

The Sonoma County Business Environmental Alliance

Spring 2003



Best Practices Report

Profitability through sound environmental practices

Best Practices



A special project of the Sonoma County Economic Development Board

Table of Contents

I. Introduction	3
II. Best Practices Progress Report	4
A. Executive Summary	5
B. Survey Results and Analysis	6
C. Tourism Industry Results	10
D. Wine Industry Results	12
E. High Tech Industry Results	14
F. Methodology and Participating Trade Groups and Chambers	16
III. Best Practices Catalogue	17
A. Introduction	18
B. Companies by Industry	19
C. Companies by Type of Savings	20
D. Best Practices	21
IV. Acknowledgements	42
V. Appendix	
A. Environmental Policy Statement of the Economic Development Board	
B. Voluntary Environmental Best Practices Survey	
C. Application for Best Practices Entry	

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I. Introduction

An Introduction to the Best Practices Project:

The following report has been produced by the Sonoma County Business Environmental Alliance (BEA) to document and publicize the environmental policies and practices of Sonoma County businesses that exceed compliance. This annually updated document acts as a local benchmark—gauging changing environmental practices and trends over time. This report is part of the **Best Practices Project**, a special initiative that the BEA has been improving and expanding since 1998.

The **Best Practices Project** is a multi-faceted program, measuring, documenting, and publicizing the voluntary environmental steps taken by local companies to improve both their environmental stewardship and financial performance. The project is also a resource for companies seeking information about implementing and strengthening beyond-compliance environmental policies and practices.

The purpose of the **Best Practices Project** is to:

- Create awareness among senior managers that environmental considerations can provide financial benefits to their business
- Provide quantitative and concrete examples of how companies have achieved savings through environmental initiatives
- Illustrate different pathways to implementing environmental initiatives and obtaining environmentally-driven financial benefits
- Provide hands-on tools and innovative environmental ideas for companies that are beginning to explore sustainability
- Enhance business to business communication to achieve environmental and economic progress

The **Best Practices Project** consists of:

- **Best Practices Progress Report:**
An annually updated report on the voluntary environmental policies and practices of leading local businesses, derived from the *Voluntary Environmental Best Practices Survey*, that acts as a benchmark and reference for the community and individual businesses.
- **Best Practices Catalogue:**
An annually updated collection detailing the environmental best practices, and specific steps, that individual companies have taken to voluntarily implement more sustainable practices. The *Best Practices Catalogue* also highlights the economic benefits that each organization has derived from implementing these policies and practices.
- **Voluntary Environmental Best Practices Survey:**
An annual survey of the voluntary environmental practices of leading local businesses, the results of which form the basis of the *Best Practices Progress Report*.
- **Internet resources:**
Online at www.sonomabea.org readers can find business-focused environmental resources, including listings of business, government, and non-profit resources, as well as conservation tips and checklists.

It is hoped that this project will act as an impetus to encourage more businesses to implement beyond-compliance environmental policies and practices. We hope that readers find it useful and informative.

For more information about the Business Environmental Alliance and the **Best Practices Project**, please visit our website at www.sonomabea.org or contact bea@sonoma-county.org.



II. Best Practices Progress Report

Best Practices

A. Executive Summary

The 2003 **Sonoma County Best Practices Progress Report** analyzes responses to the 2002 **Voluntary Environmental Best Practices Survey**, and reports on progress made over last year's results.

This second **Voluntary Environmental Best Practices Survey** drew responses from a variety of businesses representing most key trade groups and chambers of commerce. Sonoma County's three major economic drivers participated in the survey with high tech businesses contributing 16% of total responses, and tourism and wine contributing 13% each. The self-assessment consisted of a written survey sent out to about 500 leading companies from over twenty sectors in Sonoma County. The number of responding companies almost doubled since last year's initial survey of 300 top local businesses.

This year's Progress Report contains two unique features:

- 1) three questions asked only of larger companies (with over 25 employees)
- 2) the breakdown of results from Sonoma County's three major sectors (tourism, wine and high tech).

Analysis of survey data for this report revealed a number of **key themes**:

- Most businesses have taken tangible steps to reduce their level of resource consumption: 88% of respondents have taken steps to reduce their energy consumption, and 63% of responding businesses conserve water through reduced use or water recycling.
- Area businesses are interested in increasing their beyond-compliance environmental policies and practices. Within the past three years, 76% of respondents have become more aware of ways to address resource or environmental issues, and 51% already share information with other businesses about model practices.
- Market and social trends have influenced and helped to increase the voluntary adoption of environmentally sound policies and practices.

Businesses report that they are pursuing voluntary environmental steps for a number of reasons, including: cost-saving potential, a desire to contribute to a healthy environment, improved employee morale, positive community relations, to serve as a model to other businesses, and to reduce future liability.

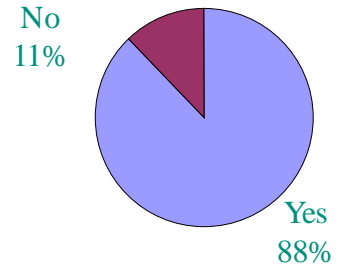
For the 2002-2003 **Best Practices Progress Report** the BEA has identified a number of **key recommendations and opportunities** for area businesses and resource groups:

- Expand the role of trade groups and chambers to conduct sector-specific surveys within their membership, yielding a greater response rate in 2003-2004.
- Provide resources to firms that desire information on how to implement profitable, beyond-compliance environmental practices.
- Provide entrepreneurs looking to expand or start a business in Sonoma County with information about developing an EMS, writing an environmental policy statement, and voluntarily adopting financially-beneficial, environmental practices.
- Focus on voluntary business water and energy conservation through workshops, newsletters, internet resources and other forms of outreach.
- Maintain existing survey participation while increasing participation rate to 25% next year.
- Publicize the link between instituting voluntary sound environmental practices and economic benefits.
- Provide assistance for participating companies to write an environmental policy statement, develop an EMS, or work toward certification with ISO 14001 or similar voluntary environmental standard.

