

## Meagan Coates

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**From:** Meagan Coates [meagan@steamboatchamber.com]  
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# GREEN LINK

## Sustainable Business Program E-Newsletter

June 2009



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## Program Highlights

The momentum continues to grow as the Steamboat Sustainable Business Program reaches 63 businesses!

### **Businesses that have achieved certification:**

Marabou, GOLD  
BAP and Big Agnes, GOLD  
Images of Nature, SILVER  
Moots Cycles, GOLD  
J.K. Wall Designers, GOLD  
Pet Kare Clinic, GOLD  
Black Tie Ski Rentals, GOLD  
Smartwool, GOLD and working towards Platinum!  
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  
 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 Resort Association- BRONZE  
 Central Park Management - GOLD  
 Colorado Mountain College, Alpine Campus - GOLD  
 Life Essentials Wellness Spa - GOLD

**Congratulations to the Businesses attaining certification this quarter!**

Rex's American Grill & Bar - SILVER  
 Mazzola's Restaurant - GOLD  
 Mountain Valley Bank - BRONZE  
 TouchStone Promotions, Inc. - GOLD  
 GO Alpine- GOLD  
 The Ore House at the Pine Grove Restaurant - GOLD  
 Alpine Bank - GOLD  
 Native Excavating - 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  
 Mountain Home Stove & Fireplace  
 Landmark Consultants  
 Irene Nelson Interiors  
 Pinnacle Resort Management  
 NRC Broadcasting  
 Steamboat Pilot & Today  
 Catamount Ranch & Club  
 Sheraton Steamboat

**WELCOME to our newly enrolled Businesses!**

Light Works of Steamboat  
 Lowell Whiteman School  
 Aspire Osteopathy  
 Rio Grande Restaurant



## Lyn's Lines

Our new Sustainable Business Directory is now on the website  
[www.steamboatchamber.com/sustainable](http://www.steamboatchamber.com/sustainable) and allows consumers to shop  
 sustainable by category.

Additionally, at our March Networking Luncheon two new ways to offset your carbon footprint as part of your certification were launched, the Cents for Steamboat Program and the Colorado Carbon Fund. We are delighted to announce the following businesses who have signed up:

- Black Tie Ski Rentals - first to enroll in the Cents for Steamboat Program
- Life Essentials Wellness Spa - also enrolled in Cents for Steamboat
- GO Alpine (aka Alpine Taxi) - participating in the Colorado Carbon Fund Program
- Alpine Bank - also participating in the Colorado Carbon Fund.

To find out more or to enroll your business visit [www.steamboatchamber.com/cents](http://www.steamboatchamber.com/cents) or [www.steamboatchamber.com/CCF](http://www.steamboatchamber.com/CCF)

## What's Coming Up?

Our fifth quarterly Networking Luncheon is coming up on **June 12th at 11:30am at Rex's American Grill and Bar**. The past events have been well attended, averaging 60 + people and a great opportunity to share sustainable practices is provided.

A huge thank you to this quarter's networking luncheon sponsor



**Alpine Bank**

*You won't want to miss our guest speaker, Doug Hurth, Owner and President of Building for Health Eco-Center located here in Steamboat Springs!*

\$5 for businesses enrolled in the Sustainable Business program and \$15 for non-members. All are welcome! RSVP to Alli at 875.7000 or [alli@steamboatchamber.com](mailto:alli@steamboatchamber.com)  
We hope to see you there!

### **COMMUNITY VOLUNTEER OPPORTUNITY - local project**

Save the Date and Send Your Employees to:

The NextForest - A Community Tree Planting Day

JOIN A GROWING LIST OF SUSTAINABLE BUSINESS PROGRAM PARTICIPANTS WHO ARE SENDING VOLUNTEERS!

When: **Friday, June 26, 2009, 10:30am-2:00pm**

Where: Meet at Steamboat Lake State Park - Park at the Marina. Volunteers will not need to purchase park pass.

BUS RIDE: ALPINE TAXI and the CITY OF STEAMBOAT SPRINGS have generously offered to donate people movers to transport volunteers to the tree planting event. Meet in Steamboat at 9:30 at USFS Office on HWY 40 (across from the Holiday Inn) - and return at approximately 3:30.

