



GREEN LINK

Sustainable Business Program E-Newsletter

March 2009



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Program Highlights

As we enter our third year of the Sustainable Business Program, we are now 57 businesses strong! Economic times are tough, all the more reason to continually tweak your business practices and physical plant to be more sustainable - especially since many sustainable business practices can actually save you money!

Businesses that have achieved certification:

Making a Difference - One Business at a Time!

Marabou, GOLD
BAP and Big Agnes, GOLD
Images of Nature, SILVER
Moots Cycles, GOLD
J.K. Wall Designers, GOLD
Pet Kare Clinic, SILVER
Buyer's Resource Real Estate, 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 SILVER
Kelly & Stone Architects GOLD
Prudential Steamboat Realty GOLD
Fox Construction GOLD
Horizons - GOLD
PostNet - GOLD
Colorado Group Realty - GOLD
Cartridge World - 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
Habitat Construction - GOLD
Steamboat Springs Chamber - BRONZE
Central Park Management - GOLD
Colorado Mountain College - GOLD
Life Essential Wellness Spa - GOLD

Businesses on their way to achieving certification:

Drahota Construction Co.
Tall Tulips Flower Shop
Resort Group
Computer Cures
Steamboat Ski & Resort Corp. Administrative Offices
Dovetail Designs
Steamboat Village Brokers
Peabody Energy
Rex's American Grill & Bar
Mazzolas Restaurant
Adventures in Advertising
Mountain Home Stove & Fireplace
Alpine Taxi
Landmark Consultants
Irene Nelson Interiors
Ore House Restaurant
Pinnacle Resort Management
Alpine Bank
NRC Broadcasting
Steamboat Pilot & Today
Catamount Ranch & Club
Sheraton Steamboat

Congratulations to our newest Certified Businesses, and a big WELCOME to our newly enrolled Businesses!



Lyn's Lines

It is with excitement that we announce the launch of two programs as part of the Sustainable Business Certification process. It's now official! Businesses will be able to meet the renewable energy offset category of certification by choosing one of the following:

- 1% for Steamboat Springs**
- Colorado Carbon Fund**
- Purchasing RECs (renewable energy certificates)**

The 1% for Steamboat Springs Program



- Has been developed as part of the Chamber's Sustainable Business Program
- Will keep investments from a business' energy usage and/or carbon footprint offsets local
- Local projects to be funded will be selected by the participating businesses
- Funds are derived from voluntary donations by consumers, i.e. your patron, not from business income or profit
- Brochures and signage will be provided to you to display at your business
- The program is strictly voluntary and is **not** a tax.

How Does it Work?

Businesses enter an agreement with the Chamber to participate in the 1% for Steamboat program. Patrons of the participating business can donate 1%, or other amount, of a business transaction which will then be earmarked for sustainability-oriented local projects. The process will be tailored to your business, for example, a restaurant might include the option on the bill or tab for its customer to donate 1% of their transaction. Collected funds will be tracked separately by the business and submitted to the Chamber monthly or quarterly for placement into the 1% for Steamboat Program Account. The monies are then re-invested to support sustainability-oriented projects in the community selected by participating businesses (for example Green Halloween, Spare the Air, Beetle Rebuttal).

Remember! The monies are not from business income or profit, they are donated directly from the patron or customer.

By participating in the 1% for Sustainability Program, you will be a part of a group of local businesses who are passionate about preserving the natural environment, natural resources and landscape that make our area a unique and fabulous place to visit, recreate and enjoy. Projects will include focus on water, air quality, land preservation, green building, energy efficiency, and sustainable living.

If your business would like to help keep the Yampa Valley and Steamboat Springs a special place by supporting the 1% for Steamboat Program, please visit our website at www.steamboat-chamber.com or call 879-0882 or 879-6323.

Colorado Carbon Fund



A second option for businesses to offset their carbon footprint is the Colorado Carbon Fund, a relatively new program offered by the Governor's Energy Office.

GEO's Colorado Carbon Fund will:

- Support energy efficiency
- Support renewable energy projects in Colorado
- Develop a funding source for community based projects
- Help to meet the state's Climate Action Plan goal to reduce emissions 20% by 2020 and 80% by 2050.

