



THE BOTTOM LINE

“profitability through sound environmental practices”

St. Francis Winery goes solar

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Paper recycling rates up

Santa Rosa, CA- Bay Area policymakers joined today with St. Francis Winery & Vineyard and PowerLight Corporation in dedicating St. Francis Winery’s new solar array. This 457-kilowatt solar electrical system is one of the largest solar installations in the Wine Country — and in the nation. Covering 80,000 square feet, this solar array produces the equivalent electricity during the day to power more than 450 homes, and generates more than 40% of the winery’s energy needs. The installation was completed in June 2004.

“For three decades, St. Francis Winery has achieved great success amidst the natural wonder of Sonoma County. By harnessing the sun’s energy to generate electricity, we’re doing our part to protect the beauty of this magnificent region,” said Christopher W. Silva, President & CEO of St. Francis Winery. Mr. Silva, a fifth generation native of Sonoma County, continued, “Solar electricity is affordable and practical, not only for winemakers, but for all businesses and

This solar array generates more than 40 percent of the winery’s energy needs

organizations that want to reduce costs and help stabilize our region’s power supply. We hope

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Pitney Bowes Focuses on Environmentally Friendly Solutions

Stamford, CT- Pitney Bowes has introduced a new service to help clients manage the flow of their paper documents and lower their document management costs, all while protecting the environment.

“Because paper-based communication in the form of faxes, printouts, mail and documents continues to grow, companies need to consider how their paper usage may be impacting the environment,” stated Shawn Uleske, vice president, Product & Solution Marketing, Pitney Bowes Management Services. “While many of our clients look to Pitney Bowes to help them control costs, our new Environmentally Friendly Solutions offerings will help us create a document strategy that also captures the positive impact to the environment. Not only do these practices add to a company’s bottom line, it helps them feel positive about the way

The company’s Environmentally Friendly Solutions, part of Pitney Bowes Management Services (PBMS), are centered around three core elements that include: procurement of recycled content paper; reducing the overall use of paper; and recycling paper and office wastes.

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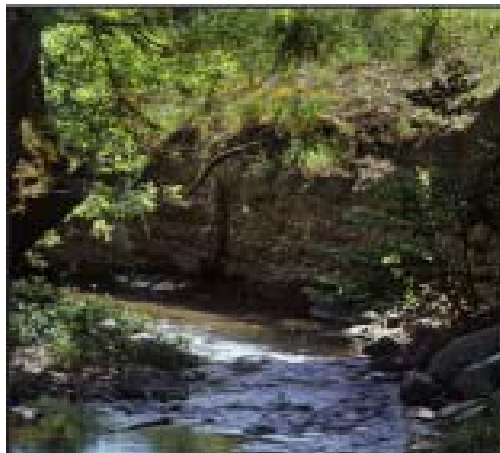
Warren Smith
OCLI

Alexandra Von Meier,
Sonoma State University

A project developed by the
Sonoma County Economic
Development Board

Quivira Stream Restoration Project

Healdsburg, CA- In partnership with Trout Unlimited and the California Department of Fish and Game, Quivira Estate Vineyards and Winery has worked diligently to restore Wine Creek to make it once again a prime spawning ground for steelhead trout. The quality of the stream has been in decline over the last few decades due to increased development and population in the area. For the last five years, Quivira has been working to reverse this trend and create a sustainable habitat for fish in the stream.



To achieve this aim, they have installed large boulders that have been stabilized with cables to reinforce the deteriorating creek banks and to shore up large trees whose roots have been exposed due to erosion.

They have also pulled out rows of grapevines along the creek to decrease the problem of erosion. They have replaced these grapevines with natural grasses to hold the soil in place and act as a natural protective barrier to the creek.

Other projects include construction of low fall dams to create deep pools of calm water below where the fish can rest and planting of trees along the creek to protect the fish from predatory birds.

In honor of this project, Quivira has released its "2002 Steelhead Red." In a recent article in *Trout*, Henry Wendt, owner of Quivira Estate Vineyards and Winery and former pharmaceutical executive explained how Quivira balances

environmental and economic goals, "Steelhead Red fits with the larger scheme of what we're trying to do. It seemed a great way to connect the dots between our restoration work, organic farming, and our wines."