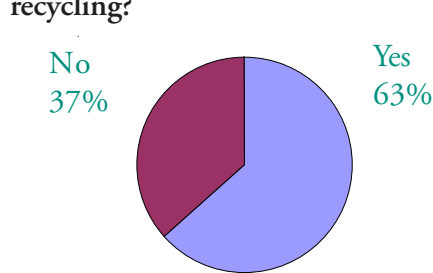
B. Survey Results and Analysis

Question 1: Does your company pursue any voluntary practices for energy conservation?

Even though the California energy crisis has cooled off since the summer of 2001, most Sonoma County businesses continue to practice some type of voluntary energy conservation practices. Respondents said these involve lighting retrofits, reduction of HVAC use, and the installation of energy-efficient office equipment. Additionally, many local businesses have investigated alternative power sources, such as solar panels.



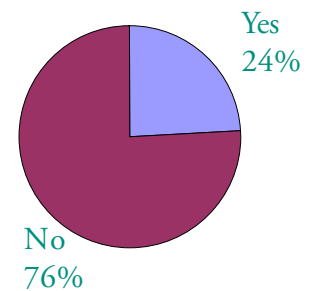
Question 2: Does your company pursue any voluntary practices for water conservation and/or water recycling?



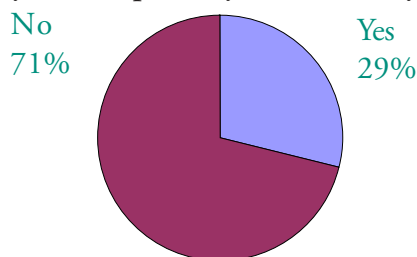
Almost two thirds of responding businesses practice water conservation methods. This represents an improvement over last year's report that found 53% of businesses voluntarily conserving water. The most wide-spread voluntary practices included the installation of low-flow toilets and other bathroom and kitchen fixtures, as well as the use of wastewater in landscaping. Concern over water use fluctuates with the seasons, especially for the agriculture industry (including wineries). Water conservation and recycling are discussed by industry in the next section of this report (pages 10-15).

Question 3: Has your company established a written environmental policy statement?

About a quarter of responding businesses have established formal environmental policy statements. A written policy statement makes a company's environmental commitment more firm, encourages employee participation in environmental practices, and attracts and impresses clients. An environmental policy statement can be a simple one-page commitment. The Sonoma County Economic Development Board's environmental policy statement in Appendix A is an example that can be consulted to develop environmental policies for other companies.



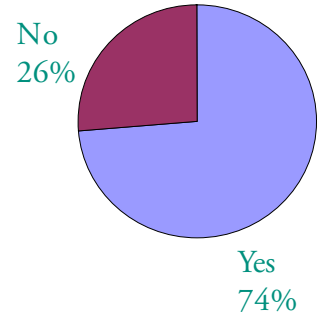
Question 4: Has your company set voluntary environmental goals? (e.g. written target for reducing electricity consumption by 20% in one year.)



Answers to this question are closely related to answers to the previous question about a written environmental policy statement. Having a written commitment and articulated goals helps a company track progress and measure improvement over time. Goals can include achieving certain environmental awards or recognition. More commonly, environmental goals include percentage reductions in the amount of water or energy used, or percentage increases in the amount of materials recycled.

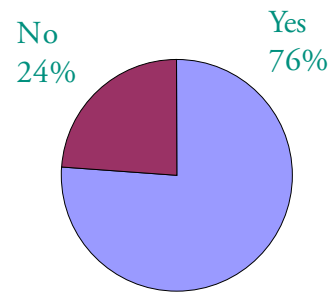
Question 5: Are your employees encouraged to take part in and suggest improvements to the company's environmental management policies?

Employee involvement is necessary to make any conservation program successful. Respondents to the survey cited a number of different ways to educate employees and solicit suggestions, from weekly or monthly meetings to employee hotlines and prominently-placed suggestion boxes. Some companies have established internal awards programs to recognize their employees' contributions, and many companies invite their employees to bring in recyclables from home if their neighborhoods lack curbside pick-up. One of the main topics at the 2003 *Straight to the Bottom Line* Conference will be employee education and involvement to ensure the successful implementation of environmental programs.



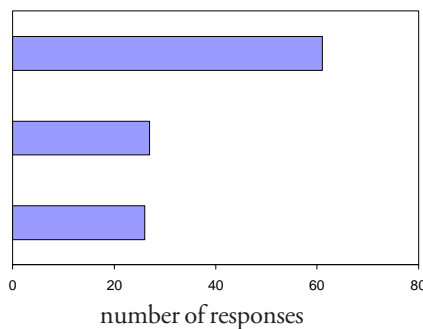
Question 6: Is your company more aware of solutions or ways to address resource or environmental issues than it was three years ago? If yes, why?

More than three quarters of respondents report being more aware about environmental issues than they were three years ago. One common reason businesses cited for this new awareness was the 2000-2001 energy crisis and high electricity costs. An obvious solution is to cut costs by reducing usage. Many businesses are more aware of conservation issues because of new governmental regulations and an emphasis on the environment in the media. Overall, businesses attribute most of their increased awareness to the fact that more information about environmental concerns exists and is publicly available.



Question 7: What are the greatest challenges to voluntarily increasing the environmental efficiency and reducing the resource consumption of your organization?

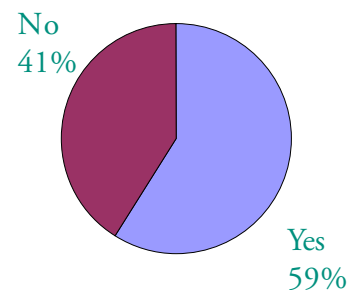
Cost and Budget restrictions
Lack of education or interest of employees and/or stakeholders
Other



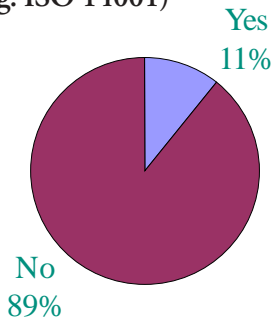
More than half the respondents cited cost or budget restrictions as one of the greatest challenges to voluntarily improving their company's environmental practices. A lack of interested and educated employees or stakeholders was also cited as a common problem in implementing successful environmental practices at the workplace. Many respondents found difficulty finding time and others experienced obstacles such as aging physical plants and old, energy-inefficient equipment.

