have led to a renaissance in the oil and gas industry. If shale gas drilling and production isn't in your community now, it could be soon. Geologists have identified potential fields in more than 30 states and many foreign countries. Join us for a tour of production sites to learn how the work is done, and see firsthand the impact on people, their communities and the environment. We'll also look at the controversial federal proposal to list the Dunes Sagebrush Lizard as endangered and at the conservation agreements meant to resolve the standoff between the lizard and oil drilling. **Total drive time – 4 hours.**

## 6. READING OUR FUTURE IN THE SANDS OF CANYON COUNTRY

*(8:00 a.m. departure, \$35 fee, includes lunch)*

Walk back through time in Palo Duro Canyon State Park, tracing Texas' history of extreme drought and climate change, and learn how that past may serve as a roadmap for our future. We'll hike the “Grand Canyon of Texas” with climate scientists and ecologists and discuss drought impacts today and historically. We'll also get the latest scoop on research into local bat populations, amphibian reproduction and packrat middens. Bring your binocs, as there's bird-watching to be had. And of course we'll leave time for a stop at Amarillo's famous Cadillac Ranch. **Total drive time – 4 hours.**

## 7. WHERE'S THE BEEF?

*(8:30 a.m. departure, \$35 fee, includes lunch)*

“Move 'em on, head 'em out... Rawhide!” Take a trip to a scenic and historic working horse and cattle ranch. The 6666 Ranch has a story to tell about sustainability and survival in hard times, from the Dust Bowl to the current major drought. We'll also learn about the different environmental challenges facing ranches in today's world. The second stop will be a cattle feedlot, which faces an entirely different set of environmental and stewardship challenges in raising beef. If time allows, we'll tour the National Ranching Heritage Center in Lubbock. **Total drive time – 3.5 hours.**

## 8. FINDING WATER WHERE IT AIN'T

*(9:00 a.m. departure, \$35 fee, includes lunch)*

We'll walk the fields to examine conservation practices and creative ways to find water and make the best use of available resources. We'll visit a working ranch where we'll hear from ranchers and government officials about efforts in Texas, and nationally, to better use available resources and conserve water. Then, we'll visit a field where drip irrigation systems have been installed to learn about the advantages of this type of watering. Finally, we'll meet with officials from the City of Lubbock at the city's newest reservoir, which should be in active use by October, to learn firsthand about the area's water struggles and the creative things locals have done to compensate, including getting water from famed oilman T. Boone Pickens, as well as what the city plans to do in the future as the population grows. **Total drive time – 3 hours.**

## 9. WINTERING CRANES AND RAPTORS AT MULESHOE NATIONAL WILDLIFE REFUGE

*(9:30 a.m. departure, \$35 fee, includes lunch)*

One of the largest winter populations of Sandhill Cranes occurs each year at Muleshoe National Wildlife Refuge, the oldest national wildlife refuge in Texas. The birds arrive in September, and by December their numbers may build up to 100,000 or more. When we visit, we'll see Sandhills, and we'll learn about the effects cranes have on the farm fields surrounding the refuge. We also expect to find several duck species, herons, and Ferruginous and Red-tailed Hawks. And we may see Golden Eagles, Lesser Prairie-Chickens, thrushes, shrikes, thrashers, and sparrows. We'll also learn how the recent drought has impacted migrating and wintering birds. On the way back, we'll stop at the South Plains Wildlife Rehabilitation Center, which cares for 2,000 injured, orphaned or displaced native wildlife annually. **Total drive time – 2 hours.**



*SEJ's 2012 annual conference officially begins Wednesday afternoon, October 17, with our opening reception, followed by dinner, special welcomes and surprise guests, and SEJ's awards program.*

### WEDNESDAY, OCTOBER 17

Before the official beginning, we offer the all-day workshop below, as well as an afternoon meet-and-greet session with European and Latin American journalists. Please see [www.sej.org](http://www.sej.org) for more details.