Colorado Carbon Fund Potential Projects:

- Energy efficiency (homes, businesses, institutions, affordable housing)
- Renewable energy (biomass, solar domestic hot water)
- Methane capture (anaerobic digesters for animal waste, landfill gas)
- Transportation (hybrid bus fleets)
- Down the road - ag sequestration and forestry

3 Steps to Participate in CCF:

1. As part of the Sustainable Business certification program, indicate your choice to offset carbon emissions produced by your business by donating to the Colorado Carbon Fund (this is a tax deductible donation).
2. Ask your sustainability coach (Lyn Halliday) to help you measure your emissions from energy use and travel.
3. After determining what you can't reduce through sustainable business practices (offered by your coach), offset unavoidable emissions by donating to the Colorado Carbon Fund.

IMPORTANT NOTE:

As a member of the Sustainable Business Program, your donation to the CCF will result in a percentage of the funds being returned to our community for reinvestment into local projects AND you will have an opportunity to participate in the selection of the projects, but only if you identify your donation as originating from the Steamboat Sustainable Business Program.

If your business would like to support the Colorado Carbon Fund program, please visit our website at www.steamboatchamber.com or call 879-0882 or 879-6323.



What's Coming Up?

Our fourth quarterly Networking Luncheon is on **March 20th at 11:30am at Rex's American Grill and Bar**. The past events have been well attended, averaging 60 + people. You won't want to miss this one - with guest speaker Nancy Schwanke of Light Works in Steamboat who will discuss new energy efficient technology in the lighting industry.

This will be another great opportunity to meet other sustainable businesses, share ideas and learn about new technology and products. We hope you can attend. Lunch will be \$5 for businesses enrolled in the Sustainable Business program and \$15 for non-members. All are welcome! RSVP to Meagan at 875.7003. We hope to see you there!



A big thank you to our luncheon sponsor

Sustainable Business Tip of the Month

LED Lighting: An Evolving Technology



The theme this issue of Green Link is Energy Efficient LIGHTING. If you are a participating business in the Steamboat Sustainable Business Program, you already know about the efficiencies of CFLs (compact fluorescent lightbulbs) as well as the advantages of T5 and T8 fluorescent bulbs over the conventional T12. (please see note about mercury below).

The latest in energy efficient lighting is a new focus on LED (light emitting diode) lightbulbs, largely due to evolving technology which broadens their application and makes them more affordable than before. By clustering the LED bulbs and making them available with standard bases, combined with use of silicon wafers to lower the cost of this new generation of bulbs, use of LEDs are becoming more widespread.

Benefits

A LED bulb lasts longer - up to 10x longer than a CFL - burns cooler, and uses less energy - 1/3 to 1/30th of a CFL or incandescent. An added benefit is that, due to the minimal amount of energy required to run LEDs, solar power to operate them becomes more practical. And LEDs have no mercury.

Compare Wisely

When choosing an LED bulb, make sure you read the label to get the desired illumination, type of light (cool white or warm light), and base (pin or standard screw). Just like CFLs, output based on wattage of an incandescent is not equivalent to a LED. A 3 watt LED is equivalent to a 45 watt incandescent. Also, make sure your dimmer switch is compatible with the bulbs being purchased.

ENERGY STAR- qualified commercial LED lighting products use at least 75% less energy and last 35 times longer than incandescent lighting. Plus, qualified LED lighting produces virtually no heat and provides optimal light color for any environment from parking lots to high-end show rooms. They are durable and come with a 3 year warranty.

According to Energy Star, the U.S. Department of Energy estimates that rapid adoption of LED lighting in the U.S. over the next 20 years can:

- Deliver savings of about \$265 billion.
- Avoid 40 new power plants.
- Reduce lighting electricity demand by 33% in 2027.

A note about Mercury and CFLs

Mercury is a toxic metal. On average, a CFL contains about 5 mg of mercury, which is around one-fifth of the amount in an average watch battery. Producing the electricity to run an incandescent bulb results in power plant emissions of 10mg of mercury versus 2.4 mg resulting from running a CFL bulb for the same amount of time.

The mercury in a bulb does not pose a threat unless the bulb breaks.

It is important to recycle used CFLs and fluorescent bulbs at a reputable location to keep mercury out of the landfill. Some ideas locally include:

- Select a supplier who takes used bulbs back and recycles them (ask for documentation)
- Depending on quantity (you don't want to store very many), hold onto CFLs and bring them to the local Household Hazardous Waste day
- Ace Hardware will accept burnt out CFLs in a small quantity.
- YVEA will accept a small number of burnt out bulbs.

Also, you may want to consider bulbs that contain less mercury. Some fluorescent bulb manufacturers (e.g. Philips/Alto) claim to offer bulbs as low as 3.8 mg of mercury.



About the Program

Currently 57 businesses strong, the Sustainable Business Program is 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 Environmental Solutions, LLC.



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