



2010 Breakfast Speaker Hits A Home Run With 300 From Business Community

What questions should we really be asking ourselves about Going 'Green'?

- NOT: "How much will it cost?"
- NOT: "Does it pay to go 'Green'?"



Andy Hoffman, Holcim (US) Professor of Sustainable Enterprise at the University of Michigan, shared this refreshing approach with three hundred community members at the Ninth Annual Business Leaders' Breakfast, giving the crowd good reason to talk about when they would take the lead in adapting to our changing climate and environment meet, not if.

Hoffman is an advocate who has consistently argued the business case for sustainability, and for climate change as a market transition rather than environmental issue alone. Inevitably the first two questions people ask about 'going green' are always the wrong ones, he says: How much will it cost? And does it "pay to go green"? The latter is a non-sequitur, like asking whether it pays to innovate. Clearly, Hoffman made clear, it depends on who is innovating, how are they doing it, when are they doing it. Innovation is a competitive strategy, and exploring ways to use fewer resources to minimize cost and maximize appeal offers exciting opportunities for business.

It's knowing what the next technology for energy production will be, and shifting when the market is ready to reward it. "We're not

going to get out of the oil business in the near term," he said, "but, you have to ask, What is the iPod® for energy? Is it out there? You have to be on watch."

So then how much will it cost? In short, according to McKinsey (see diagram on back page) anything below the line can offer you a positive ROI TODAY. Anything above the line presently depends on the price of energy increasing and an imposed cost for carbon emissions.

The World Bank Stern Report is firm in the final analysis that the cost for GHG abatement is only the 1% of GDP we can't measure accurately anyway and more importantly the cost of postponing action and absorbing the collateral damage will be in the region of 5%, and perhaps even 20% of global GDP if a broad swath of costs

Climate change is much more than an environmental issue; it is a market transition that will create winners and losers

and risks associated with climate change are considered.

In light of the incentives to take action, it begs us to question inaction. The possibilities for profit are manifold: increasing energy costs, investor interest, a growing GreenTech sector and burgeoning consumer education and demand are driving bottom lines and consumer

spending patterns. Corporate reputations are on the line. Pending regulation means that it's not a question of if but when sustainability management will become the business standard – and surely it should become the norm

before it becomes the law, no?

A panel of four local business people with experience in adapting policies and programs to meet the reality of climate change seemed



Three hundred community members attended the 9th Annual Business Leaders Breakfast

to agree. Blair Kellison, CEO Traditional Medicinals, Iver Skavdal President, CEO & Chairman of Winzler & Kelley, Doug Rackery, Facilities Supervisors FMP of Exchange Bank and David Proctor EVP and CFO, Friedman's Home Improvement all spoke from experience about the practical strategies and financial decision-making that underlies that shift in perspective when seeing a market transition and great opportunities unfolding with it.

The program, produced by the Sonoma County Business Environmental Alliance, featured 19 Best Practice Award Winners who offered similar testimony. Thank you to those Chambers and Trade Groups who participated this year. Look out for the Best Practices Report coming soon.

For more information and this years program of speakers, photos and books available by keynote Andy Hoffman:

www.sonomabea.org/events

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Keep Up With Your Peers Getting Green Certified: 7 New Businesses on 02/02



By Mara Hochman
On Tuesday, February 2nd, the Board of Supervisors recognized 7 Sonoma County businesses for achieving certification through the Sonoma Green

Business Program.

The businesses receiving recognition included [Sonoma Technology](#), [Cameo Crafts](#), [Carlile Macy](#), [P&L Specialties](#), [J Winery](#), [Minutemen Press, Inc.](#) and State Farm Agent [Nancy Colley](#).

As the fourth and fifth certified printing companies, Cameo Crafts and Minutemen Press drastically reduced their on-site toxic waste through sustainability initiatives. Both companies replaced their old toxic chemical washes with low-VOC (volatile organic compound) solutions and installed automated registration systems to track the amount of paint and ink stored on-site. Each of the companies currently provides customers with “green” purchasing options, including the use of low-VOC inks, house-blended colors (made from surplus custom blends) and paper products made with recycled content.