Rinse and Save Program Helps Sonoma County Restaurants Cut Costs

Sonoma County, CA- The Sonoma County Water Agency is restarting the "Rinse and Save Program" that provides **FREE** water-efficient spray nozzles (including installation) for restaurants. These spray nozzles not only save money but also durable and easy to use. By installing 231 Fisher Model 2949 spray valves,



Sonoma County restaurant owners were able to save a total of 201 acre-feet of water and more than 1.7 million kilowatt of electrical savings per year. This amounted to an average of \$500 to \$1000 saved per user. If you are interested in participating in this statewide project sponsored by the California Public Utilities Commission and local water agencies, call 800-423-9896.

PG&E Lamp Giveaway

Sonoma County, CA- PG&E is offering free compact fluorescent lamps and LED exit signs to qualified business customers. By replacing inefficient incandescent lamps with compact fluorescent lamps, businesses can save money on their energy bills. Incandescent lamps use only about 5% of the electricity they draw to create light. The rest gets dissipated as waste heat to be removed by air conditioners.

Compact fluorescent lamps produce about four times as much light from a given input of power and that translates into a 75% savings on lighting costs. Based on normal business hours of 2,600 hours/year, 50 watts saving/lamp at a cost of \$.15 per kilowatt hour, each compact fluorescent will save an estimated \$19.50/year. (Savings based on replacing a 75-watt incandescent with a 23-watt + 2 watts for ballast compact fluorescent.)



Light Emitting Diodes (LED), a relatively new technology, are ideal for continuous-run, low-intensity applications like exit signs. Exit signs

operate 24 hours a day, 365 days a year, so minor wattage can translate into large cost savings. Based on an exit sign operating 8,760 hours/year, 28 watts saving/exit sign at a cost of \$.15 per kilowatt hour, each exit sign will save an estimated \$36.79/year. (Savings based on replacing a 30-watt incandescent with a 2-watt LED exit sign)



ELIGIBILITY FOR FREE LAMPS AND EXIT SIGNS

Eligible customers are defined as small or medium-sized commercial, industrial, and agricultural electric accounts with a monthly demand of 500 kW or less per service account (typically A-1, A-6, or A-10 rate schedules).

To receive lamps businesses should:

1. Send PG&E their account information including their name, business, address and phone number. They can do this by:
 - a. Faxing the information to PG&E at (707) 577-7158 with a copy of their bill and a cover sheet letting

PG&E know how many lamps they will be replacing.

b. E-mailing PG&E at BusinessCustomers@pge.com with their PG&E Account # and Service ID # to let them know how many lamps they will be replacing.

c. Calling them at (707) 577-7489 and leaving a message with their PG&E Account # and Service ID # to let them know how many lamps they will be replacing.

2. Contact PG&E to arrange a date and time for them to deliver these lamps to the company. At this time, they can provide a free energy survey and recommend some additional items, which are also a part of PG&E's Express Efficiency Program. Upon delivery, businesses will need to complete and sign an application and a payment assignment form, which allows PG&E to provide these products to companies free of charge.

This program runs through October 31, 2004 and may be modified or terminated without prior notice.



Pacific Gas and Electric Company[®]

2004 Environmental Best Practices Report

Santa Rosa, CA- The Business Environmental Alliance (BEA), a public-private partnership that helps businesses recognize and obtain the financial advantages of voluntary environmental responsibility, released its third annual report on Sonoma County companies that voluntarily implement conservation measures. The Best Practices Report, which summarizes the results of an annual survey, shows that almost 90 percent of respondents implement some form of energy or water use policies to improve the environment and save money.

Businesses report that they are pursuing voluntary environmental steps for a number of reasons that

include the potential for cutting costs and reducing liability, improved employee morale and community relations, along with a desire to contribute to a healthier community and share information with other businesses regarding successful environmental practices.