#### ALL-DAY WORKSHOP: THE CRAFT AND COMMERCE OF SUCCESSFUL FREELANCING

Join a team of veteran freelancers – contributors and editors of the forthcoming book *The New Science Writers' Handbook: Telling Important Stories in a Noisy Age* – for a day of in-depth training on the secrets of successful freelancing. We'll cover business strategy, pitching, networking, online marketing, using multimedia reporting, and other ingredients of a sustainable and rewarding freelance career. You'll have a chance to hone magazine pitches, and you'll also hear legal advice from an experienced copyright and contract attorney. All the sessions will feature concrete, practical tips you can take home and apply to both the business and the craft of journalism. This workshop

is appropriate for both new and experienced freelancers, as well as staff journalists interested in acquiring entrepreneurial skills. Check the SEJ website for the full agenda. **Pre-registration and \$60 fee required. Breakfast and lunch included.**

#### OPENING RECEPTION AND DINNER AT THE OVERTON

Can't promise a haboob, but we can promise a helluva good time hanging with friends and meeting new ones. Texas Tech will be on hand with a jazzed-up science poster session, and on the big screen we'll hook up via satellite with researchers in arid environments to learn how others are adapting (or not) to climate change and desertification. VIP guests will welcome us to Texas, and, keep your eyes open for announcement of a special musical guest we expect to join us.

#### SEJ AWARDS FOR REPORTING ON THE ENVIRONMENT

They are the most important stories on the planet, and we'll unveil the best of the best. Join us for the SEJ Awards for Reporting on the Environment, to hear from the reporters themselves, to discover the story behind the story, and to be inspired by simply great work that changes the world, bit by bit, one story at a time.

### THURSDAY, OCTOBER 18

*Tours: See previous page for details on SEJ 2012 field expeditions across West Texas.*

#### INDEPENDENT HOSPITALITY RECEPTIONS

After spending all day out on tours, meet with hosts of independent receptions. They'll have experts, displays, information, and, of course, great food and drink. Also take a sneak peek at the exhibits that run until Saturday afternoon. Check [www.sej.org](http://www.sej.org) this summer to see who the 2012 hosts will be.

### FRIDAY, OCTOBER 19

#### BREAKFAST PLENARY: IS COMMUNICATING CLIMATE CHANGE A LOST CAUSE?

The science community has spoken loud and clear for years that anthropogenic climate change is real, it's here now and it's going to get much worse. Across the globe people are already grappling with its impacts, and in the U.S. municipalities and insurance companies are bracing for sea-level rise, extreme rainfall and flooding, and droughts and wildfire. Meantime, political and public concern has nearly disappeared. What happened? How can this disconnect be explained? And, how can journalists and scientists collaborate to raise the level of discussion without jeopardizing their objectivity?

#### OPENING PLENARY: LAND, WATER AND PEOPLE: IT'S THE FOOD, STUPID!

Humans are adaptable, and historical records show that we've survived some serious weather changes in the past. But, there are seven billion of us now, and we've blanketed the planet, scoured the earth, pillaged the oceans, and loaded the atmosphere with greenhouse gases. Still, human ingenuity is at work across the globe patching things together, changing agricultural

practices and lifestyles. We'll explore how food production is a vital test of our ability to adapt our ways to the new realities.

### NETWORK LUNCH

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

### DINNER AND A MOVIE AT THE NATURAL HISTORY MUSEUM

You won't want to miss a special one-hour preview of "The Dust Bowl," by Ken Burns. Screenwriter and co-producer Dayton Duncan will be on hand to discuss the film, which will air on PBS this November. The film chronicles the worst man-made ecological disaster in American history, when a frenzied wheat boom on the Southern High Plains, followed by a decade-long drought during the 1930s, nearly swept away the breadbasket of the nation. "The Dust Bowl" is a morality tale about our relationship to the land that sustains us – a lesson that we ignore at our peril. We'll have dinner with the program and the run of the museum, as well as backroom tours, throughout the evening. **Pre-registration and \$25 fee required.**

## SATURDAY, OCTOBER 20

### LUNCH AND PLENARY SESSION: ELECTION 2012 AND THE ENVIRONMENT

Just three weeks before the presidential election, we'll hear from those who know best the environmental differences between the major parties and what they mean for the future. We're inviting the candidates themselves, and their top environmental advisers, as well as former presidents and former environmental decision-makers, to meet head-to-head to debate our future environmental policies.