Question 8: Does your company incorporate environmental criteria in its selection of goods and services suppliers?

Representing a dramatic increase over last year's results, almost sixty percent of respondents report selecting goods and services providers based on certain environmental criteria. Last year's *Best Practices Report* found that only one third of respondents considered environmental criteria when selecting goods and services providers. This increase may show that environmental issues are affecting decisions made at all levels of business, and that goods and services suppliers might benefit from improving and marketing their environmental responsibility.



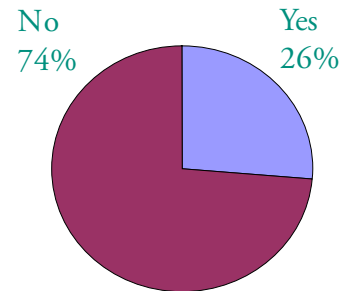
Question 9: Are your company's environmental practices certified by an assessment or evaluative process? (e.g. ISO 14001)



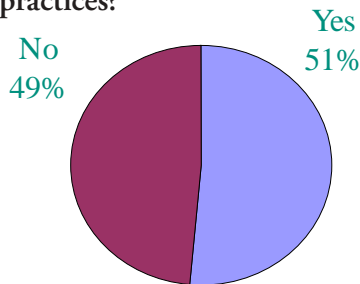
Only 11 percent of responding companies have environmental processes formally certified by an assessment or evaluative process such as ISO 14001. Many more companies choose to forgo sometimes time-consuming and costly certification processes, but continue to practice environmental responsibility on their own. ISO 14001 and similar certification programs are often most useful for large, multi-national corporations that must meet global standards; by contrast, most businesses responding to the Best Practices survey are small, locally-based companies with fewer than 25 employees.

Question 10: Is information about your company's positive environmental practices publicly available or publicized?

Only about a quarter of businesses responded that information about their environmental practices was either publicly available or publicized. Three quarters of respondents practice some type of environmental responsibility without publicizing their efforts. Great potential exists for outreach and support to these businesses in order to publicize their profitable environmental practices.

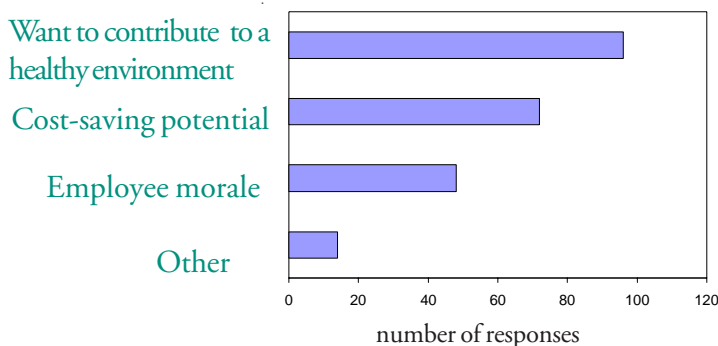


Question 11: Does your company network with other companies to share voluntary environmental practices?



More than half of responding companies already collaborate with other local businesses to learn and share techniques for environmental business practices. Last year, almost 70 percent expressed a desire to do so. Thus, in the past year, a great number of businesses have opened up communication networks to learn from the successes of other businesses in the community. This information sharing can take place through such venues as the BEA website, www.sonomabea.org, *The Bottom Line* newsletter, the *Straight to the Bottom Line* Conference, and through direct business-to-business communication.

Question 12: Why is your company interested in voluntarily adopting sound environmental practices?

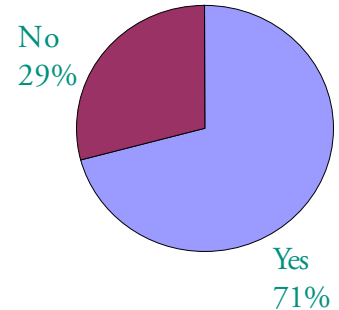


Almost every single responding company expressed a desire to contribute to a healthy environment. More than half the businesses implemented voluntary environmental practices for their cost-saving potential and many cited employee morale as a main reason for environmental responsibility. Other reasons local businesses have adopted sound environmental practices at the workplace are: to set an example for other businesses, to preserve a good image in the community, and as a marketing tactic.

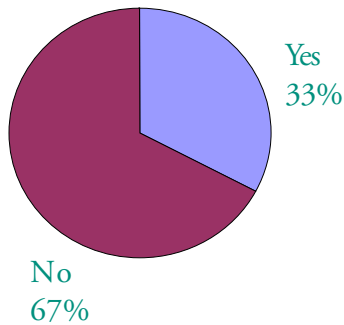
Only larger businesses (those with over 25 employees) were asked to answer the following three questions:

Is there a staff member (or members) charged with your company's environmental responsibilities? (e.g. recycling)

About three quarters of responding larger companies have a manager responsible for environmental concerns such as recycling programs. Some of Sonoma County's largest employers, including Agilent Technologies and the County of Sonoma, have environmental committees or an entire staff dedicated to maintaining and improving the company's environmental practices.



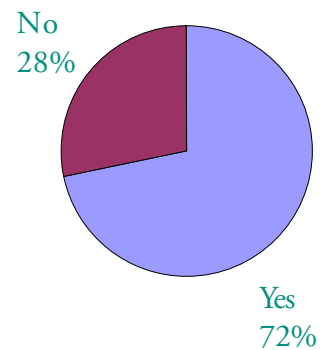
Has your company developed a formal Environmental Management System?



One third of responding larger businesses have established a formal Environmental Management System (EMS). Last year, a little over half of responding businesses were in the process of developing an EMS, and by fall 2002, 33 percent had formally implemented their System. The formal EMS, as an adjunct to the ISO 14001, is especially important for companies doing business internationally.

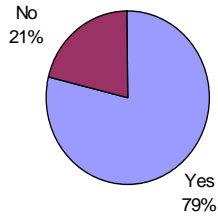
Do the environmental impacts of your company's products, processes, and/or services affect decisions at the management level?

Almost three quarters of responding larger businesses make management decisions based on the environmental impacts of their company's products, processes or services. Medtronic AVE, for example, made a major process change in the manufacturing of heart stents in order to cut costs, increase productivity and improve the health and safety of workers. For a complete story on Medtronic's successful new practice, see the Winter 2003 issue of *The Bottom Line*, online at www.sonombea.org.



