



Southern Oregon Climate Action Now Annual Report 2025



Letter from the Co-founders:

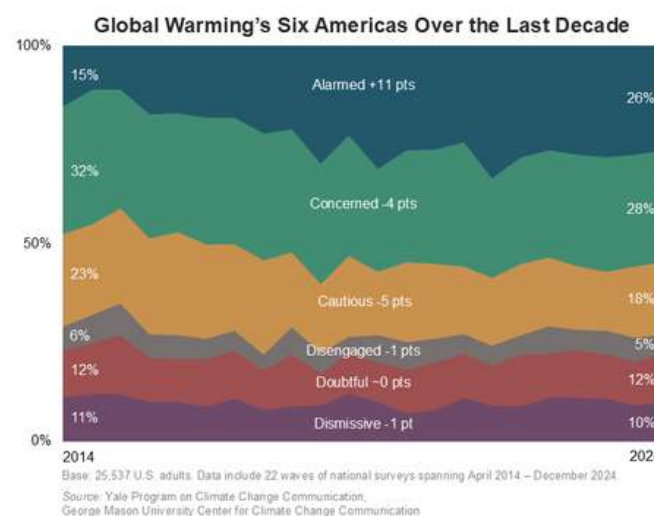
Amazingly, as 2025 draws to a close, we realize that this wraps up SOCAN's thirteenth year. When over 70 Southern Oregonians gathered in the Medford Public Library in September 2012 for the first meeting of the first grassroots climate activist organization in Southern Oregon, we had no idea if the planned organization would last a minute, an hour, a day, a week, a month or even a year. Now, thanks to the energy and enthusiasm of a legion of concerned Southern Oregonians, we complete our thirteenth year and embark on # 14. Many thanks to all who have weathered the journey or have jumped on board along the way. Without you, we'd be nothing!

As many SOCANistas know, for most of our existence, we were almost entirely a volunteer-driven campaign. This year witnessed substantial progress in our existence as it was the first full year we have enjoyed a paid staff member in our incredibly highly valued Executive Director, Daniel Scotton. Thanks, Daniel, for joining us and sharing your expertise.

As those who follow the political arena know, on the political front, this was not a great year for progress on the climate. It is disturbing and frustrating to have to acknowledge that acting to address the climate crisis is

not at the forefront of the American political mind. On a positive note, a recent publication from the Yale Program on Climate Change Communication reports that residents of an array of Southern Hemisphere nations understand the issue and the importance of addressing it more than our current federal Administration. Meanwhile, the Pew Research Center reported that around the world, in most surveyed countries, majorities see climate change as a major threat.

Indeed, the median international score reveals that nearly 90% see climate change as a major or minor threat, as opposed to 9% who see it as no threat. It often feels that those of us who are concerned are in the minority in the U.S., but this is certainly not the case. It's worth noting that only 14% of residents of the U.S. think there is no solid evidence that Earth's temperature is getting warmer, and only 11% think the president and congress should not address the problem.



In fact, 72% of Americans, based on the Yale Program's 2025 Alarmed, Concerned, or Cautious range, leaving just 27% in the Disengaged, Doubtful, or Dismissive range.

It is inevitable that, when casting their ballots, voters will place a high priority on those famous kitchen table issues that directly and immediately affect them. What seemingly will happen many years from now becomes a low priority. The message, we think, from all this, is that we simply have to rededicate ourselves to generating the political will to act.

Through our SOCAN Mission focus on educating folks about the climate crisis and promoting action to address it, we think SOCAN is well-positioned to lead this movement locally as we collaborate with other organizations locally, statewide, and nationally to move the needle towards even greater consciousness and ever more profound action.

During 2025, we sought to serve this mission as we offered our Living with Climate Change: Rogue Valley course through SOU's Osher Lifelong Learning Institute. As you will read elsewhere, we were also very active in offering testimony during the 2025 Oregon long Legislative Session. We have also been engaging locally as we sought to move local communities forward in addressing what can be done locally. As the New Year unfolds, we will be continuing this effort as we seek to Electrify the Rogue Valley.

