



# GREEN LINK

**Sustainable Business e-newsletter**

***November 2008***



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## **Steamboat Springs Chamber Resort Association Sustainable Business Program**

### **Mission**

The mission of the Chamber's Sustainable Business Program is to provide leadership in the Yampa Valley toward raising awareness and sharing of ideas relative to sustainable business goals and practices using the Triple Bottom Line approach which includes environmental, economy, and societal components. To accomplish this, the Chamber offers a comprehensive, quantifiable, and robust Sustainable Business certification program for businesses of all sectors in the Yampa Valley which is focused on improving energy efficiency, reducing carbon footprint, reducing water consumption and harmful effects to water quality and the environment, and reducing the amount of waste sent to the landfill by incorporating reduce, recycle and reuse strategies.

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.



## Program Milestones & Status

- Sustainable Business Program Initiated in Fall 2006
- Launched to Chamber membership March 2007
- Businesses enrolled 49
- Certifications Achieved 26
- Annual Sustainable Business of the Year Award Established in 2007
  - First Annual Winner - Marabou
  - Second Annual Winner - Smartwool
- First Sustainable Business Networking Luncheon held March, 2008
- Second Sustainable Business Networking Luncheon held July, 2008
- Third Sustainable Business Networking Luncheon scheduled for November 14, 2008

***Businesses that have achieved certification:***  
**THE LIST CONTINUES TO GROW!**

1. Marabou, GOLD
2. BAP and Big Agnes, GOLD
3. Images of Nature, SILVER
4. Moots Cycles, GOLD
5. J.K. Wall Designers, GOLD
6. Pet Kare Clinic, BRONZE
7. Buyer's Resource Real Estate, GOLD
8. Black Tie Ski Rentals, GOLD
9. Smartwool, GOLD
10. International Erosion Control Assn. GOLD
11. bistro c.v. GOLD
12. Moving Mountains Chalets, Inc., GOLD
13. Letson Enterprises, GOLD
14. Drexel Barrell & Co. GOLD
15. Air Quality Systems SILVER
16. Kelly & Stone Architects GOLD
17. Prudential Steamboat Realty GOLD
18. Fox Construction GOLD
19. Horizons - GOLD
20. PostNet - GOLD
21. Colorado Group Realty - GOLD
22. Cartridge World - GOLD
23. Big House Burgers Restaurant - GOLD
24. Simply Steamboat Property Management - GOLD
25. City of Steamboat Springs - City Hall - SILVER
26. City of Steamboat Springs - Centennial Hall - BRONZE

***Businesses on their way to achieving certification:***

27. Drahota Construction Co.
28. Cellar Liquors Downtown
29. Dash Properties
30. Steamboat Springs Chamber

31. Tall Tulips Flower Shop
32. Shady Lady Interiors
33. Resort Group
34. Computer Cures
35. Habitat Construction
36. ResortQuest
37. Life Essentials Wellness Spa
38. Steamboat Ski & Resort Corp. Administrative Offices
39. Dovetail Designs
40. Colorado Mountain College
41. Steamboat Village Brokers
42. Twenty Mile Coal
43. Rex's American Grill & Bar
44. Mazzola's
45. Adventures in Advertising
46. Mountain Home Stove & Fireplace
47. Go Alpine
48. Landmark Consultants
49. Irene Nelson Interiors

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

## Program News - Lyn's Lines

As we approach the 50 business mark, there remains much to celebrate. One of the most notable is the continued dedication of participating businesses - thus far 100% have renewed after their first year! This is indeed a testimony to commitment!

Our second sustainable business networking luncheon held in July saw great attendance and a lot of fabulous ideas were presented. Our new Sustainable Business On-line Forum was unveiled as was the new Platinum Level of Certification.

The purpose of the forum is for businesses to share ideas on successful practices and products (or ones that caused challenges). By networking in this fashion, we can all save time and energy and reduce re-invention of the wheel. Log on today! To find out more, or to visit the forum and post your information please go to [www.steamboat chamber.com](http://www.steamboat chamber.com)

**Have you renewed? Annual Sustainable Business Program renewals are being sent out via email as anniversary dates come about. If you have questions about renewal, please contact Lyn 879.6323 or Angie at 875-7003.**

## What's Coming Up?

### **SAVE THE DATE!**

Our next Sustainable Business Networking Luncheon is scheduled for **Friday, November 14th at 11:30pm, at Rex's American Grill and Bar**. 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 \$10 for businesses enrolled in the Sustainable Business program and \$15 for non-members. All are welcome! **RSVP to Amy at 875.7004 or on the Chamber website [www.steamboat-chamber.com](http://www.steamboat-chamber.com).** We hope to see you there!