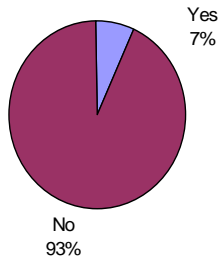
C. Tourism Industry Results

Does your company pursue any voluntary practices for energy conservation?

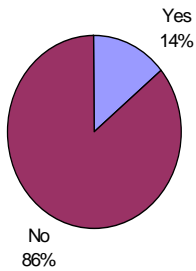


Over three quarters of responding hotels voluntarily conserve energy, using fluorescent lighting and other energy efficient equipment such as refrigerators, timers and dimmers.

Has your company established a written environmental policy statement?



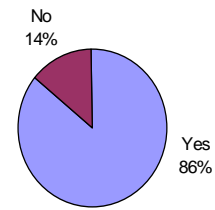
Has your company set voluntary environmental goals?



Even though most hotels responding to the Best Practices survey have not adopted formal environmental procedures or certification, they are interested in implementing voluntary environmental policies for a variety of reasons. Mirroring the overall results, most respondents are interested in contributing to a healthy environment. Many hotels are interested in the cost-saving potential of energy and water reduction, as well. Only a few cite employee morale as an important factor in their decision to adopt environmental practices.

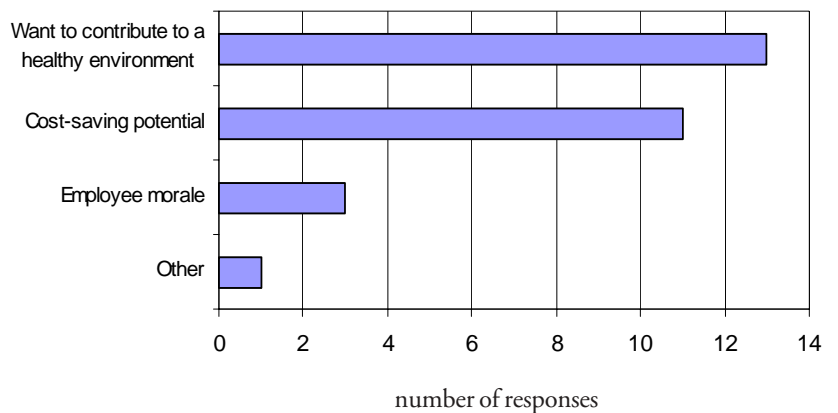
Compared to the overall results, the 14 responding hotels are more concerned about conserving water than the average business. Only fourteen percent of responding hotels do not voluntarily conserve water. The practices of asking guests to voluntarily re-use towels and of using wastewater for landscaping are common among local hotels.

Does your company pursue any voluntary practices for water conservation and/or water recycling?



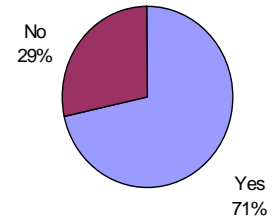
Only seven percent of responding hotels have established a written environmental policy statement, and none have environmental processes formally certified by an assessment or evaluative process. Environmental assessment and certification for the tourism industry are rare both here in Sonoma County and nationwide, though many hotels and other lodging establishments are taking informal steps toward environmental responsibility. One informal step hotels can take is to set voluntary goals; 14 percent of responding hotels have done so.

Why is your company interested in voluntarily adopting sound environmental practices?

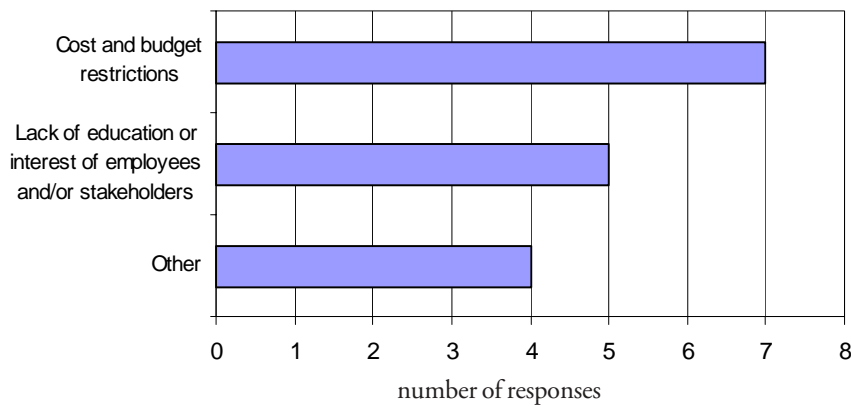


Cost and budget restrictions prove to be the greatest challenge to implementing environmental practices in the tourism industry (see below). Though almost three quarters of responding hotels encourage employees to be involved in or suggest environmental improvements (see right), the lack of employee or stakeholder involvement and interest is noted as another common problem. Other difficulties hotels face are: location (on the coast), guests who use resources without conservation, and permitting issues regarding the use of wastewater.

Are your employees encouraged to take part in or suggest improvements to the company's environmental policies and practices?

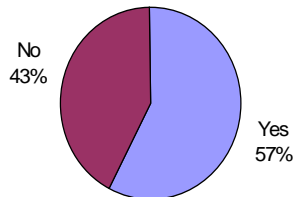


What are the greatest challenges to increasing environmental efficiency and reducing the resource consumption of your business?

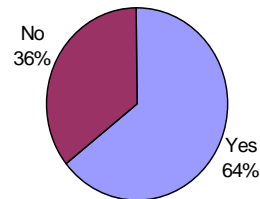


More than half of the responding hotels claim greater knowledge about key environmental concerns and solutions now than three years ago. Most attribute this increased awareness to the increased costs of resources, mainly water and energy. Almost two thirds of respondents share business-to-business knowledge about environmental solutions, exchanging ideas amongst themselves for cost-effective and profitable solutions to environmental issues.

Is your company more aware of solutions or ways to address resource or environmental issues than it was three years ago?

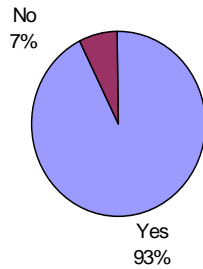


Does your company network with other companies to share voluntary environmental practices?