This project is based on the premise that electricity in Oregon is becoming cleaner as the state meets the requirements of House Bill 2021 (passed in 2021) that requires all electricity retailed in the state to be generated from clean sources by 2040. Electrifying the Rogue Valley will reduce the region's use of fossil fuels as we move forward and will help our state reduce its greenhouse gas emissions.

We urge our incredible activists to continue to work with us as we promote these and other projects that address the climate crisis. We also encourage anyone reading this, who becomes energized to join the effort, to contact us or attend one of our monthly general meetings, almost always held on the last Tuesday of the month at Medford Public Library. Also, we encourage you to visit our website – SOCAN.eco.



Board of Directors:



**Board President
Hogan Sherrow**

Native Southern Oregonian Dr. Hogan Sherrow is an Evolutionary Anthropologist who has worked on three continents studying everything from humans, through grizzly bears, to chimpanzees. He was a Fulbright Scholar, earned a Ph.D. from Yale University, and was trained as a Climate Leader with Vice President Al Gore and the Climate Reality Project.

Hogan currently manages and implements programs in the region for the National Multiple Sclerosis Society, while also teaching courses in anthropology and the environment at Southern Oregon University. When not helping people with MS live better lives, teaching, or taking action on climate change, Hogan can be found fishing or camping with his two daughters, hiking with his dogs, or at the gym.

Before moving to Southern Oregon, native Oregonian Kathy Conway taught science, math, and social studies methods to pre-service elementary teachers at Southeast Missouri State University. During that period Kathy earned a Ph.D. from Southern Illinois University - Carbondale in Mathematics Curriculum and Instruction.

She has also been a long time environmental activist with the Missouri local Sierra Club group and was instrumental in establishing the Southeast Missouri Climate Protection Initiative. After relocating to Southern Oregon in 2010, Kathy collaborated with her husband, Alan Journet, and other area residents to form Southern Oregon Climate Action Now of which she is Co-facilitator and serves as Treasurer of the Board.



**Co-founder & Treasurer
Kathy Conway**

Board of Directors:



Board Secretary
Dale Engle

Dale retired in 2019 from his work as a database analyst at UC Berkeley and moved to Jacksonville to be close to his sister. He had been a longtime supporter of environmental groups and was excited to take SOCAN's Master Climate Protector course in Spring 2020.

Since his relocation he has been very active with SOCAN, particularly as a technical resource for social media and other technologies, and he has also been involved in strategic planning and joined the Board in February 2024. Dale enjoys many musical genres and loves singing with the Southern Oregon Repertory Singers. In 2025, Dale began serving as Secretary of the Board.

Not an Oregon native by any stretch of the imagination, Alan Journet grew up in Britain, spent several years in Canada and then several more in Australia. After two years in Texas, Alan moved to the United States in 1980. Alan has a Ph.D. in entomology and taught Biology (mainly ecology and conservation biology) and Environmental Science for thirty years at Southeast Missouri State University where he was active in the local Sierra Club group, and formed the Southeast Missouri Climate Protection Initiative with Kathy Conway.

After relocating to Southern Oregon with wife Kathy Conway, Alan and Kathy built an energy efficient passive/active solar home in the Applegate Valley. Finding no grassroots climate activist organization in the region, with many other locally concerned residents, in 2012 Alan and Kathy established Southern Oregon Climate Action Now, of which he serves as Co-facilitator.



Co-founder
Alan Journet

Board of Directors:



Liz Olson

Liz is a graduate of the first Master Climate Protector program (MCP) and has been a Guest Presenter since 2022 teaching on climate change impacts to physical and mental health as well as climate justice.

