

By the Numbers...

2 Percent you will save on heating costs for each degree you lower your heat in the 60-70° range.

2,700 Gallons of water you will waste in a year if your faucet is leaking at a rate of one drop per second. This can be easily fixed by replacing the washer.

2007 Business Breakfast

The BEA welcomed more than 225 Sonoma County businesspeople, city and state government representatives, and non-profit leaders to the 6th Annual BEA Business Breakfast on February 22, 2007 at the DoubleTree Hotel in Rohnert Park.



Randy DeCaminada of PG&E, Randy Poole of the Sonoma County Water Agency, and Jim Andersen of the Sonoma County Administrator’s Office offered forecasts of energy, water, and waste supply and pricing for businesses in the upcoming year.

Mr. DeCaminada highlighted some of the programs that PG&E has developed for businesses, which have succeeded in keeping per-capita electricity consumption in California flat over the past 30 years. Alternative energy and new technologies will be important in maintaining this trend, according to PG&E.

The water supply, according to Mr. Poole,

will be greater than previously predicted. However, he reminded attendees that the summer is projected to be very dry, so water conservation remains important even during the wet season.

Mr. Andersen discussed the challenges and opportunities that are resulting from the decision to close the landfill, as well as the recycling programs available through the local waste haulers.

Following these resource forecasts and the Best Practices Awards presentation, three award winners spoke about their “best practices.”

Tobin Ginter, CFO for Rodney Strong Vineyards, discussed his company’s decision to install solar panels on the roof of its barrel warehouse and the retrofit of its lighting system. In total, these two projects will save the company **\$215,000**.

Steve Stapp, CFO of Redwood Credit Union, described his company’s decision to remodel its corporate headquarters with conservation in mind—a decision that will save more than **\$100,000** per year.

Amy Bolten, Director of Public Relations for Christopherson Homes, highlighted the builder’s new “green building” push. The company’s dedication to environmentally responsible building practices has helped to attract “eco-

14 Local Companies Honored for Best Practices

Fourteen local businesses were recognized for their systematic approach to environmental management, which allows them to reduce their environmental impact and increase overall operating efficiency. Their efforts to reinforce existing operations with a comprehensive approach to environmentally responsible business practices have directly corresponded to not only an improved bottom line, but also a standard for other Sonoma County businesses to emulate. These

businesses were nominated by the Allies of the BEA for their dedication to environmentally sound business practices. For information on how all of these companies have achieved their goals, please see inside.



Photo: BEA Chair Scott Kirk (left) and Ig Vella, award winner

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THE BOTTOM LINE

Agilent Technologies, nominated by the North Bay Leadership Council, has saved more than \$1.5 million annually by installing a computerized system to monitor and control energy use, upgrading lighting systems to more efficient types, reducing the amount of water used in industrial processes, and recycling industrial wastewater for landscaping.



Beam Wine Estates, nominated by PG&E, replaced 225 metal halide light fixtures with high bay fluorescent fixtures and occupancy fixtures for a savings of 300,000 kW hours, and a \$42,000 cost avoidance. They also received a \$23,700 PG&E Energy Efficiency rebate. This project will pay for itself in nine months and will reduce CO₂ emissions by 164 tons, the equivalent of removing 21 cars from our Northern California roads.

Benziger Family Winery, nominated by the Sonoma Valley Vintners and Growers Alliance, has saved significantly on energy bills by installing solar-powered pumps and parking lights, and insulating fermentation tanks. The water-recycling program with constructed wetlands is actively sustaining the ranch's water supply. These practices are contributing to the Benziger label's success as a biodynamic winery and saving money on operations.



Christopherson Homes, nominated by the Sonoma County Alliance, has made a name for itself as the North Bay's first production green builder. Dedicated to resource conservation, energy savings, indoor air quality and health, and water conservation, Christopherson Homes is creating a product that appeals to eco-friendly home-buyers, and saving clients money on energy and water bills.



Elder Creek Landscapes, nominated by the Sebastopol Area Chamber of Commerce, saves its clients immeasurable dollars by encouraging water-wise gardening, local purchasing, and recycling programs. Through these techniques, as well as biodiesel blends in company cars and a mobile solar generator, Elder Creek improves its product and attracts environmentally-conscious consumers.

Vella Cheese Company, nominated by the Sonoma Valley Chamber of Commerce, saves approximately \$30,000 per year by installing a 30-kilowatt solar electric system, retrofitting its lighting for energy efficiency, and purchasing a high-efficiency, water-tube boiler, which conserves both water and energy. Ignazio Vella, a "living legend" in Sonoma County and owner of Vella Cheese Co, has adapted with the new technologies, but vows to remain a "hands on" cheese company.



Heritage Salvage, nominated by the Petaluma Area Chamber of Commerce, has worked hard to save money and resources and add value to their product through sound environmental practices. By reducing consumption of new building materials, Michael "Bug" Deakin and his crew have succeeded in diverting old materials from the landfill. This has allowed them to tap into a niche market of environmentally conscious consumers, and has increased business and improved the quality of their work.



Codding Enterprises, nominated by the Rohnert Park Chamber of Commerce, saves more than \$23,000 each month with its installation of a 1.14 megawatt solar array. Lighting retrofits and waterless urinals further improve their cost savings.