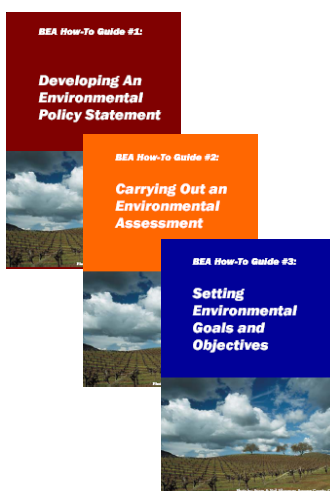
Also featured in the Best Practices Report are local companies from various industries with notable or exceptional environmental practices. Among them are Agilent Technologies, which has saved almost \$100,000 annually through a variety of cost-efficient measures; Avalon Natural Products, which has saved \$2,000 a year through paper recycling, and Schurter, Inc., a manufacturing firm that practices reuse and recycling

involving water, energy and waste. Also, Pine Creek Properties will save \$70,000 annually by installing a solar energy system in its 50,000 square foot, multi-tenant office building in Santa Rosa. Traditional Medicinals has implemented a wide range of environmentally friendly improvements including a re-lamping project that has resulted in a payback of \$1,500 per month. A majority of local companies responding to the BEA survey are setting energy and water reduction goals of up to 20 percent

The 2003-2004 Environmental Best Practices Report and other BEA publications are available online at www.sonomabea.org.

Business Environmental Alliance Produces Environmental “How-to” Guides

Sonoma County, CA- The How-To Guide series, produced by Business Environmental Alliance staff, is designed to help local businesses of all sizes improve their bottom lines by improving their environmental performance. The How-To Guides take businesses through a series of simple steps to define their environmental priorities, identify the benefits of environmentally friendly business practices, and quickly locate the information and assistance required to make their environmental goals a reality. Interested businesses can email BEA@sonoma-county.org in order to have a set of How-To guides sent to them at no cost. To view the BEA How-To Guides, visit www.sonoma-county.org/bea/how_to_guide.htm. These guides can lead businesses from developing an environmental policy



statement to developing continual action plans.

Specifically, there are a total of nine guides entitled:

1. Developing an Environmental Policy Statement
2. Carrying out an Environmental Assessment
3. Setting Environmental Goals and Objectives
4. Accessing Environmental Resources (Part I): Resource Use Efficiency
5. Accessing Environmental Resources (Part II): Planning and Implementation
6. Educating Your Employees About Sound Environmental Practices
7. Evaluating Profitable Environmental Opportunities
8. Measuring Performance
9. Developing Continual Action Plans

Paper Recycling Rates Up

Washington, DC- Last year, for the first time, more than half of the paper and paperboard that Americans consumed was recovered for recycling, according to statistics from the Washington, DC - based American Forest & Paper Association (AF&PA). The paper recovery rate in 2003 of 50.3 percent is the result of more than a decade's worth of strong growth. In 1990, only 33.5 percent of the paper consumed in the United States was recovered for recycling. (The AF&PA says that roughly 99 percent of the recovered paper is recycled.) While paper recovery has spiked, the reuse of other recyclables has declined or gone flat, creating a divide in the recycling world.

The aluminum beverage can recycling fell to 48.4 percent in 2002, according to the Container Recycling Institute (CRI) in Arlington, Va. In 1992, the rate stood at 65 percent, according to CRI.

Meanwhile, the Glass Packaging Institute calculated in 1998 that the glass beverage container recycling rate at roughly 31 percent. CRI estimates that rate has been steadily slipping since then.

Also, the recycling rate for post-consumer polyethylene terephthalate (PET) plastic bottles has tumbled in recent years, from about 40 percent nine years ago to 19.8 percent in 2002, according to a joint report from the American Plastics Council and several other organizations. The report did note that the recycling rate for high-density polyethylene (HDPE) plastic bottles has increased slightly in recent years, reaching 24.2 percent in 2002.

What's behind the recycling statistics?