### MINI-TOUR BONANZA

Sign up on-site beginning Wednesday afternoon for SEJ's popular mini-tours. Options this year may include: Trail ride and mustang rescue; crops of the future; CAFO visit; green buildings; historical climate change; tornado lab; geospatial lab; and toxicology labs.

### CHUCKWAGON AND DANCE PARTY AT THE RANCH

This year we're trading in glitz and glamour for a dose of true grit. Join us Saturday night at the brand new **National Ranching Heritage Center**. While the museum itself boasts displays of art and artifacts from ranching days gone by, the real show is spread across the Center's 28 acres. As you amble along the grounds, the architectural history of the cowboy way of life unfolds before you. Take a peek inside log cabins, bunkhouses, dugouts and cattle barns for a taste of what life was once like on the High Plains. Then join us under the stars on the back patio where we'll chow down on delectable vittles (vegetarian included) cooked on a real-life chuckwagon and two-step the night away to some Texas swing. **Pre-registration and \$25 fee required.**

## SUNDAY, OCTOBER 21

### BREAKFAST AND BOOKS AT THE WIND POWER MUSEUM

Join us again this year for SEJ's leisurely (and literary) Sunday morning sessions. Nestled under an astonishing collection of working windmills, the American Wind Power Center chronicles hundreds of years of people pulling power from the sky – from the whirling, wooden Flying Dutchmen, to towering modern turbines. Attendees will have the run of the museum on Sunday morning, as well as a sumptuous hot breakfast and a chance to "talk shop" with noted authors. We'll also bring back the ever popular "book slam," letting you try your hand at pitching the next great book idea to a panel of industry editors. **Pre-registration and \$25 fee required.**

## SUNDAY, OCT. 21 – THURSDAY, OCT. 25

### POST-CONFERENCE TOUR: BIG BEND NATIONAL PARK

This is one of the great national parks, but also one of the least known. Big Bend – named for the crook in the Rio Grande – is a birder's paradise and a hiker's dream destination. The Chihuahuan Desert, one of the world's most biologically diverse deserts, is interrupted by mountain ranges with names like Dead Horse and Chisos. The volcanic Chisos Mountains jut dramatically from the desert floor, transporting a visitor through ecological regions on a day trek to the South Rim. From there, the view is across the Rio Grande to some of Mexico's wildest lands, forming with Big Bend an ecosystem bigger than Greater Yellowstone. Yet modern challenges are here too: air pollution, climate change, water shortages, and a volatile border, where the rustic river crossing to Boquillas, Mexico might reopen in time for our visit. Come learn what this hidden expanse of wilderness has to teach.

**This tour departs Lubbock following the Sunday authors program and returns to Lubbock by mid-afternoon, October 25. The \$400 fee covers transportation, lodging and some meals and fees. Deadline to sign up is August 1. Caution: Do Not Book Your Flight until this tour has been confirmed on August 10. Deadline to cancel with refund (less \$25 processing fee) is Sept. 17.**



## SESSIONS

### THE CRAFT

- Including Diverse Voices in Environmental Stories
- Freelance Pitch Slam
- Academics and College Newspapers
- The Woes of PIOs
- Book Writing Workshop
- Poisons in the Press: Toxicology and the Media
- Using Imagery to Tell Environmental Stories
- *Silent Spring* Is 50: Rachel Carson and Nature Writing Today

### THE COMPUTER

- "FOIA" the Bastards!
- Web Resources in Toxicology and Environmental Health
- Tracking Severe Weather with NOAA Storm Prediction Center
- EPA's New Data Tools
- New Online Mapping Tools with Esri and CEC

