



GREEN LINK

Sustainable Business Program E-Newsletter
March 2010



In this Issue...

Sustainable Business Program Highlights
Program News-Lyn's Lines

Sustainable Business Theme of the Month: New Cash for Clunker Appliances and Solar Rebates - breaking news!

About the Program

Program Highlights

Making a Difference - One Business at a Time!

The Steamboat Sustainable Business Program, in its third year, has had 72 participating businesses. Currently, the following are enrolled in the program:

Businesses that have achieved certification:

Marabou, GOLD
BAP and Big Agnes, GOLD
Moots Cycles, GOLD
J.K. Wall Designers, GOLD
Pet Kare Clinic, GOLD
Black Tie Ski Rentals, GOLD
Smartwool, GOLD
bistro c.v. GOLD
Moving Mountains Chalets, Inc., GOLD
Letson Enterprises, GOLD
Drexel Barrell & Co. GOLD
Air Quality Systems, GOLD
Kelly & Stone Architects, GOLD
Prudential Steamboat Realty, GOLD
Fox Construction, GOLD
Horizons, GOLD
PostNet - GOLD
Big House Burgers - GOLD
Simply Steamboat Property Management - GOLD
City of Steamboat Springs - Centennial Hall - BRONZE
City of Steamboat Springs - City Hall - SILVER
ResortQuest Steamboat - GOLD
Steamboat Springs Chamber Resort Association - BRONZE

Central Park Management - GOLD
Colorado Mountain College - GOLD
Life Essential Wellness Spa - GOLD
Mountain Valley Bank - BRONZE
Rex's American Grill - SILVER
Mazzola's Restaurant - GOLD
Ore House at Pine Grove Restaurant - GOLD
Alpine Bank - GOLD
TouchStone Promotions - GOLD
Go Alpine - GOLD
Native Excavating - GOLD
Steamboat Pilot and Today - GOLD
Sheraton Steamboat Resort - GOLD
Steamboat Ski & Resort Corp Admin. Offices - SILVER
Mountain Fire House - City of Steamboat Springs - GOLD
Alpine Insurance - GOLD
Landmark Consultants - GOLD
Light Works of Steamboat - GOLD
Catamount Lake Ranch & Club - Golf Clubhouse GOLD
Steamboat Motors - GOLD

Businesses on their way to achieving certification:

Drahota Construction Co.
Mountain Home Stove & Fireplace
Irene Nelson Interiors
Pinnacle Resort Management
Lowell Whiteman School
Aspire Osteopathy
Rio Grande Restaurante
Mountain West Environments
Northwest Data Services
Vertical Arts
Steve Green Company
Catamount Ranch & Club - Lake House
Steamboat Ski & Resort Corp - Food & Beverage Department

Congratulations to the following business who received certification this past quarter:

Alpine Insurance - GOLD
Mountain Fire House (City of SS) - GOLD
Landmark Consultants - GOLD
Light Works of Steamboat - GOLD
Catamount Ranch & Club - Golf Clubhouse - GOLD
Steamboat Motors - GOLD

WELCOME to our newly enrolled Businesses!

Vertical Arts
Steve Green Company
Catamount Ranch & Club - Lake House
Steamboat Ski & Resort Corp - Food & Beverage Dept.

Are you following the Sustainable Business Program on Twitter?

Find us at www.twitter.com/sustainableboat! Up to date tips and reminders.

Lyn's Lines



The Cents for Steamboat program is gaining momentum! Six businesses are now participating, and we are hoping to start building a local project reinvestment budget. They are:

- Black Tie Ski Rentals
- Life Essentials Wellness Spa
- Central Park Management
- Steamboat Pilot and Today
- Light Works of Steamboat
- Steamboat Motors.

The project for the year 2010, as voted on by the participating businesses, is focused on the benefits of growing and consuming food locally. The SBP has reserved one of the Leadership Steamboat program's community garden plots on Oak Street and will be partnering with Lowell Whiteman School K-8 to raise awareness on why growing your own food is good for us and for the local economy as well as sustainability. **VOLUNTEERS are needed!** Please contact Lyn if you or your business wish to participate.

Bike to Work Month - June 2010

Join the fun! Bike to Work Week in Colorado is in June. This year, the Sustainable Business Program is joining forces with the Routt County Riders to include a new event - the Bike to Work Month **Corporate Challenge**. Is your company up for the challenge? We will be announcing more details as the logistics are being developed. Meanwhile, talk it up at your workplace!