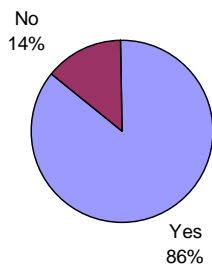
D. Wine Industry Results

Does your company pursue any voluntary practices for energy conservation?



The 14 wineries that responded to the Best Practices survey are energy and water conscious and almost all voluntarily conserve both natural resources. Energy conservation techniques range from replacing incandescents with fluorescents, to installing solar panels and natural night-time cooling systems. Most also use some type of timer on electrical equipment and shut equipment off when not in use.

Does your company pursue any voluntary practices for water conservation and/or water recycling?

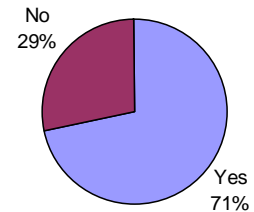


Many responding wineries have begun using treated wastewater to irrigate their vineyards and landscaping, while some have converted to xeriscape, or “zero landscaping,” to reduce water use. Most use drip irrigation or special spray devices to prevent the overuse of water in vineyards.

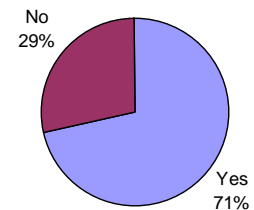
Almost 75 percent of wine industry responses indicated both a heightened awareness of environmental solutions over the past three years and the incorporation of environmental criteria into the selection of goods and services providers. Ninety percent report that the impacts of their product and processes affect decisions made at the management level. Wineries cite a host of reasons for their increased environmental awareness, including networking with other wineries to share successes, strategic alliances with business conservation organizations, informative trade shows, and the newly released Wine Industry Code of Sustainability.

This information suggests that for the most part, respondents from the Sonoma County wine industry address environmental concerns from cradle to grave, choosing suppliers based on certain environmental criteria and making management decisions based on the environmental effects of both their processes and their products.

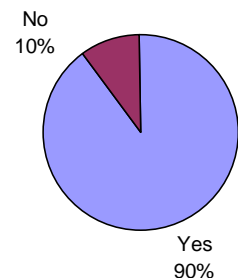
Is your company more aware of solutions or ways to address resource or environmental issues than it was three years ago?



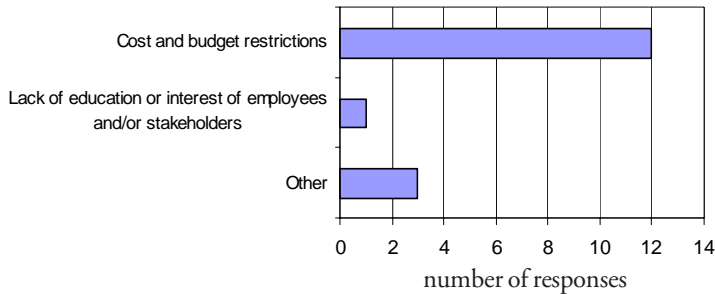
Does your company incorporate environmental criteria in its selection of goods and services providers?



Do the environmental impacts of your company's products, processes, and/or services affect decisions at the management level?

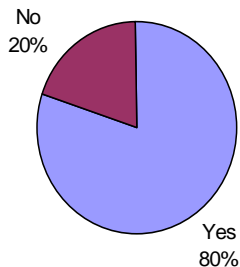


What are the greatest challenges to increasing environmental efficiency and reducing the resource consumption of your business?

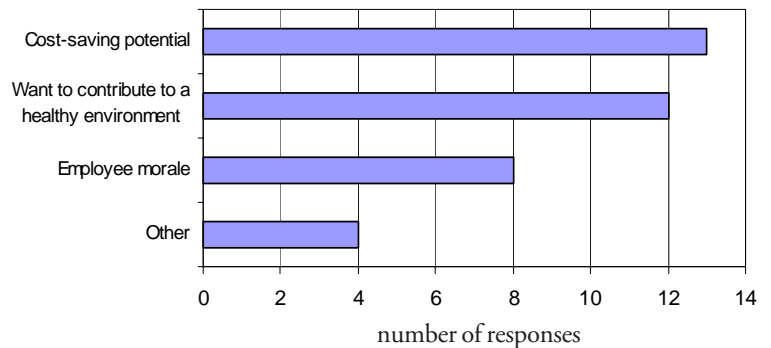


Almost unanimously, wineries find cost restrictions one of the greatest challenges to improving environmental practices. Interestingly, the lack of education and interest of employees and stakeholders is not considered one of the greatest challenges as it is in the hotel business. Other challenges identified were lack of time and regulatory restrictions. Wineries are interested in overcoming these challenges to practice environmental responsibility for a number of reasons, including cost-saving potential, improved employee morale, and the desire to contribute to a healthy environment. Many wineries want to maintain a good image in the community and to remain good neighbors to surrounding businesses and residents.

Is there a staff member or members charged with your company's environmental responsibilities?

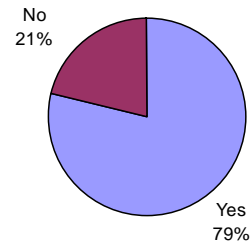


Why is your company interested in voluntarily adopting sound environmental practices?



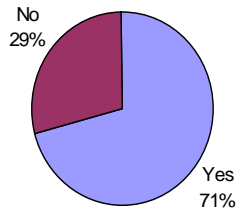
Eighty percent of responding wineries have a staff person charged with environmental responsibilities, which shows a strong commitment to tracking and improving environmental practices. About the same number of wineries network with other businesses, primarily with other wineries, to share knowledge about successful environmental practices. This amount of business-to-business collaboration shows a strong commitment in the overall industry towards environmental responsibility and the ultimate sustainability of the wine industry here in Sonoma County.

Does your company network with other companies to share voluntary environmental practices?