### THE LAND

- Native America Goes to Court to Protect Land and Resources
- The Brown Revolution: Cowboys, Cattle and Climate Change
- Conservation on Private Land, Texas Style
- The New Age of Ag: From Biofuels and GMOs to Sustainability and Supply Chains

### THE WATER

- Squeezing Blood from a Desert: Western Water Management
- A Price on Water: Privatization of the Top Liquid Asset
- Reusing Wastewater: From Downstream Woes to Faucet Flows
- Clean Water Act: 40 Years of Little Enforcement

### THE ECONOMY

- Occupy This: Unlimited Growth, Or a Steady State Economy?
- Transboundary Pipelines, Tar-Sands and Crude-Oil Developments
- Green Businesses: From Sustainability to the Bottom-Line
- Nanotech Update: Economic Boon or Environmental Bane?

### THE NATION

- Coming to a Town Near You: Fracking, Fracking, Fracking
- Money as Sustainable Fuel: Driving Politics and Environmental Policy
- Budget Cuts and Public Land Management
- Pray for Rain: Climate Change and Faith
- Lies, Damn Lies and Polls: Reading Tea Leaves and Statistics About Environmental Attitudes

### THE GLOBE

- Environmental Injustice: Industrial Hazards in Border Cities
- Women, Water and Health: From Dirty Wells to Endocrine Disruptors
- The Value of Seeds: From GMOs to Indigenous Farmers
- Going to Extremes: Human Health on a Warmer Planet
- NASA's Newest Eye-Opening Imagery

### THE NEW TOXICS

- Pesticides: The Frog of War
- Anthrax and Smallpox and Flu Bugs, Oh My! Bio-Terrorism and Bio-Security
- Epigenetics: Rewriting Nature vs. Nurture
- Managing Chemicals Globally: A Policy Perspective

## REGISTRATION

### INSTRUCTIONS

Find registration details here:

[www.sej.org/initiatives/sej-annual-conferences/AC2012-registration](http://www.sej.org/initiatives/sej-annual-conferences/AC2012-registration)

Pay **ONLINE** at the registration Secure Payment Site.

**NO MORE PAPER!** SEJ wants to save both money and trees, so we're asking people to register online.

If you have problems with the online form, contact SEJ at [sej@sej.org](mailto:sej@sej.org) or (215) 884-8174 to have a form emailed, faxed or mailed to you.

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. 17, 2012, you will receive a full refund less a \$50 processing fee. Non-attendance does not constitute cancellation. Substitutions may be made. Email, mail or fax your request for cancellation to Convention Management Services, Inc.

**Current members only:** You may include your dues payment of \$70 (students, \$40; Canadian members, \$70; Mexican members, \$35) 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. Read SEJ's eligibility criteria here: [www.sej.org/eligibility](http://www.sej.org/eligibility). If eligible, apply online at [www.sej.org/get-involved/join](http://www.sej.org/get-involved/join). Membership applications submitted after Sept. 17, 2012, may not be processed in time for the conference.

**Membership applicants:** Do not include your new member fees with conference registration. You must apply as directed above.

**MEMBERS**

On or by 8/1/12 **\$195**  
 8/2/12 or later **\$240**

**SINGLE DAY**

(Please specify which day)  
 On or by 8/1/12 **\$110**  
 8/2/12 or later **\$120**

**STUDENTS \$80**

(Membership is not needed for student rate. However, students may be eligible for membership. See previous page for information on joining SEJ.)