The Sonoma Green Business Program is part of the larger Bay Area Green Business Program and recognizes businesses for going above and beyond environmental compliance. It offers free assessments and technical assistance to businesses looking to implement more sustainable practices.

www.sonomagreenbusiness.org



Last year we received a commercial turf warning right before the summer. Despite the recent rain, the reality is that growth in our economy and population will not be met with growth in the water supply (see Biological Opinion – Phase 1 Underway). Certainly now is the time for voluntary and proactive measures before more strict ordinances are imposed.

January 2010 has already seen the beginning of water use ordinances for new or rehabilitated commercial landscapes (Details available from PRMD: Chapter 7D3 Water Efficient landscape) above 600sqft. There are many healthy rebates and incentives available



(left to right, back row) Kevin Commander (J Winery), Lynn Barr (P&L Specialties), Mara Hochman (GBP), Mike Maddalena and Dan Judy (MinuteMen Press), Dana Diluvio (J Winery), (left to right, middle row) Lisa Hyde (P&L Specialties), Sheldon Roenau (Cameo Crafts), Dave Hanson (Carlile Macy), (left to right, front row) Barbara Austin (Sonoma Technology), Nancy Colley (State Farm), Supervisor Shirlee Zane

through the Sonoma County Water Agency to their sanitation district customers, or through your local retailer. See www.sonomabea.org for local rebates and incentives available in your area.

Many businesses that received awards at the 4th Annual Best Practice awards are good models for cost-saving action.

Exchange Bank: Low-water use landscape (Xeriscape, Mulch), GPS weather-based controllers to automate irrigation per rain and transpiration conditions, and of drip irrigation to minimize over-watering. Also taken advantages of incentives offered by SCWA to replace toilets flushing at 2.5gpf or more and paid out of pocket for pressure assist HE toilets, which dramatically reduced maintenance issues on their wastewater lines with gravity high low models. (Contact Deb Lane: 543 3985)

City of Rohnert Park: Saving 30% on water use with efficient plumbing fixtures and drought-tolerant landscaping at their new City Hall (Contact Darrin Jenkins, 547 1906)

Recommendations from the Santa Rosa Water

Conservation Department (Contact Sean McNeil: 543 3986) have saved **Kaiser Permanente** over 46,000 gallons and \$10,000/year in their new medical wing.

Lodging properties have huge opportunities: **Vintners Inn LLC** is just one of many large properties that has installed an ozone laundry system. The system uses 90% less hot water, and the elimination of toxic chemicals and cleaning agents avoids contamination of ground water. They have also implemented a towel and linen reuse program, and high-efficiency water fixtures have dramatically reduced water bills.

Other solutions include greywater reuse: An onsite wastewater treatment plant processes all wastewater for the entire property, which can be reused for irrigation. **Osmosis Day Spa Sanctuary** constructed wetlands that do the same; recycling 100% of all greywater generated for landscape use.

Find more information about the conservation and efficiency steps you can consider by visiting www.sonomabea.org and clicking on the water toolkit.

Explore these case studies for your business. What could you be doing to cut water

Competitive opportunities on the horizon with 'Product Stewardship'

In 2000 Products made up more than 75% of our waste stream (up from 50% in 1960). These products account for 44% of our GHG emissions. Municipal waste management systems can't afford the growing expense and businesses are throwing away profits. What can be done?

Designing for disposal is taxing our local communities, environment and public health. It is increasing costs in your business, and shortening the lifespan of our landfill. Similarly, programs to manage hazardous material such as batteries and fluorescent lamps, banned from disposal since February 2006, have since been the responsibility of the local government— without funds coming from the State to do so.

Product stewardship, green purchasing initiatives, and hazardous waste 'take back' programs can provide a better alternative. It is in all of our interests to collaborate in partnership with local government before any local ordinance or ban is put in place.