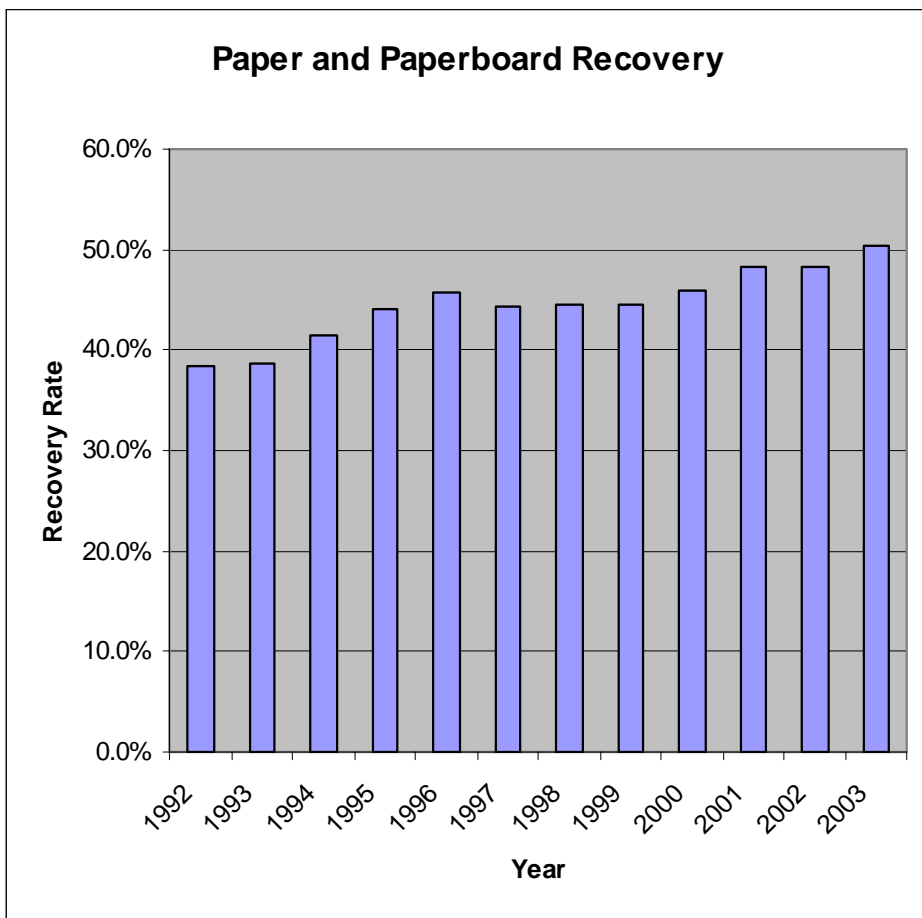
Miller says that paper recycling rates are high because there is so much paper — it constitutes 40 percent of the waste stream and offers states, counties and cities a sure-fire way to raise overall recycling rates quickly.

Just as important, the commodity markets for recycled paper have grown stronger and larger. According to Miller, mills have purchased mixed paper in recent years for as much as \$60 per ton. Newspaper prices have ranged from \$66 per ton to \$87 per ton, depending on the grade. Also, corrugated material has commanded \$93 per ton, while high-

grade writing and printing paper has garnered prices approaching \$100 per ton.

By comparison, prices for other recyclables have lagged. Miller says that recyclable buyers in New York state will pay only about \$40 per ton for aluminum cans. Tonnage rates for other materials are even lower, averaging from \$17 per ton for PET to \$23 per ton for HDPE and \$30 per ton for clear glass.

Source: American Forest and Paper Association



Water Conservation in Sonoma County

Sonoma County- The Sonoma County Water Agency is engaging in a proactive water conservation plan including public outreach, water education, water retailer support and assistance, and proactive fixture replacement programs.

PUBLIC OUTREACH

The Sonoma County Water Agency implements an annual public outreach effort for water conservation in the summer months, entitled "Water Wisely." This year's efforts included 90 radio spots, 337 Comcast cable spots, 12 Press Democrat ad placements, and one bill insert for the July/August water bills. In addition, the SCWA maintains billboards and manned an exhibit at the Sonoma County Fair.

WATER EDUCATION

The SCWA provides classroom education, outdoor education programs, teacher training and community education. Since 1999, 303 classes participated in outdoor programs, 293 classes participated in instructional programs, and nearly 14,000 students received direct instruction. Nearly 2,000 adults participated in classes as well. Overall, more than 140,000 people have received material, information, or service from the Water Education Program.

WATER CONSERVATION PLAN

The agency's 10-year plan includes a goal to save 6,600 acre-feet of water per year. This is equivalent to between four and nine percent of the Russian River flow.

FIXTURE REPLACEMENTS

SCWA has been running programs that aid businesses in replacing water-wasting fixtures with more modern, water saving versions. To date, SCWA prime contractors have completed the following fixture replacements: 545 commercial sprayer nozzles, 110,350 residential ultra-low flow toilets, 12,031 commercial ultra-low flow toilets, and 15,655 water-efficient washing machines.