A RSVP is required to retain a seat on the bus - first come first served by calling 879-6323

Agenda:

10:30 Welcome

10:45 A Few Words About Beetle Infestation and our Next Forest - Oscar Martinez, Yampa District Ranger

11:00 Gather teams and walk to tree planting site

What to Wear: Dress for the weather and for being outside and getting dirty, rugged boots suggested

What to Bring: A water bottle and a snack. Tools will be provided. Bring a spade if you have one.

## Sustainable Business Theme of the Month

### WATER CONSERVATION in Steamboat Springs

#### A New Plan

You may have heard that the first ever comprehensive Water Conservation Plan for Steamboat Springs has recently been drafted. The joint community Plan includes the City's service area as well as the Mount Werner Water district and Steamboat II Metro District service areas. Key components include setting conservation goals, a public involvement and education program, a drought and water emergency preparedness plan, and an overall water conservation action plan that addresses indoor and outdoor water use by residential, commercial and industrial users.

#### Why Water Conservation?

Why water conservation in Routt County? Aren't we located in the headwaters of the Yampa River and are water rich, you may ask?

Water conservation is a key strategy in developing a sustainable community; it demonstrates responsible stewardship of our water resources and responsible management of our infrastructure and financial resources. Water is a precious and finite resource and Steamboat Springs is not immune to the need to seriously and comprehensively embrace a water conservation ethic. The overarching goals of the Water Conservation Plan are:

- To raise awareness of the need for and benefits of water conservation and help create a "conservation culture" in the Steamboat Springs that protects our limited and essential water supply
- To foster the understanding that making wise choices relative to water use will have a direct correlation to future investment of public funds - saving water means saving money
- To convey how every user and each water supplier can benefit from implementing a conservation ethic
- To prescribe an effective response plan should a drought or other water emergency be declared.

**The Plan sets a 20 -year target of reducing peak day demand by 20% by the year 2030.**



#### Taking Action

According to the USEPA, Americans use 126% more water today than we did in 1950. Water conservation measures are both behavioral and mechanical in nature. Implementing both can result in significant reductions of water consumption. Small changes in behavior can result in significant changes in water conservation.

An Action Plan has been developed as part of the Water Conservation Plan. Every user, both

residential and commercial is targeted to pitch in. Altering daily practices to include water conservation at your business, as well as equipment and appliance upgrades will help our community reach its water conservation targets.

If your business participates in the Steamboat Sustainable Business Program, you have already begun to implement water conservation measures.

Here are some Best Management Practices we address as part of the certification program:

- Leak detection and repair
- Leaks can add up to significant water loss - one drip per second = up to 2,700 gal/yr Replace or retrofit appliances and fixtures:
  - oToilets
    - 25% of water going into the home is flushed down the toilet
    - current code is 1.6 gallon toilets, however installing ultra low flow, dual flush or even toilet dams can reduce this amount significantly
  - oFaucet Aerators - cost effective and easy to install
  - oInstall on-demand hot water heaters or hot water circulating pumps
- Tracking usage
  - oLearning to interpret a water bill and compare to historic usage is a useful way to manage water use
- Refrain from tree-planting and the seeding or sodding of new lawns from June 15th through August 31st .
- Use native grasses and shrubs or drought-tolerant species on new or re-developing properties.
- Refrain from developing water-intensive landscapes.
- Water efficient irrigation practices:
  - oOnly water between 6pm and 10am
  - oConsider xeriscape practices
  - oMulch plants, trees and shrubs
  - oPlan landscaping based on sun, moisture, etc.
  - oUse drip irrigation instead of spray
  - oInstall rain shut off or moisture sensors on irrigation systems.
- Limit filling of swimming pools to one filling per year, unless draining for repairs is necessary.
- Potable water should be used for beneficial purposes and should not be wasted.
- Sweep impervious surfaces such as driveways, parking areas, walkways instead of power washing or hosing down.
- Pools and spas:
  - oCover pools and spas with insulated covers when not in use to reduce evaporation
  - oDetect and repair leaks
- Refrain from installing outdoor water features such as fountains.

IT'S YOUR RESOURCE, ARE YOU READY TO DO YOUR PART?

EVERY BUSINESS CAN MAKE A DIFFERENCE! Stay tuned for upcoming workshops and/or for more information contact your sustainable business coach -Lyn Halliday at [lhalliday@environmentalsolutionllc.com](mailto:lhalliday@environmentalsolutionllc.com)

## About the Program

Currently 63 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.

*The 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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