The product stewardship principle is that whoever designs, produces, sells, or uses a product takes responsibility for minimizing the product's environmental impact throughout all stages of the products' life cycle.

The bottom line is that business can do a better and more cost-effective job than government at managing their own products at every stage of the design, production and marketing process to minimize financial and material loss as a result of waste.

Product stewardship initiatives allow scarce local financial resources to be made available to expand municipal programs for reuse, composting and recovery of recyclable materials; and products and services rendered with recycling or reuse in mind can minimize what goes to the landfill too.

Traditional Medicinals has distinct sustainability focus throughout their supply chain and advocate that this way of doing business will either become the norm or the law. Consumers are getting



smarter and asking, what is the supply chain doing? 1lb of consumer waste represents 8lbs of waste upstream and Traditional Medicinals has taken up the challenge winning the California Waste Reduction Award year after year for their packaging reduction and recycling initiatives, and sustainable sourcing focus.

Friedman's Home Improvement pioneered their Green Choice program product criteria that allow consumers to choose products that are beneficial to users and the



environment during manufacture, use, and disposal. They have also committed to taking back CFLs to avoid having them go to the landfill (where they are banned). Their focus on local sourcing, product stewardship and sustainability gives them a competitive edge in cities whose communities are becoming more discriminating about who is setting up shop.

Since winning our award in 2007, **Medtronic CardioVascular** has continued to implement and realize significant environmental and financial benefits, and have been firm about implementing only projects with an ROI of less than 2 years. They have improved their diversion rate from 53%



to 74% and are saving \$90,000 annually with a company wide initiative to maximize reuse in construction, and recycle 100% of unused plastic in their extrusion processes. They have also been a leader in product stewardship, eliminating hazardous materials, setting higher quality control standards for finished products to minimize waste, and dramatically improving test efficiency and throughput; a further \$1Million in savings annually.

"This way of doing business will either become the norm or the law". — Blair Kellison, CFO, Traditional Medicinals

Labcon North America is an excellent example of a successful manufacturer here in the NorthBay, which holds 8% of the world market in laboratory disposables. They have kept themselves competitive by differentiat-

ing themselves with product stewardship and operational efficiency. They've also been exceptional product stewards with a long history of minimizing waste material and reducing energy use with low waste micro centrifuge tubes that use 50% less plastic, the most earth friendly pipette tip rack refilling system available on the market today, and the introduction of bio plastic corn resin products instead of those based on petrochemicals.



In an industry that has typically had a poor environmental record, **Nature's Best Cleaners** have shown great leadership transforming their business with a move to a wet-cleaning process that has now become a demonstration site for the Bay Area. They are saving more than 60% on their water bill since the conversion. Whereas 95% of professional cleaners in the Bay Area are still using PERC, a toxic solvent and hazardous waste, Natures Best has completely eliminated PERC from their store and are providing a better quality clean, with an ROI of 4 years on their wet-cleaning system. They received significant incentives from the state and UCLA for converting their cleaning systems.

For information and support for product stewardship initiatives in your business, please contact

Heidi Sanborn, Executive Director California Product Stewardship Council (916) 480-9010 Heidi@CalPSC.org



Countywide Initiatives and Events

Retrofit and Renewables Program for Commercial Properties

The Countywide renewables and retrofit program will provide property owners with (1) an accessible one-stop retrofit service that integrates building science technology with renewable energy analysis and (2) the information they need to make sound financial and project decisions that meet their needs. The retrofit program will identify energy saving and solar generation opportunities; guidance on the optimum sequence of project tasks; and monitoring of pre-/post-utility bills to verify energy savings results. Financing options shall include SCEIP, rebates and incentives from PG&E, and tax credits.

There is a wealth of evidence that supports the productivity and health benefits of better indoor air quality, healthier lighting and improved comfort. And especially with AB1103 providing a benchmark for building energy use in the near future (Jan 2011), the market should become more discriminating as lessees seek to minimize their operating costs.

