

# PUBLIC SUBMISSION

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**Docket:** NRC-2012-0246

Consideration on Environmental Impacts on Temporary Storage of Spent Fuel After Cessation of Reactor Operation

**Comment On:** NRC-2012-0246-0001

Consideration of Environmental Impacts of Temporary Storage of Spent Fuel After Cessation of Reactor Operation

**Document:** NRC-2012-0246-DRAFT-0048

Comment on FR Doc # 2012-26295

10/25/2012  
77 FR 65137

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## Submitter Information

**Name:** Shel Horowitz

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## General Comment

See attached file(s)

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## Attachments

Shel Horowitz

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2012 NOV 14 PM 2:42

RULES AND DIRECTIVES  
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SUNSI Review Complete  
Template = ADM - 013  
E-RIDS= ADM -03  
Add= S. Lopas (SLL2)

**Joosten, Sandy**

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**From:** Shel Horowitz, Ethical/Green Marketing Expert [shel@principledprofit.com]  
**Sent:** Friday, November 02, 2012 12:31 PM  
**To:** CHAIRMAN Resource  
**Subject:** Nuclear Waste Confidence Decision and Rule

Dear Chairman Macfarlane:

As a business owner who has followed nuclear power issues for more than 30 years (it was the subject of my first book, in fact), I urge you to extend the comment date and schedule more geographically diverse hearings. This is an important issue, and the public deserves a chance to be fully heard.

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Shel Horowitz

Marketing consultant/copywriter, author, speaker, book shepherd Affordable, ethical, effective marketing materials and strategies "Reach Green, socially conscious consumers with marketing that has THEM calling YOU"

Twitter: @shelhorowitz

\* First business ever to be Green America Gold Certified

\* Inducted into the National Environmental Hall of Fame

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<mailto:shel@greenandprofitable.com> \* 413-586-2388 Award-winning author of eight books.

Latest:

Guerrilla Marketing Goes Green (co-authored with Jay Conrad Levinson) Blog on Green Marketing/Ethics/Politics:

<http://greenandprofitable.com/shels-blog/>

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