With SOCAN Liz has created street theater projects and booth displays, moderated candidate forums, delivered legislative testimony, and directed the Voices of the Valley documentary and display project. Along with Ken Deveney, she created and co-facilitated the first 6 years of Sustaining Climate Activists, SOCAN's monthly support.



Bill Gorham

After earning his PhD in marine biology, Bill spent nine years teaching and conducting marine biology research at the University of the Virgin Islands and California Lutheran University. Seeking to apply science to solve real-world environmental challenges, Bill spent the next 30 years as an environmental consultant.

Also, Bill is the leader of Coastal SOCAN team and serves as the SOCAN rep for the Coalition for Common Ground, a community-based non-profit supporting the evaluation of responsible development of renewable energy on the Oregon coast, focusing initially on floating offshore wind.



Dago Morales

Dagoberto Morales came to the Rogue Valley from the State of Michoacan, Mexico, in 1988. In October 1996, he founded Unete, Center for Farmworker Advocacy, where he now serves as Director. He has been active in the social justice arena ever since.

Dago now leads Unete's effort to assist regional Latino communities dealing with current challenges. We are delighted that Dago agreed to bring his concern for social justice to the SOCAN board in 2017 to augment our environmental justice focus.

Mission:

The mission of Southern Oregon Climate Action Now (SOCAN) is to promote awareness and understanding about the science, causes, and consequences of climate change. We work with individuals and organizations in Southern Oregon, statewide, nationally, and internationally to advocate for both personal and governmental actions that reduce the emissions and atmospheric concentration of greenhouse gases.

Within this framework, we are committed to supporting climate solutions that address the social injustices that have undermined vulnerable communities for many decades and that still plague our society today.



Oregon's Legislative Session Engagement:

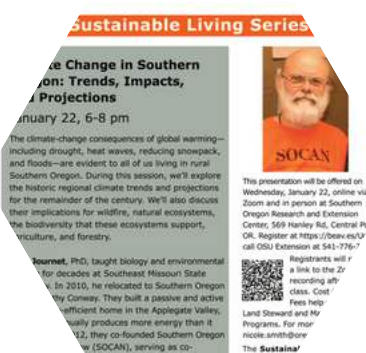
The 2025 Oregon long Legislative Session ran from February through June. During this busy session a record number of more than 3,000 bills was introduced. Overall, it was a disappointing session. The main hurdle was that the state's disappointing economic projection meant that most positive bills sent to the Joint Committee on Ways and Means, where all bills that incorporate a fiscal component seeking funding from the state Treasury must go, essentially were defeated. The only positive side to this was that several bills we profoundly opposed also received that fate. Indeed, the success of SOCAN in 2025 can probably be best measured in terms of the failure of bills we opposed. Notable among these was a set of bills proposed by proponents of nuclear power seeking to overturn Oregon 1990 Ballot Measure that outlawed nuclear power plants in Oregon illegal. Nuclear proponents sought to overturn this decision either via legislative action or by referral of a ballot measure to the people. Readers wishing to understand why SOCAN opposes the nuclear option might visit: [Climate Action and the Nuclear Conundrum](#).

Also defeated were bills seeking through various means to undermine the rational management of our state public forests by requiring increased timber harvest or by handing these forests over to County Boards of Commissioners who would themselves increase the harvest. While we do not object to harvesting timber from public forests, we urge that our forests first be managed to serve as natural climate solutions and concurrently be managed sustainably with the goal of promoting carbon sequestration.

During this mammoth session, SOCAN volunteers managed to offer over 170 comments (written or oral) on over 85 bills; some bills received more than 1 comment.

2025 in Review:

- **January** - SOCAN board member Bill Gorham continued to work on the Oregon Department of Land Conservation and Development (DCLD) offshore wind roadmap process, while laying some foundational steps to initiating the Coalition for Common Ground. Alan Journet gave a presentation, Climate Change in Southern Oregon: Trends, Impacts and Projections. The general meeting was on Climate Action and the Oregon Caves.
- **February** - SOCAN unveiled its new branding redesign. This included a new logo and three pillar strategy to focus its program development. We also hosted our third Community Conversation event, this time held at the Jacksonville Library, where we brought 12 climate interested folks for a conversation around local action.