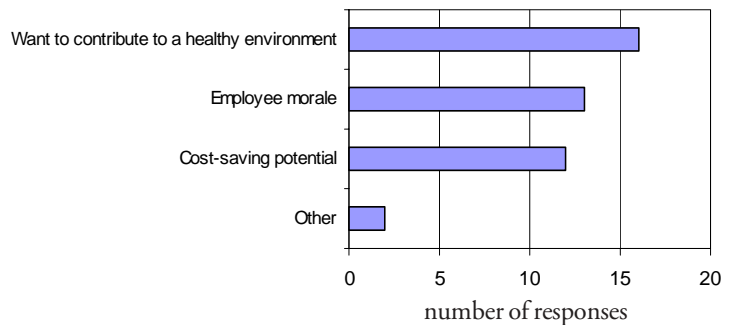
E. High Tech Industry Results

Does your company pursue any voluntary practices for water conservation and/or water recycling?

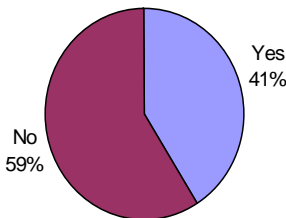


Each of the 17 responding high tech companies practice voluntary energy conservation, and almost three quarters also voluntarily conserve water. Reasons for these voluntary conservation efforts include a desire to contribute to a healthy environment, improved employee morale and cost-saving potential. Other reasons cited include the reduction of future liability and the environmental requirements of customers. Some state that environmental responsibility is consistent with company values and the company's mission.

Why is your company interested in voluntarily adopting sound environmental practices?

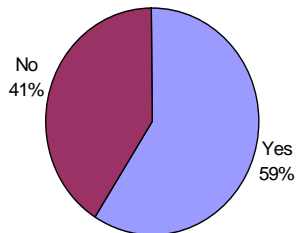


Has your company established a written environmental policy statement?

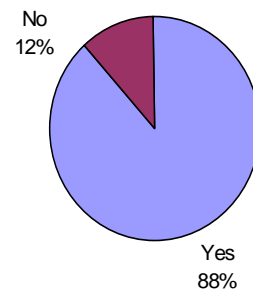


Though only forty percent of responding high tech companies have established a written environmental policy statement, sixty percent of these companies have established voluntary environmental goals. Many of these goals are very rigorous, including reductions of solid waste, hazardous waste, VOCs, and energy and water use by certain percentage points. These challenging but reachable targets may reflect the fact that almost ninety percent of respondents report a higher awareness of environmental issues and ways to address environmental concerns over three years ago.

Has your company set voluntary environmental goals?

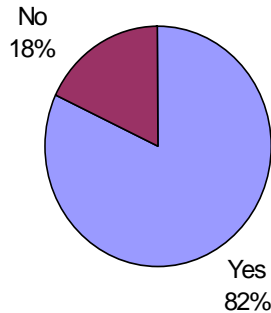


Is your company more aware of solutions or ways to address resource or environmental issues than it was three years ago?

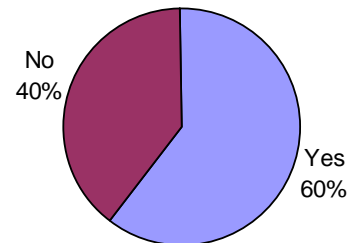


Environmental concerns affect decisions at the management level in sixty percent of the responding high tech firms. Environmental concerns about hazardous waste and worker safety, for example, prompted a major manufacturing decision at Medtronic AVE. The complete story about Medtronic's switch to an aqueous-based solution from an oil-based solution in the heart stent manufacturing process can be found in the Winter 2003 issue of *The Bottom Line*, online at www.sonombea.org. Over eighty percent of large (over 25 employees) high tech firms have a staff member who manages the company's environmental programs and responsibilities.

Is there a staff member or members charged with your company's environmental responsibilities?



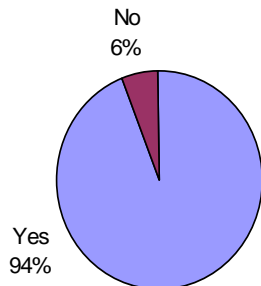
Do the environmental impacts of your company's products, processes, and/or services affect decisions at the management level?



Almost unanimously, high tech firms encourage their employees to take an active role in the company's environmental programs. Most firms have suggestion boxes and maintain open communication between employees and management. Some firms have internal websites, hold employee fairs, or host monthly committee meetings focused on environmental concerns. Agilent, for example, encourages employees to bring in recyclables from home. (See the Fall 2002 issue of *The Bottom Line* for a complete story on Agilent's successful environmental programs.)

Cost and budget restrictions prove the greatest challenge to the environmental programs of high tech firms. Cicso Systems, however, has developed an innovative program that donates profits from its recycling program to help fund the restoration of the Sonoma Baylands. (See the Winter 2003 issue of *The Bottom Line* for the complete story.)

Are your employees encouraged to take part in or suggest improvements to the company's environmental policies and practices?



What are the greatest challenges to increasing environmental efficiency and reducing the resource consumption of your business?



F. Methodology

The *Voluntary Environmental Best Practices Survey* was developed after researching many programs and surveys with similar environmental benchmarking goals, including: CERES, ISO 14001, Deloitte Touche Corporate Environmental Score Card, and many others. The voluntary survey helps firms to profile their progress and to see opportunities for further improvement. It retains the critical themes that are common to the majority of similar environmental programs but has been tailored to fit Sonoma County's environment and economy. The format of the report is based on the standard reports of the Sonoma County Economic Development Board and the Business Environmental Alliance.

The companies invited to take part in the Best Practices survey are a composite of the Press Democrat "Top 300" and companies who are members of selected trade groups and chambers of commerce. It is hoped that currently- participating businesses and others will take part in consecutive years, and compare year-to-year performance as an indicator of the effectiveness and continuous improvement of their environmental programs.

The Business Environmental Alliance makes no claim that the information presented in this report is an accurate reflection of the environmental excellence of every company in Sonoma County. In written surveys such as this one, the responding companies are often likely to be those businesses that are already environmentally aware. When reading this report, the Business Environmental Alliance advises readers to consider this possibility.