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they are conducting their document management operations."

Through the Environmentally Friendly Solutions offering, Pitney Bowes Management Services aims to help businesses act in a more environmentally friendly manner that include:

- Helping customers implement the use of recycled paper and reduce overall paper, toner and ink consumption.
- Converting operations to print on demand so documents are printed only when needed. Benefits include elimination of inventory waste and reduction of storage costs.
- "Rightsizing" office equipment including desktop printers, faxes and copiers that results in reduced energy, paper, toner and maintenance costs.
- Digitizing records to eliminate the need for printing and storing paper.
- Electronically distributing and

managing documents that requires less space and reduces and paper use.

Estimates show that since one employee can generate as much as 15,000 printed pages per year, using recycled paper has a major benefit on the environment. Using just 30% post-consumer recycled paper (PCR) delivers comparable performance results as virgin paper, but can reduce tree harvesting 30%, hazardous pollutants 27%, solid waste and water effluents 15%, and green-house-gas emissions 11%. Utilizing technology that can print on both sides of a page, called duplex printing, not only reduces upfront paper costs by 10%, but also reduces overall document weight and bulk that create savings throughout the value chain, including postage, and shipping costs.

Pitney Bowes says its Environmentally Friendly Solutions are finely tuned based upon research conducted by Green Order, a consulting and information

services firm that improves the business practices for Fortune 500 companies.

For more information, go to www.pb.com.

Source: Greenbiz.com



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that other businesses will follow our lead and be inspired to preserve the environmental quality of Sonoma now, and for generations to come.”

“St. Francis Winery demonstrates that by investing in solar, businesses can achieve solid economic returns and environmental preservation,” said

PowerLight President Dan Shugar. “By adopting clean, reliable, sustainable power, St. Francis is furthering its reputation as one of the nation’s most progressive winemakers. The solar electric system will enable St. Francis to generate power from the sun, and feed any excess power back to the utility grid, especially on sunny days during times of peak demand. Combining solar power and energy efficiency has enabled St. Francis to offset peak power costs statewide, benefiting all of California’s utility customers.”

“This should be one of our nation’s highest priorities,” said Congressman Mike Thompson. “Affordable, reliable renewable energy is critical for our long term economic and energy security as well for the health of our environment.”

“St. Francis’ new solar installation is a model for businesses throughout the state – and the nation,” said Assembly-member Patricia Wiggins.

“This project exemplifies the measures all business owners can embrace to bring down their utility bills and conduct

business in a sustainable manner,” added Santa Rosa Mayor Sharon Wright.

The St. Francis Winery solar electric project is on track to receive a rebate from Pacific Gas and Electric Company’s self-generation incentive program, which provides incentives for clean, on-site generation.

The 457-kilowatt PowerLight solar electric system consists of high efficiency solar modules incorporating photovoltaic cells

from both Sharp Electric Corporation and SANYO. PowerLight employed two Xantrex DC-AC converters, which deliver power directly to the facility’s electrical system. In addition to generating power, the solar electric system spares the environment from thousands of tons of harmful emissions

such as carbon dioxide, nitrogen oxides, and sulfur oxides, which are major contributors to smog, acid rain and global warming.

St. Francis also invested in lighting upgrades to maximize energy efficiency and minimize environmental impact. PowerLight custom-designed, hi-bay lighting for both the refrigerated barrel storage and winemaking operations area. The new lighting reduces the lighting electric demand by 48%, and generates less heat to help maintain a cool temperature for wine storage. In addition, the high-efficiency lighting more closely matches natural lighting, increasing visual acuity while presenting a more comfortable work environment.

Source: St. Francis Winery



Fall 2004

*“profitability through sound
environmental practices”*



THE BOTTOM LINE

450

Number of homes that could be powered from the St. Francis Winery's solar panels.

\$19.50

Amount of money you can save each year by replacing one incandescent bulb with a compact fluorescent bulb through PG&E's free lamp replacement program.

\$36.79

Amount of money you can save each year by replacing old exit signs with free LED signs from PG&E.

9

Number of practical, sequential guides produced by the BEA to help companies become more environmentally friendly.

50.3%

Percentage of the paper consumed in the United States recovered for recycling.



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