What's Coming Up?

SAVE THE DATE!

Don't miss the upcoming Sustainable Business Networking Luncheon sponsored by Catamount Ranch & Club. Our eighth Quarterly Networking Luncheon will feature:

Cash for Clunker Appliances and Solar PV Rebates
WHEN: Friday, March 19th from 11:30am - 1:00 pm
WHERE: Catamount Ranch & Club - Golf Clubhouse

Our speakers will be Thaine Mahanny, Owner of the Steamboat Springs Sears Store and Scott Schmitz, CEO of Green Power Designs.

Lunch will be provided for \$5 for businesses enrolled in the Sustainable Business program and \$15 for non-members. All are welcome! Space is limited. RSVP by March 16th at 875.7000 or rsvp@steamboatchamber.com. We hope to see you there!

A HUGE thanks to Catamount Ranch & Club for hosting the event and providing

lunch!

Sustainable Business Theme of the Month

It May be Time to Replace That Energy Guzzling Appliance and/or Invest in Solar!

Appliances and Your Business~New! Rebates for Appliance Replacement Cash for Clunkers

Most every business I visit has a refrigerator and hot water heater. Many also have dishwashers, clothes washers and air conditioners. When performing the sustainable business assessment, reducing energy use and saving money related to appliances are always topics of discussion. One helpful metric is the yellow *EnergyGuide* Label which identifies energy consumption for the appliance on a comparison scale with similar models, as well as the estimated annual operating cost (based on national average energy cost). We also talk about EnergyStar™ - rated appliances as being superior in energy savings, as they must meet strict criteria developed by the U.S. Environmental Protection Agency.

Three considerations should be made when considering purchase of a replacement appliance; the initial cost, the ongoing operating cost, and payback (i.e. how long will it take to recoup your investment). Generally speaking, replacing an older refrigerator with an EnergyStar™-rated one can save 40% of annual energy costs compared to a model sold in 2001 (U.S. DOE). (You can tell it is EnergyStar™ by looking for the emblem). According to the EnergyStar™ website (energystar.gov), if you still have a refrigerator from the 1980s, replacing it with a qualified model can save over \$100 each year on your utility bill. Replace a refrigerator from the 1970s will save nearly \$200 each year. Use the website savings calculator on their website to estimate how much money you'll save by replacing your existing refrigerator.

Further energy/cost savings can be realized by following common sense practices such as using efficient settings, 37 degrees - 40 degrees for the refrigerator compartment, 0 degrees - 5 degrees for the freezer; keeping the coils clean, not leaving the door open for excessive periods of time, and pre-cooling food prior to placement in the unit.

New! Rebates for Appliance Replacement

In an effort to save natural resources, the federal government, through the Department of Energy (DOE) and as part of the economic stimulus plan, has allocated \$300 million for the State Energy Efficient Appliance Rebate Program which is scheduled to launch on April 19th in Colorado. Each state will have its own program.

In Colorado, rebates will be available to Colorado residents on a first come first served basis. Specific information is just emerging and information on the Governor's Energy Office website (colorado.gov/energy) may be outdated. So far, the best information indicates that, by replacing an old appliance with a qualified energy efficient model you could get \$50 - \$100 back. Total funding allocated to Colorado is \$4,739,000 with about half going towards appliances and the remaining going toward HVAC replacements.

According to the Governor's Energy Office (GEO) website and recent webinar, eligible products include:

- Refrigerators
- Clothes washers
- Dishwashers
- Water heaters
- HVAC.

A list of eligible models will be available on the sears.com, colorado.gov/energy or energystar.gov websites.

Colorado will offer a higher refrigerator rebate to consumers who provide proof of recycling for the old unit. Consumers are also encouraged to recycle their other old appliances. Check with your retailer, or with Twin Enviro or Waste Management for recycling old appliances in the Steamboat Springs area.

Act now! The rebates will only last until the funds are depleted! *

Local Appliance Availability

Buying local has its advantages and is a concept that the Sustainable Business Program strongly supports. One of the local retailers that carries EnergyStar™ appliances and is participating in the cash for clunker appliances program is your local Sears store. "We are on board with helping our consumers with the GEO energy efficient appliance rebate program in our store in Steamboat Springs", says Sears owner Thaine Mahanna.