SOCAN

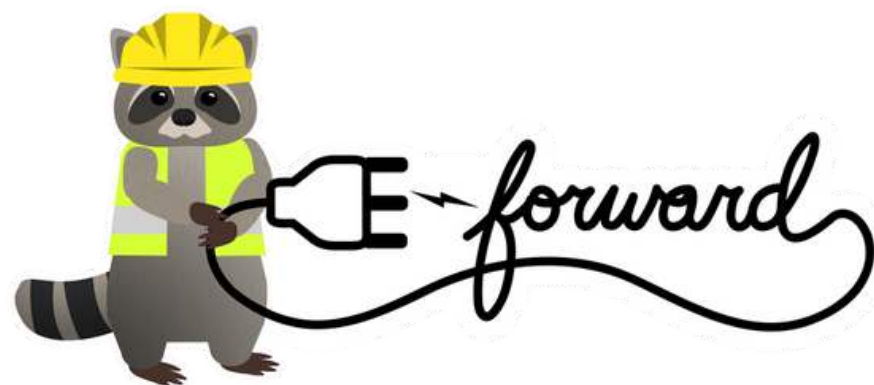
2025 in Review:

- **March** - We brought on two student interns from SOU, one focused on sustainable business, and the other a leadership student concerned about climate anxiety. The March General Meeting was focused on a strategic planning session with members of our community. SOCAN developed comments to the U.S. Forest Service on their proposed Amendment to the 1994 Northwest Forest Plan.
- **April** - Unveiled a new newsletter format, including the rebranded colors we introduced earlier, and entitled, “The Broadcast”. We also partnered with the Ashland Independent Film Festival as a Friend of the Fest for a showing of ‘The White House Effect’. We continued our annual tradition of tabling during Earth Day, rolling out new tabling brochures and posters.



&





2025 in Review:

- **May**- Was the beginning of a new partnership with the Oregon Environmental Council, helping to launch their E-Forward campaign in Southern Oregon, they also joined us as the speaker for the May General Meeting. We hosted our first Climate and Energy Action Plan (CEAP) Workshop, focused on transportation, and were included in the Us As We Are - The Climate Now.



- **June** - Our sustainable business intern unveiled a Green Ribbon cutting for Earth Dragon Natural Building LCC. This was featured in Ashland.news. Ashland Climate Collaborative, SOCAN, and Rogue Climate's executive directors gathered for their first three way meeting, the goal of which was to strengthen our organization's collaboration to better serve the Rogue Valley.



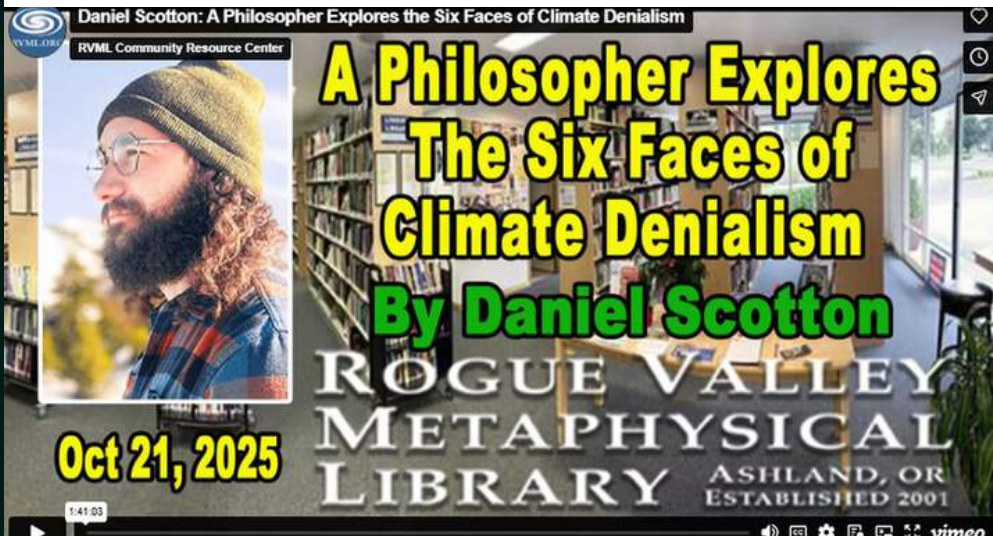
2025 in Review:

- **July** - SOCAN saw a whirl of activity, starting off with our annual tradition of marching in the Ashland 4th of July parade. We hosted our second CEAP Workshop, focused on construction and building materials. We also launched our redesigned website using the new color scheme and branding developed earlier in the year.
- **August** - OSU Assistant Professor Chris Adlam came to our August General Meeting to discuss the local impacts of climate change on our forests and their implications for wildfires. We also partnered with OSU utilizing an Oregon Health Authority grant to launch a fire resilience webinar and a series of listening sessions across the valley. We also provided federal comments for EPA effort to repeal the 2009 Endangerment Finding regarding greenhouse gas emissions.



2025 in Review:

- **September** - SOCAN hosted its third CEAP Workshop, where Flavia Franco with Southern Oregon Food Solutions gave a presentation on the value of Composting as a climate strategy. We partnered with ScienceWorks for a film screening of a climate double feature 'Chasing Time' & 'From the Frontlines'. Submitted federal comments against the USFS effort to repeal the Roadless Rule that protects particularly old growth forests from logging.
- **October** - Marine Biologist Bill Gorham visited from Curry County to present on the topic of Ocean Acidification during our October General Meeting. Our Executive Director gave a talk at Rogue Valley Metaphysical Library on his paper, Six Faces of Climate Denialism. And we tabled at the Talent Harvest Festival.



2025 in Review:

- **November** - On November 11th, SOCAN hosted our third annual Sips for Sustainability fundraiser and what a night it was! Thanks to our incredible volunteers and community members, we celebrated a year of climate action and connection with record turnout, seeing nearly thirty more attendees than last year. The energy in the room reflected the growing momentum behind our shared mission.
- **December** - SOCAN hosted its annual Winter Solstice celebration, and was well-represented at a large potluck dinner at the Bellevue Grange in honor of Alan Journet's 80th birthday.



2025 by the Numbers



**EDUCATION
CORNER**

Event Audience:
800 people

**THE BROADCAST
MONTHLY NEWSLETTER**

Newsletter:
13,293 opens

**LEGISLATIVE
UPDATES**

Public Comments:
187 letters

Southern Oregon Climate Action Now
SOCAN
Empowering action through science



Coalitions



**electrify
oregon**



Sponsors & Funders



Sponsors:

- The Urban Cork
- Troon Vineyard & Farm
- Banyan Botanicals
- The Crest at Willow-witt
- South Stage Cellars
- Southern Oregon Land Conservancy
- Rogue To-go
- Medford Food Coop
- Ashland Food Coop
- Joey's Hotsauce
- Ikusa Marketing
- Clyde's Corner
- Shop N' Kart
- Wooldridge Creek Winery
- Travel Southern Oregon
- Bloomsbury Books
- Ashland Folk Collective
- Barnstomers Theater
- SOMAR Vineyards
- Rogue Valley Chorale Association
- Southern Oregon Repertory Singers
- Plant Oregon
- Friends of the Oregon Caves
- Rogue Valley Metaphysical Library

Partners



ROGUE BASIN
PARTNERSHIP



Southern Oregon
LAND
CONSERVANCY



Citizens' Climate Lobby

