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Are you a scuppie? Businessman hopes word joins lexicon

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Someone has at last come up with a word to shout out the window when those annoying rich people driving their hybrid SUVs to pick up an organic double-latte mocha chip whatever made with free-trade beans cuts you off.

"SCUPPIE!"

That stands for "socially conscious, upwardly mobile person."

To date, these types of people have been branded eco-consumers, which Stamford financial planner Chuck Fallia said ignores the great American lexicological tradition of using some sort of "ppie" word.

Fallia, a reformed yuppie — who admits he was inspired rather than revolted by the 1987 movie "Wall Street" in which a character states "Greed is good" — said America needs the scuppie, just as it needed the hippies, preppies and yuppies of previous decades.

(This dogmatic dedication to the "ppie" tradition also explains why these people aren't called "scumps.")

While a University of Connecticut linguistics professor said he had no idea how to respond to questions about the word scuppie, Chris Sheehan, editor and writer for Sacred Heart University, said he didn't have any trouble tackling it.

Although he'd never heard the term before, Sheehan said it's similar to a number of "ppies" that have cropped up in recent years, including "guppie," which stands for gay urban professional. Sheehan said most of the people-describing words these days incorporate "urban" instead of upwardly mobile, and he agreed with *Connecticut Post* editors who said the acronym should, in fact, be "scump."

But, Sheehan said, what the

► Please see 'SCUPPIE' on C4

'Scuppie' the brainchild of Stamford businessman

Continued from C1

It really depends on if the public embraces it, and he hoped Fallia luck in getting "scuppie" into the dictionary. Apparently, a word has to appear in print in several publications before it can be considered.

Sheehan said he doubted the terms for affluent sort-of huggers would catch on.

He almost immediately shot down "Greenik," a play on beatnik, because it sounded too 1950s.

What Sheehan liked about the word is the idea of people caring about the environment.

And even though Fallia admits the ego boost that would come from coining a term and seeing it published in a dictionary is playing a part in his efforts, he also hopes people

will embrace his campaign in the spirit in which it is intended.

"This is not a serious movement," he said.

Instead, it's an attempt to tap into the growing wish among people of all walks of life to do something simple — without too much of an imposition on their lives — that will help the environment.

In essence, doing something

as long as it's not inconvenient.

"A true scuppie is someone who says, 'I'm not going to go crazy to do it. I'm not going to tie myself to a tree,'" he said. Scuppies do what they know, which is conspicuous consumption, he added.

In addition to switching to hybrid SUVs, scuppies are putting solar panels on the roof and buying hip hemp clothes.

Fallia said he's writing a book called "The Scuppie Handbook: A Practical Guide to Living Well while Doing Good." He has a Web site that people can visit and even shoot him suggestions.

He also wants to hear from people about what it means to be a scuppie and other ideas for the book.

His Web site is www.scuppie.com.