## Sustainable Business Tip of the Month

*The theme this issue is **VEHICLE MILES TRAVELED** and reduction strategies.*

### **The Number of Vehicle Miles Traveled Continued To Rise**

In 1994, U.S. vehicles (not including industrial) traveled 1,793 billion miles, a distance equal to more than 70 million trips around the world. The amount of travel in 1994 was 282 billion miles more than in 1988. From 1988 through 1994, the average annual growth in the number of miles traveled was 2.9 percent, almost 3 times the rate of growth in the number of residential vehicles during that period. (source: Energy Information Administration). And the numbers continue to grow.

**Why does this matter?** Reducing our carbon footprint along with greenhouse gas emissions has become a focal point at every level, including business. Human activities are now adding about 7 billion metric tons of carbon in to the atmosphere every year (source: USEPA). An average vehicle emits 6-9 tons of CO<sub>2</sub> per year. Driving 10 miles in a Subaru Legacy adds .01 tonnes of CO<sub>2</sub> into the atmosphere. Each gallon of gas burned creates 20 pounds of CO<sub>2</sub>. It can be done. Americans drove 15 billion fewer miles in August, 2008 compared to August of 2007 according to the US Department of Transportation, most likely motivated by the high price of gas which exceeded \$4/gal.

### **Here are a few ways businesses can reduce vehicle miles traveled:**

- Incentivize employees to walk, ride their bike, take mass transit or carpool to work,
- Provide secure bicycle parking for employees
- Consolidate trips to meetings, conferences, running business errands, and other business-related travel
- Buy at local retailers instead of driving out of town
- Purchase products that are grown or made locally
- Use electronic meeting and connectivity alternatives (e.g. virtual meetings, video conferencing)
- For unavoidable travel use lower-emission vehicle alternatives (such as hybrids) and/or mass transit
- Select suppliers and patronize establishments that support sustainable business practices
- Fly less

## Did you Know?

**SOURCE: Article By Tony Bizjak  
*The Sacramento Bee***

**SACRAMENTO, Calif. - Bicycle commuters, Congress has your back.**

Buried deep in the federal Emergency Economic Stabilization Act - the \$700 billion Wall Street

bailout - is an unexpected boost for the greenest of commuters.

With a tax-code change, beginning in January, companies can give up to \$20 a month to workers who pedal to work. It would be tax-free to cycling commuters, and a tax write-off for employers.

Riders would use the subsidy to defray commute costs, such as bike tires or lights, helmets or rental fees for bike lockers at work. Employers who offer a subsidy can determine who qualifies and how much they should get.

**(Thanks to Bob Keenan, City of SS for sharing this news)**



## Local Sustainable Business News

At the recent Chamber Annual Awards Luncheon, the second annual **Sustainable Business of the Year was awarded to Smartwool**. Congratulations! Smartwool, a Gold Certification recipient and the first business to sign up for Platinum level, has demonstrated a total commitment to sustainable business practices above and beyond the norm. **Nominees for the award also received recognition at the event for their outstanding work - PostNet, Big House Burgers Restaurant, and the City of Steamboat Springs.**

### **GREEN HALLOWEEN - Our First Sustainable Business Local Project**

At the July Sustainable Business Networking Luncheon, a Task Force was appointed to begin developing ideas for local sustainable projects and programs we can initiate using our collective voice and resources. Participation in these local projects will be allowed as a substitute for purchasing Renewable Energy Certificates (RECs) as is required for Certification.

**The Task Force met in September and came up with some great ideas. One was Green Halloween, a fun, educational program for kids across the Yampa Valley.** Imagine the surprise on the faces of a room full of kindergarteners and first graders while we tossed a trash can full of trash on the floor! After singing and dancing to Curious George's Three R's (Reduce, Reuse, Recycle), the kids were asked to help recycle from the pile. After learning what could and could not be co-mingled, the kids were given a Green Halloween glow-in-the-dark reusable/recyclable tote bag to put their Halloween treats in - thus keeping the plastic jack-o-lanterns normally used for this purpose out of the landfill and providing a tote kids could re-use - and did they ever come up with some interesting ideas for reusing the tote!

The project was made possible through generous support from the following Sustainable Business participants in exchange for having their logo on the tote: **Black Tie Ski Rentals, Steamboat Chamber, Dovetail Designs, Landmark Consultants, Smartwool, BAP, Inc., Wall Designers, Main Street Steamboat, Habitat Construction, PostNet, Tall Tulips Flower Shop, and Environmental Solutions Unltd.**

And to top it off Channel 9 News Colorado and Company highlighted the program on network TV! TV 18 also picked up the story locally. A HUGE THANKS to the sponsors and the participating schools. A great way to kick off this new concept! Stay tuned for some other great ideas from the Task Force.

*Currently 49 businesses strong, the Sustainable Business Program is one of the most accredited, diverse and encompassing sustainable 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. By initiating sustainable service projects we can put to great use the collective voice and resources of participating business in the program.*

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