

Local Roofing Company Diverts 233.3 Tons From Waste Stream to Recycling: Prevents Waste, Saves Money

Roofing Services, Inc. (RSI), located on Santa Rosa Ave, replaces over 200 roofs a year and makes more than 1,200 service calls. During the rainy season, the busiest time of the year, the company can receive 80 calls a day asking for help with leaking roofs. Replacing a roof generates several tons of waste material. RSI is then faced with the question of how to dispose of this material.



A few years ago, when Roger Duncan took over as the yard manager, RSI made the

transition from discarding to recycling this material. Duncan, who recycled before he could spell it, worked with company president Steve Amend to divert 233.3 tons of waste from the landfill. Instead, RSI makes the extra effort to recycle the materials removed from roofs.

When materials are brought into the yard, wood, metal, concrete tile, and cardboard are divided into separate bins. Once each bin is full, RSI transports the materials to several sites around the county.

The wood is sent to Dan Davis on Todd Rd. where it is shredded and used for landscaping. Normally, sending 78 tons of scrap wood to a landfill at \$74 a ton would cost RSI \$5,735; by recycling the wood they pay \$775 for removal, saving almost \$5,000.

The contents of the metal bin are more diverse, with materials ranging from copper and lead to galvanized steel. By taking these materials to Santa Rosa Recycling, RSI has already diverted over 90 tons of metal from the landfill. This would fill about 37 Dumpster loads of metal, and instead of pay-



ing \$7,000 to the landfill, RSI pays only \$1000, saving \$6,000.

A local recycler uses the concrete tiles for gardens and roadbeds. RSI has recycled more than 50 tons of tiles at no cost for a savings of \$3,700. In addition, recycling cardboard at the Santa Rosa Recycle Center has saved almost \$1000. In total, the roofing company has saved almost \$16,000 with its waste diversion program, while at the same time helping to maintain Sonoma County's beautiful environment.



To show their dedication to conservation, RSI also has a xeriscape landscape to reduce its water usage. Roger Duncan said he found great ideas for how to recycle waste in the “Builders Guide to Reuse and Recycling” which is available in both English and Spanish and can be found at www.recyclenow.org.

Need for Water Conservation Certain to Become More Urgent

The emergency water conservation measures approved by the Cloverdale City Council respond to conditions unique - for now - to Cloverdale.

The demand caused by the searing summer heat came close to exceeding the city's capacity to deliver water. But all Californians would be wise to begin thinking about whether they are wasting water.

In simple terms, water in California is not going to become more abundant nor less costly. The population will continue to grow. Government regulatory agencies will continue to set aside more

water for protection of wildlife habitat. New water projects will be few and far between - for reasons both financial and political. And if the climate is changing, as most scientists believe, the long-term prospects suggest more days of searing temperatures.

In homes and in gardens, communities need to consider new ways to conserve fresh water and to use recycled water as a substitute. In the old days of the West, people looked to build new water projects, and some may be built in the future. But this much we know for sure: Gallon for gallon, it will be cheaper to conserve. *Source: Press Democrat, 7/28/2006*

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Wise Energy Management Reduces Operation Costs

Strategic Energy Innovations (SEI) is expanding its energy assessment to Sonoma County businesses. SEI conducts general lighting and energy audits for small businesses. These audits explain low and no-cost methods businesses can take to decrease energy costs and increase the efficiency of company buildings. This free energy audit shows ways to:

- Save businesses money
- Optimize building operations and decrease maintenance costs
- Take advantage of a limited grant to finance up to 75 percent of retrofit costs.

SEI is based in Marin County and has already provided dozens of businesses

with savings measures amounting to hundreds and, in some cases, thousands of dollars a year in operating costs. Participating businesses and their identified energy cost savings include:

- Double Rainbow Ice Cream (\$3,099/year)
- Bank of Marin (\$948/year)
- Nautilus Fitness (\$2,456/year)
- The Magic Flute (\$1,941/year)
- Silver Screen Video (\$1,368/year)

The audit process is two-fold: first, a local high school student conducts an initial audit. Next, a professional from the Small Business Energy Alliance (SBEA) conducts a follow-up audit to verify previous findings

and to show businesses the steps to take to improve their bottom line.

SBEA has a grant from the California Public Utilities Commission to fund 75 percent of the retrofits suggested by the audit. The entire process is completely free and the company is under no obligation to implement the audit suggestions.

Participation takes only a minimal amount of time. If you're interested in receiving an energy audit at your business, contact May Chiu or Raffi Mardirosian at Strategic Energy Innovations, call (415) 507-1430.

Source: Strategic Energy Innovations

Celebrate Solar Power

BEA Co-chair Scott Kirk spoke at the Sonoma County Water Agency's "Celebrate Solar Power" event held May 31. Scott joined Paul Kelley, Chairman of the Board of Supervisors, Randy DeCaminada from PG&E, and Congresswoman Lynn Woolsey to discuss the benefits of using solar power.



Events Update

2006 Water Conservation Summit Postponed

The Santa Rosa Chamber of Commerce along with the City of Santa Rosa and the Business Environmental Alliance, postponed the water conservation summit that was to be held on April 26 at the Sonoma Mountain Village in Rohnert Park. The summit is now set for October. Please see <http://ci.santa-rosa.ca.us> or call 545-1414 for more information.



Get Recycling Tips Quick

If you need information on how to recycle just about anything, look no further than the Sonoma County Recycling Guide in the AT&T Yellow Pages. The 28-page guide lists where you can recycle everything from toxic waste to printer cartridges to clothes and even scrap metal. Pay less for disposal by taking your waste to various recycling centers listed in the guide or go to www.recycle.org.