Congratulations to the 2007 Best Practices Award Winners!

Your efforts to reinforce existing operations with a comprehensive approach to environmentally responsible business practices have led not only to a better bottom line, but also to a standard for other Sonoma County businesses to emulate.



Infineon Raceway, nominated by the Sonoma County Waste Management Agency, has recycled more than 40 tons of waste since the comprehensive recycling program began in 2004.



Medtronic Vascular, nominated by the Santa Rosa Chamber of Commerce, has switched to a water-based cleaning solution and reduced costs by 87%. They conserved one million gallons of water per year by changing the water-treatment systems and saved more than \$40,000 the first year by installing more energy-efficient boilers. Medtronic subsidizes two commuter vans with a total of 24 passengers that take about 60,000 commuter miles off Hwy 101.



Redwood Credit Union, nominated by the Hispanic Chamber of Commerce, recently completed a multi-million dollar renovation for its new corporate headquarters. It is not yet possible to calculate total savings, but one of the most significant measures will be the savings of 1.5 to 2 million gallons of water per year with the installation of waterless urinals, low-flow toilets, and low-water consuming landscaping.

Oliver's Market, nominated by the Cotati Chamber of Commerce, has reduced its energy bill by 10% by retrofitting lighting, modifying the freezer door, and installing a new compressor system. By using computers rather than paper, paper waste has decreased 25%.



Osmosis Day Spa and Sanctuary, nominated by the Sonoma County Tourism Bureau, has created a name for itself as a leader in environmentally conscious tourism. By installing a water filter to eliminate the purchase of bottled water, improving the insulation system to decrease heating and cooling bills, and recycling all used bath material, Osmosis has become the premier spa experience in the North Bay.



Rodney Strong Vineyards, nominated by the Sonoma County Vintners, will save more than \$145,000 per year over the 25-year life of its solar panel system. By installing a T5 lighting system, more than \$70,000 per year in electricity costs is saved.



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.

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BEA Allies

- AGC California, North Bay
- Black Chamber of Commerce
- Cloverdale Chamber of Commerce
- Cotati Chamber of Commerce
- Engineering Contractors Association
- Hispanic Chamber of Commerce
- National Electrical Contractors Assoc.
- North Bay Leadership Council
- North Bay Merchants Association
- North Coast Builders Exchange
- Petaluma Area Chamber of Commerce
- Redwood Empire Remodelers Assoc.
- Rohnert Park Chamber of Commerce
- Santa Rosa Chamber of Commerce
- Sebastopol Chamber of Commerce
- Sonoma County Alliance
- Sonoma County Farm Trails
- Sonoma County Lodging Assoc.
- Sonoma County Tourism Bureau
- Sonoma County Vintners
- Sonoma Valley Chamber of Commerce
- Sonoma Valley Vintners and Growers
- Sonoma Valley Visitors Bureau
- Windsor Chamber of Commerce

A project developed by the Sonoma County Economic Development Board



BUSINESS ENVIRONMENTAL ALLIANCE

“PROFITABILITY THROUGH SOUND ENVIRONMENTAL PRACTICES”

401 College Ave, Suite D
Santa Rosa, CA 95401

Phone: 707-565-7257
Fax: 707-565-7231
Email: bea@sonoma-county.org
www.sonomabea.org

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BEA Online Catalogue Released!

The BEA has recently added an online catalogue of Best Practices to its website: www.sonoma-county.org/bea/best_practices.htm


The **Best Practices Catalogue** is a collection of voluntary environmental business practices implemented by Sonoma County businesses. Each entry highlights financial savings or added value businesses have achieved by voluntarily adopting sound environmental measures above and beyond governmental regulations. The catalogue is designed to provide you with innovative and simple ideas for your business to simultaneously help protect Sonoma County’s quality of life and improve your bottom line. Search by industry, business name, or type of savings to find helpful examples of what businesses throughout the County have already done to save money.

If you are interested in participating in this online catalogue, please contact the BEA at (707) 565-7257 or email bea@sonoma-county.org.

To receive a free indoor and/or outdoor water assessment of your business, contact the Business Water Project at (707) 565-6455 or SVBWP@sonoma-county.org.

Clover-Stometta Farms, Inc.

Business Type	Agriculture (Dairy)
Number of employees	200
Contact Name	Marcus Benedetti
Phone	(707) 778-8448
E-mail	marcus@cloverstometta.com
Website	www.cloverstometta.com



Bottom Line Savings

- Reduced energy costs
- Maintains high milk quality
- Clover dairy farms maintain a ranch appearance score of 90% based on the currently used industry model

Energy

- Runs compressors during off-peak hours to reduce costs

Recycling/Reuse

- Worked with Empire Waste Management to implement curbside recycling programs for milk cartons and juice boxes
- Recycles office paper

Water

- Captures and stores the last rinse of every wash cycle to re-use as the first rinse of the next wash cycle, reducing water usage

Sustainable Agriculture

- Clover-Stometta Farms has developed a program called North Coast Excellence Certified. Practices include:
 - An incentive program to 16 dairy families in Sonoma and Marin counties who have chosen to step up their dairy practices
 - Exclusion of the growth hormone rBST in cows

Best Practices