For more info: www.sctainfo.org/rcpa.htm



Countywide Veggie Scrap Collection available for commercial customers

North Bay Corp has launched a pilot commercial veggie scrap program for Sebastopol and Healdsburg. While this excludes meat and dairy for the moment, there is plenty of opportunity for restaurants and hotels to divert waste from the landfill to the compost heap. North Bay will come in and conduct a free evaluation of your operation to determine the amount of food waste you produce and the different ways to approach diversion in your facility. They will also provide you with signs/posters, support and can offer bilingual instruction to staff.

Please **contact North Bay** for a 68-gallon commercial yard waste can. Call (800) 243-0291

Pilot 'Take Back' Programs Kick-off



Even though there are still no laws that require take back of alkaline batteries, or fluorescent light bulbs, 12 Sonoma County businesses have committed to collect and dispose of both of these at their own expense, and list in the Sonoma County recycling guide.

The SCWMA in partnership with the California product stewardship council is working with local governments and the business community to develop a business friendly approach to product stewardship initiatives here in the California, following examples in the states of Washington, Texas, Florida, others and the EU.

Pilot volunteer programs, and their participants are key to the successful development of producer led programs that can anticipate legislation in future and ensure we are prepared together. For more info please call the SCWMA eco-desk hotline: 707 565 DESK

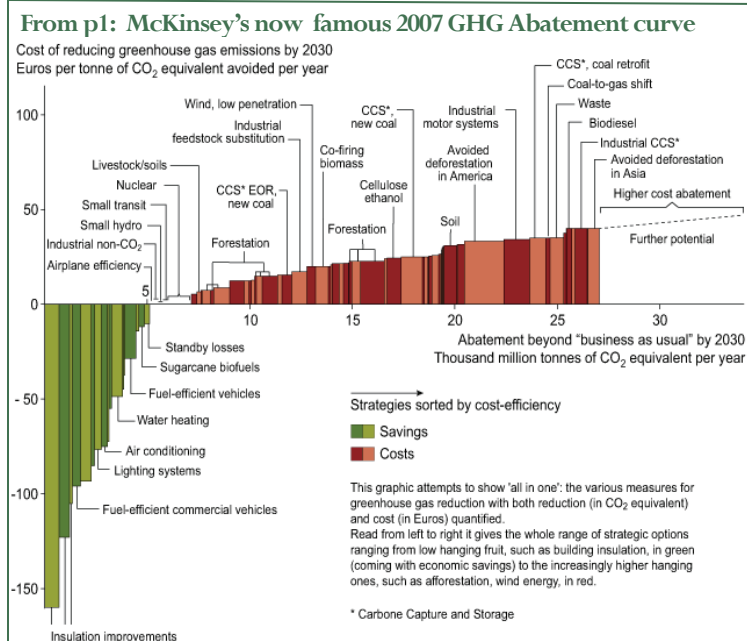


Biological Opinion Phase 1

The Russian River Biological Opinion, issued by the National Marine Fisheries Service, requires the SCWA to significantly change its operations in order to continue to deliver its current allocation of water.

The Water agency has had to forego their application to increase this allocation. Not just the source of drinking water for 600,000 people, but also the home to endangered steelhead, Coho and Chinook salmon, the SCWA is searching for reasonable alternatives to reducing summertime flows in the Russian River and work is underway to implement the first phases. This work will ensure we prudently balance our water supply, while preserving the environment that affords us the quality of life we cherish. For more info: www.scwa.ca.gov/rriif

Santa Rosa Earth Day Fair: Saturday, April 17, 2010 in Courthouse Square. Info and resources: www.srcity.org/earthday.



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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- Sonoma Valley Chamber of Commerce
- Sonoma Valley Vintners and Growers
- Sonoma Valley Visitors Bureau
- U.S. Green Building Council
- Windsor Chamber of Commerce



Interested in becoming a Partner?
 707 565 7257

A project developed by the Sonoma County Economic Development Board