SONOMA COUNTY
RECYCLING GUIDE

AT&T YELLOW PAGES UNDER RECYCLING
IN THE PHONE BOOK

Where can I recycle
batteries & fluorescent
lamps?

Where do I recycle
an old computer?

How do I dispose
of old paint?

ECO-DESK 565-DESK(8375) WWW.RECYCLENOW.ORG

SSU Wins Energy Design Award

Sonoma State University won four top awards for energy-efficient building projects at a sustainability conference for California universities and community colleges.



The conference, "Turning the Tide: Implementing Sustainable Strategies," held in late June in Santa Barbara, was attended by 600 representatives from 300 universities and colleges, state and federal agencies and private business.

The Rohnert Park university was honored for the energy efficiency of its campuswide lighting system, remodeling of Salazar and Darwin halls and the design

of its new student recreation building.

All of the projects were designed by campus engineer Keith Marchando. The \$20 million Salazar Hall remodeling includes solar panels that cover 9,500 square feet and an evaporative cooling system, that combined to produce a 70 percent reduction in energy costs.

The \$15 million Student Recreation Center has extensive use of natural light and ventilation, an evaporative cooling system, high-efficiency lighting tied to photo sensors and reclaimed water for its bathrooms and irrigation.



Solar Panels Cover Salazar Hall

Source: Bob Norberg, Press Democrat, 6/30/2006

BEA Partners Program Up and Running



Companies throughout Sonoma County are going beyond simply complying with good environmental practices: they are using these practices to improve their financial performance. The *Business Environmental Alliance* is creating a network to allow businesses to share these successful techniques, practices, and ideas.

The *BEA Partners Program* provides information to businesses in Sonoma County that are interested in making positive environmental practices a priority and save money at the same time. It is a fact that businesses that save energy and water also save money. Businesses that recycle, reuse, and reduce

save even more. Even better, these businesses are likely saving customers at the same time, since many consumers are beginning to evaluate the environmental reputation of a company when they make a purchasing decision.

This is an opportunity for local businesses to join an alliance of their peers to work toward a more profitable, environmentally conscious Sonoma County. As a Partner, the BEA will publicly recognize your organization's concern for the community through environmental improvement. Your customers (and potential customers) want to hear about your achievements. Partners will be profiled in the BEA's newsletter, *The Bottom Line*, on our web site, www.sonomabea.org, and to the general public through education and media events. The BEA invites you to join this program to improve both the local environment and your bottom line. For more information, please contact the BEA at 707-565-7257 or bea@sonoma-county.org.

BEA Mission:

The Business Environmental Alliance (BEA) promotes the economic benefits of responsible environmental practices and provides resources to enable businesses to implement these measures.

BEA Steering Committee

Scott Kirk, Co-Chair
Beyers Costin

Paul Harris, Co-Chair
Imagine Sonoma

Ed Bertain
Hydrotech Environmental Systems

Julie Collins
Kendall Jackson Wine Estates

Tom Conlon
GeoPraxis

Peter Hoberg
Hoberg & Associates

Erik Kunz
Medtronic Vascular

Claire McCarthy
Agilent Technologies

Dave Meddaugh
Bank of America

Michael O'Brien
Cricklewood Restaurant

Warren Smith
JDSU

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Kinley Campbell
Caitlin Corey

BEA Allies

- Black Chamber of Commerce
- Cotati Chamber of Commerce
- Engineering Contractors Association
- Hispanic Chamber of Commerce
- North Coast Builders Exchange
- Petaluma Area Chamber of Commerce
- Rohnert Park Chamber of Commerce
- Santa Rosa Chamber of Commerce
- Sonoma County Farm Trails
- Sonoma County Grape Growers Assoc.
- Sonoma Valley Chamber of Commerce
- Sonoma Valley Visitors Bureau

A project developed by the Sonoma County Economic Development Board



The
BOTTOM
LINE

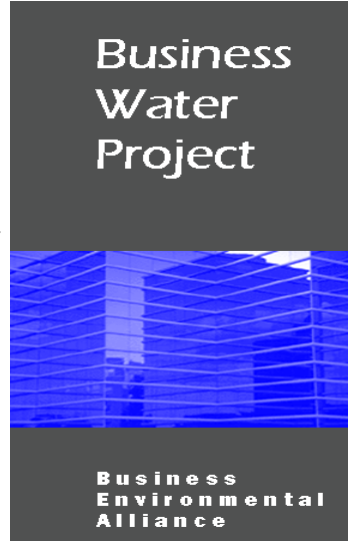
“profitability through sound environmental practices”

Summer 06

Free Water Assessment Can Save Your Business up to 30%

The Business Water Project assists Sonoma County businesses in adopting water-efficient, cost-effective practices. The goal of the project is to help businesses save money by conserving water. To facilitate this, the Business Environmental Alliance (BEA) is offering free indoor and outdoor assessments for commercial facilities within Sonoma County. Participants receive free water-use assessment conducted by a qualified, independent contractor; a voluntary action plan for the reduction of water use and wastewater production at your facility, post-assessment assistance to help put water and wastewater reduction ideas into practice; and public relations assistance to highlight the accomplishment of your business. There are myriad benefits to conserving water, and personalized water assessments will show where your business can save money and tell you how to do it.

If you are interested in receiving a free water assessment, please contact the BEA by email at bea@sonoma-county.org or by phone (707) 565-7257.



www.sonomabea.org

Visit our Web Site:

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