**NON-MEMBERS**

Save money! Subscriptions to SEJ's quarterly newsletter, *SEJournal*, include conference fee discounts for up to three people per professional 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)
- **NONPROFIT: \$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 NONPROFIT: \$50** (saves 50% off non-member registration fees for up to three people)
- **INDIVIDUAL: \$45** (saves 50% off non-member registration fees for the individual subscriber)

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

**INDIVIDUAL, UNIVERSITY,  
 SMALL NONPROFIT  
 SUBSCRIBERS**  
 (annual budget of \$1,000,000  
 or less)

On or by 8/1/12 **\$510**  
 8/2/12 or later **\$560**

**SINGLE DAY**  
 (Please specify which day)

On or by 8/1/12 **\$210**  
 8/2/12 or later **\$235**

**NONPROFIT/GOVERNMENT  
 SUBSCRIBERS**

On or by 8/1/12 **\$710**  
 8/2/12 or later **\$780**

**SINGLE DAY**  
 (Please specify which day)

On or by 8/1/12 **\$290**  
 8/2/12 or later **\$325**

**CORPORATE SUBSCRIBERS**

On or by 8/1/12 **\$910**  
 8/2/12 or later **\$1,000**

**SINGLE DAY**  
 (Please specify which day)

On or by 8/1/12 **\$370**  
 8/2/12 or later **\$415**

**NON-MEMBERS WITHOUT  
 SUBSCRIPTION**

On or by 8/1/12 **\$1,050**  
 8/2/12 or later **\$1,150**

**SINGLE DAY**  
 (Please specify which day)

On or by 8/1/12 **\$450**  
 8/2/12 or later **\$550**

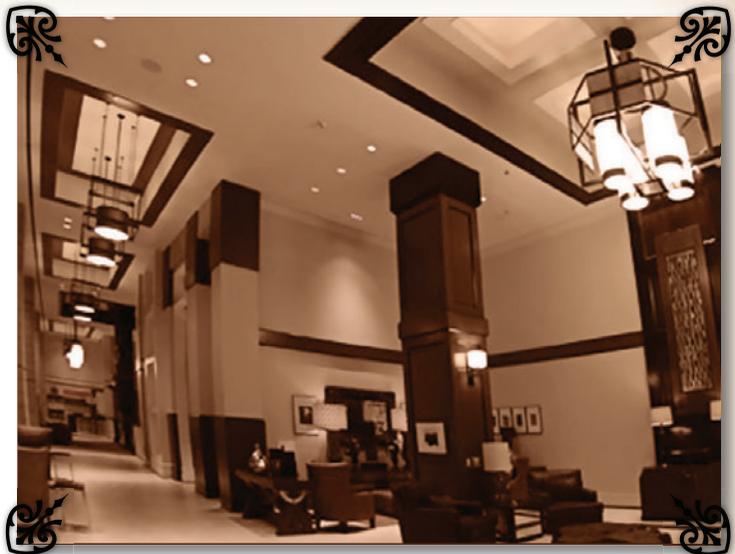
**IMPORTANT DEADLINES:**

**Aug. 1:** Deadline to register at the early discount rate

**Aug. 1:** Deadline to book Post-Conference Tour. (Caution: do not book your flight until the tour has been confirmed! The Post-Conference Tour will be confirmed by Aug. 10.)

**Sept. 17:** Deadline to cancel conference registration. Substitutions can be made after this time. To cancel registration, call (800) 878-5131 or email [rsmith@artcraftdisplay.com](mailto:rsmith@artcraftdisplay.com).

**Sept. 26:** Deadline to book rooms at the Overton Hotel and Conference Center.

**LODGING**

SEJ's conference hotel, where most conference events will be held.

**OVERTON HOTEL AND CONFERENCE CENTER**

2322 Mac Davis Lane, Lubbock, TX 79401

Located right across the street from Texas Tech University's campus and the Jones AT&T football stadium, the Overton Hotel offers conference-goers Lubbock's newest hotel with upscale amenities at a great price. Relax in the Texas-casual atmosphere or enjoy the short walk to campus and the accompanying sandwich shops, taco spots and barbecue joints. On-site, the hotel offers free high-speed wireless, a fitness center and gourmet Texas comfort food at the in-house Pecan Grill. SEJ has reserved nearly all of the Overton's 300+ rooms, so be sure to book yours now. The Overton is the place to be for SEJ's 22nd annual conference.