Participating Trade Groups and Chambers of Commerce

Bodega Bay Chamber of Commerce
Cloverdale Chamber of Commerce
Cotati Chamber of Commerce
Healdsburg Chamber of Commerce
North Bay Technology Roundtable
North Coast Builders Exchange
Petaluma Chamber of Commerce
Rohnert Park Chamber of Commerce
Russian River Chamber of Commerce
Santa Rosa Chamber of Commerce
Sebastopol Area Chamber of Commerce
Sonoma County Farm Bureau
Sonoma County Lodging Association
Sonoma County Manufacturing Group
Sonoma County Wineries Association
Sonoma Valley Chamber of Commerce
Windsor Chamber of Commerce



III. Best Practices Catalogue

Best Practices

I. Executive Summary

The **Best Practices Catalogue** is a collection of voluntary environmental business practices implemented by Sonoma County businesses. Each entry highlights financial savings or added value businesses have achieved by voluntarily adopting sound environmental measures above and beyond governmental regulations. The catalogue is designed to provide you with innovative and simple ideas as to how your business can simultaneously protect Sonoma County's quality of life and improve your bottom line.

How to use the **Best Practices Catalogue**:

Business featured in the Catalogue are listed alphabetically. These businesses, primarily from Sonoma County, have been featured speakers at BEA workshops and conferences, have appeared in the BEA's newsletter, *The Bottom Line*, and have been active participants in the **Voluntary Environmental Best Practices Survey**.

The reader may look up featured companies by industry or by type of savings. Each entry details specific steps taken by the featured business plus the financial benefits accompanying the better environmental practice. Each entry also contains contact information for the featured business.

Visit www.sonomabea.org to find periodic updates to the **Best Practices Catalogue**.

If your company has profitable environmental business practices to share with others, you can apply to be included in the Business Environmental Alliance's **Best Practices Catalogue**. See Appendix C for an entry form.

II. Companies by Industry

Agriculture

Benziger Family Winery
Clover-Stornetta Farms
Dry Creek Vineyard
Fetzer Vineyards
Robert Mondavi Winery
Straus Family Creamery

Financial Services

Bank of America
State Farm Insurance Company

Health Care

Kaiser Permanente

Hotel

Doubletree Hotel
Westin at San Francisco Airport

Manufacturing

Agilent Technologies
Alvarado Street Bakery
Avalon Natural Products
Cisco Systems
Medtronic AVE
Price Pump Company
Schurter, Inc.

Retail

Naturlich Flooring
Pedersen's Drexel Heritage

Waste Management

Daniel O. Davis, Inc.

III. Companies by Type of Savings

Costs Reduced

Energy

Agilent Technologies
 Avalon Natural Products
 Bank of America
 Benziger Family Winery
 Cisco Systems
 Clover-Stornetta Farms
 Doubletree Hotel
 Dry Creek Vineyard
 Fetzer Vineyards
 Kaiser Permanente
 Pedersen's Drexel Heritage
 Schurter, Inc.
 State Farm Insurance Company
 Westin at San Francisco Airport

Recycling/Reuse

Agilent Technologies
 Alvarado Street Bakery
 Avalon Natural Products
 Bank of America
 Benziger Family Winery
 Cisco Systems
 Clover-Stornetta Farms
 Daniel O. Davis, Inc.
 Doubletree Hotel
 Dry Creek Vineyard
 Fetzer Vineyards
 Kaiser Permanente
 Medtronic AVE
 Naturlich Flooring
 Pedersen's Drexel Heritage
 Price Pump Company
 Robert Mondavi Winery
 Schurter, Inc.
 State Farm Insurance Company
 Straus Family Creamery
 Westin at San Francisco Airport

Waste/Emissions

Agilent Technologies
 Avalon Natural Products
 Bank of America
 Dry Creek Vineyard
 Fetzer Vineyards
 Kaiser Permanente
 Medtronic AVE
 Naturlich Flooring
 Price Pump Company
 Robert Mondavi Winery
 Schurter, Inc.
 State Farm Insurance Company
 Westin at San Francisco Airport

Water

Agilent Technologies
 Benziger Family Winery
 Cisco Systems
 Clover-Stornetta Farms
 Doubletree Hotel
 Dry Creek Vineyard
 Fetzer Vineyards
 Medtronic AVE
 Pedersen's Drexel Heritage
 Schurter, Inc.
 State Farm Insurance Company
 Westin at San Francisco Airport

Value Added

Sustainable Agriculture/Building

Benziger Family Winery
 Clover-Stornetta Farms
 Dry Creek Vineyard
 Fetzer Vineyards
 Kaiser Permanente
 Robert Mondavi Winery

Organic Product

Alvarado Street Bakery
 Straus Family Creamery

Agilent Technologies

Business Type	Manufacturing
Number of employees	2600
Contact Name	Jeff Weber
Phone	(707) 577-2845
Email	jeff_weber@agilent.com
Website	www.agilent.com



Bottom Line Savings

- \$50,000 saved last year after implementation of energy management program
- \$200,000 saved in waste disposal costs in 2001 through solid waste diversion program
- \$40,000 annual savings by re-using wastewater treated on-site
- \$5,000 annual savings due to repair to fire suppression system

- Energy**
- Turn off lights and air conditioning when buildings not in use
 - Occupancy sensors turn off unnecessary equipment when employees are not at their work stations
 - More efficient air conditioning, lighting and facility equipment have been installed
- Recycling/Reuse**
- Desk-side collection of all recyclable materials from employees
 - Employees who bring their own cup or mug to the cafeteria pay lower prices
 - Employees are encouraged to bring recyclables to work if they cannot recycle them at home
- Waste/Emissions**
- Donation of solid waste (used office equipment, furniture, packaging material, and other miscellaneous items) to local schools and nonprofit organizations
 - Solid waste diversion program saved \$200,000 in waste disposal costs and provided employment for developmentally challenged adults who separate the recycled material
 - Nineteen schools benefitted from 60,603 pounds of donated material in 2001
 - Employees are encouraged to participate in the City of Santa Rosa's "Take the City for a Free Ride" program which promotes alternate transportation
- Water**
- With a cooling tower and six "fume scrubbers," Agilent treats and re-uses 140,000 gallons of process wastewater daily and discharges only 18,000 gallons daily
 - Repairs to a leak in the fire suppression system at the Fountaingrove site have saved an estimated 500,000 gallons of water annually

Best Practices

Alvarado Street Bakery

Business Type	Manufacturing (Organic Bakery)
Number of employees	106
Contact Name	Joseph Tuck, General Coordinator/CEO
Phone	(707) 585-3293
Email	joseph@alvaradostreetbakery.com
Website	www.alvaradostreetbakery.com



Bottom Line Savings

- Net revenues of approximately 17 million dollars

Recycling/Reuse

- Recycle and reuse material whenever possible, including cardboard, flour bags, pallets, etc.
- Recycle all non-sellable products into animal food
- Use biodegradable materials in sanitation practices

Organic Product

- Use organic ingredients whenever possible

Alvarado Street Bakery is a worker cooperative that is in the business of giving its workers/members meaningful and gainful employment by providing the community with healthful products, which, in turn, promotes the use of sustainable agriculture products.