Thaine will be presenting details on the current status of the program being launched this month at the upcoming Sustainable Business Networking Luncheon on March 19th. To attend, RSVP to the Chamber by emailing RSVP@steamboatcchamber.com or calling 875-7000.

Other local outlets that will be participating in the rebate program and carry E-Star appliances are Prestige Kitchen & Bath and Mountain High Appliance.

*Author's Note: This rebate process is certain to be competitive and involve some potentially cumbersome paperwork. Some of the larger retailers (e.g. Lowe's) are already pre-registering their customers. Even without a rebate, it is still a good investment to buy Energy-Star, buy local, and recycle your old appliances.

Restrictions in Colorado

- GEO rebates will not be retroactive. This means that items purchased or installed before the GEO launches the program will be ineligible for rebates.
- Not all products and services will qualify for a rebate. For example, refrigerators have minimum energy efficiency standards and only those meeting the GEO's specified standards will qualify for a rebate.
- Specific makes and models qualifying for EnergyStar™ rebates will be available upon program launch. In addition to the above, there are several criteria that must be met in order to qualify for rebates. These are:
 - Only existing homes qualify.
 - Rebates must be used to replace an existing appliance in working order.
 - New construction does not qualify.
 - Only "residential buildings" defined as follows can qualify: any R1 building or R2, R3 or R4 building used solely as living quarters, three stories or under above grade that does not have a centralized mechanical system serving multiple units.
 - Only the Colorado resident "individual consumer" as defined by the U.S. Department of Energy can qualify. The U.S. Department of Energy does not allow any businesses or organizations to qualify for appliance rebates. Rebates are only available to the individual end-user.
 - One rebate per type of appliance per consumer.
 - Local governments and non-profits are ineligible, however other GEO opportunities exist for these entities.

Solar Rebates

In addition to the 30% federal tax rebate currently available for solar installations, it is anticipated that the GEO will soon also offer rebates for the following renewable energy measures:

- Solar Electric - Photovoltaic (PV)
- Solar thermal domestic hot water
- Small wind

Rebates for renewable energy measures will be available for both residential and commercial applications, according to the GEO website colorado.gov/energy. (Please check for updates, as this may change). Applicants must pay an electricity rate equivalent to the rebate type the

applicant seeks (commercial applicants must be organizations that pay a commercial rate for electricity). Installations of renewable energy on public buildings are ineligible for rebates. (source: GEO website).

Also presenting at the upcoming SBP Luncheon on March 19th will be Scott Schmitz, CEO of Green Power Designs in Arvada and Stagecoach. Scott will be talking about his experience with installing Solar PV in our area, as well as provide additional detail on Solar PV tax incentives and rebates. "Considering the lower cost of equipment combined with the tax credit and possible new rebates, now is the best time to seize the opportunity to invest in solar," said Scott. An example is a residential installation his company recently completed in Stagecoach. Following a twelve month monitoring period, only \$15 of propane for the generator was spent for electricity on a 2,600 sq. ft., 3 BR home with two residents. A number of Scott's installations in the Steamboat Springs area utilize two types of solar - PV for electricity and thermal solar for water heaters. Compared to 2007 costs for PV systems, prices have come down around 30-40%, making the payback more realistic. For example, Scott anticipates that a recent thermal solar installation in the Steamboat Spring area will payback in 7-10 years and has a 20 year warranty. RSVP for the luncheon to attend and find out more!

About the Program

To date, 72 businesses have participated in the Sustainable Business Program, one of the most accredited, diverse and encompassing programs of its kind in Colorado. Established in March of 2007 as a collaborative effort between the Steamboat Springs Chamber Resort Association and Environmental Solutions Unltd, the Sustainable Business Program has been changing the nature of business in the Yampa Valley. The program focuses on sustainability and the Triple Bottom Line - a new way to define business success. The Triple Bottom Line includes: financial success, social responsibility, proactive environmental management, and the inter-relationships between them. Our goal is to leave our planet in as good or better shape for future generations.

As part of the program, the Chamber program provides professional sustainable business coaching as well as a format for networking, sharing of ideas and practices, and for channeling collective energies amongst the business community that further the goal of achieving sustainability and a vibrant, economically sound community.

*Green Link is published by the Steamboat Springs Chamber quarterly.
Prepared by Lyn Halliday, CEP and President of*



copyright © 2010 All rights reserved