Only 7 miles from Preston Smith International Airport (LBB). The Overton offers complimentary shuttle service to and from the airport. Call the number listed below in advance (or when you land) to schedule a pickup.

**RATE:**

**\$129/night (plus 13% tax) (Single/Double/Triple/Quad)**

Deadline to book at this rate: **Sept. 26.**

**RESERVATIONS:** Main: 806-776-7000 Toll Free: 888-776-7001

(For group rate, say you are with SEJ or Society of Environmental Journalists.)

Book online at: <http://bit.ly/HM7nD8>

**GROUP CODE: 100312SEJ**

Or link directly to this url from the SEJ website at: [www.sej.org/node/11386/](http://www.sej.org/node/11386/)

**TRANSPORTATION****Lubbock's Preston Smith International Airport (LBB)**

5401 N. Martin Luther King Boulevard

Lubbock, TX 79403

(806) 775-2044

Or, fly in to **Dallas-Fort Worth International Airport**

Lubbock is 340 miles (a six-hour drive) from Dallas. Take I-20 West to US-84.

American Airlines has offered SEJ conference attendees a 5 percent discount on flights to Lubbock. For online booking go to [www.aa.com](http://www.aa.com) and use this "Promotional Code": **46H2BW**.

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**“IF I OWNED HELL AND TEXAS,  
I WOULD LIVE IN THE FORMER AND RENT OUT THE LATTER.”**

**- Gen. Philip Sheridan**

#### **SOCIETY OF ENVIRONMENTAL JOURNALISTS**

Founded in 1990, SEJ is the world's oldest and largest membership association of professional journalists, educators and students dedicated to more and better coverage of environmental issues. SEJ's mission is to strengthen the quality, reach and viability of journalism across all media to advance public understanding of environmental issues. As a grassroots educational group dedicated to the highest standards of public service journalism, SEJ is independent and nonpartisan. All SEJ programs, publications and services are designed and organized by journalists. The group has approximately 1,500 members working in print, broadcast and online news media throughout the U.S., Canada, Mexico and 27 other countries. Their reporting reaches millions of readers, listeners and viewers worldwide, on a daily basis. For more information visit [www.sej.org](http://www.sej.org).



education to more than 32,000 undergraduate and graduate students. Total research expenditures will top \$140 million this year. Our faculty and students are winning international acclaim. We are recruiting and hiring top-flight faculty in a variety of disciplines. Strong art and music programs are balanced with growing research in a number of sustainable energy areas. New areas of research in solar and nuclear energies as well as smart grids and storage are supported by major endowed chairs for which national searches are currently under way. And the work we've done regarding the environment has garnered national and international headlines. From here, it's possible.

#### **ABOUT LUBBOCK**

Discover a place authentic to its roots, filled with a vibrant history and situated in the unlikeliest of places – the dry, High Plains of West Texas. Founded by a collection of ranchers and farmers, Lubbock today is a rapidly growing city with a strong economy (ranking 29th in the 2009 Milken Institute's list of 200 Best Performing Cities and 12th among midsize cities in CNN Money's list of Best Places to Launch a Business). Yet, it's still true to its hardscrabble forbearers. Delight your senses as you watch a true West Texas sunset fill the sky. Or maybe test your mettle as an epic dust storm blows through town. Witness the history of the early pioneers at the National Ranching Heritage Center. Or listen to Buddy Holly's far-reaching musical influence at the center that bears his name. Texas culture lines the streets of the historic Depot Entertainment District, where great food and good music can be found. Lubbock's authentic cowboy culture is waiting for you. So kick off your boots and enjoy true Texas hospitality, where people are friendly and glad you came to visit.

#### **TEXAS TECH UNIVERSITY**

Texas Tech University is quickly approaching its goal of becoming one of the nation's great research universities. Not since the university was founded in 1923 has there been such opportunity or momentum. Graduate and undergraduate enrollments are at record levels. The university offers comprehensive higher



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