Best Practices

Avalon Natural Products

Business Type	Manufacturing
Number of employees	30
Contact Name	Tim Schaeffer
Phone	(707) 347-1219
Email	info@avalonnaturalproducts.com
Website	www.avalonnaturalproducts.com



Bottom Line Savings

- \$2000 savings through reduction of paper use
- 636% growth in sales through first five years of existence

Energy

- New office is equipped with energy-efficient lighting
- HVAC system can detect outside air temperature and uses outdoor air for circulation whenever possible for energy savings
- Invested over \$35,000 in 1999 to insulate the 50,000 square foot warehouse to reduce energy consumption

Recycling/Reuse

- Recycles 100% of its office paper, magazines, newspapers and single ply board, and actively notifies magazines and junk mailers to remove them from mailing lists
- Reuses corrugated boxes from component deliveries (caps, bottles, etc) to ship retailer and customer orders
- All excess corrugated cardboard is recycled
- Uses recyclable materials in 99% of its product packaging, and has invested over \$250,000 to manufacture most bottles with PETE, the easiest plastic material to recycle
- Uses only recycled or reconstructed wood pallets
- Certified organic floral water is stored in reusable 275 gallon plastic totes, which avoids use of non-recyclable fiber drums
- Uses recyclable “peanuts” to package small orders, which can be taken to any Mail Boxes Etc. for reuse

Waste/Emissions

- Automatic pallet stretch wrapping machine reduces plastic pallet wrap use by up to 100%, saving thousands of pounds of plastic waste per year
- Avalon’s owners commute to work together daily, reducing auto emissions and gas consumption by over 250 gallons per year

Best Practices

Bank of America

Business Type	Financial Services
Number of employees	
Contact Name	David Meddaugh, Vice President
Phone	(707) 525-2393
Email	david.meddaugh@bankofamerica.com
Website	www.bankofamerica.com



Bottom Line Savings

- Saved over \$1 million by reducing paper consumption
- Annual energy savings of \$5.5 million
- Saved \$1.541 million dollars from lighting retrofits in 4 major buildings
- Saved \$132,000 annually by reducing newsletter packaging
- Reduced computer paper consumption by 32% and photocopy paper by 18%

- Energy**
- Retrofitted older lighting systems, saving 44% kilowatt-hours with electronic ballasts and T8 lamps
 - Installed energy-efficient motors in heating, ventilating, and air-conditioning equipment
- Recycling/Reuse**
- Bank of America recycles printer ribbons, plastics, microfiche, and toner cartridges
 - All confidential and trash paper is shredded and recycled
 - 54% of purchased paper contains recycled content
 - Prints ATM envelopes on 100% recycled paper
 - Implemented a 3-year PC refresh program with Compaq, including a “take-back” program in which Compaq has agreed to recycle/reuse PCs or dispose of those components it cannot use under strict environmental guidelines
 - Contracted with Collins & Aikman for environmentally sustainable carpet management, through purchasing new or recycled carpet products and responsible disposal of used products
- Waste/Emissions**
- Reduced paper use by 25% by changing report procedures, reducing forms, two-sided copying, using routing slips and e-mail, and installing print-on-demand capabilities, which reduced the need for pre-printed forms
 - Reduced the weight of ATM paper, resulting in \$500,000 annual savings
 - Centralized procurement services and reduced the number of vendors for purchasing paper and desktop supplies
 - Eliminated shrink-wrap and chipboard packaging of newsletters and bulletins

Best Practices

Benziger Family Winery

Business Type	Agriculture
Number of employees	65
Contact Name	Mike Benziger
Phone	(707) 935-4071
Email	mikebz@benziger.com
Website	www.benziger.com



Bottom Line Savings

- It is estimated that water recycling efforts will lower water use by 65% (approximately 3 million gallons)

- Energy**
- Energy audit with Sonoma State University completed in 1999 continues to help guide Benziger in their electrical energy conservation efforts
 - Cave construction eliminates need for refrigeration, heating and humidification in wine barrel storage
- Recycling/Reuse**
- Recycles all office and production material
 - All packaging material is recyclable
- Water**
- Recycles water using a pond and wet-lands recycling system
- Sustainable Agriculture**
- Uses grass and legume cover crops
 - Practices natural pest control by growing plants that mites and predatory bugs like to eat
 - Composts all organic matter from the property
 - Two vineyards in Glen Ellen Demeter Certified Biodynamic

Best Practices

Cisco Systems

Business Type	Manufacturing
Number of employees	500+
Contact Name	Joe Horak
Phone	(707) 285-5133
Email	
Website	www.cisco.com



Bottom Line Savings

- Profits from Cisco's recycling program and volunteer time from Cisco employees are donated to support the Sonoma Baylands Restoration Project

Energy

- Lights turned off when not in use
- Thermostat on timer; temperature mandates: air conditioning at 72 and heating at 68

Recycling/Reuse

- Corporate philosophy of reduce, reuse, recycle
- Recycling program includes mixed paper, cardboard, batteries, wood, packing material, beverage containers, and electronic scrap
- Profits from recycling program go to support the Sonoma Baylands Restoration Project, which also receives volunteer help from Cisco Systems employees (see the Winter 2002-2003 issue of *The Bottom Line* for the complete story)

Water

- Currently reviewing facility water audit and exploring options for both internal and irrigation implementation

Best Practices

Clover-Stornetta Farms

Business Type	Agriculture (Dairy)
Number of employees	185
Contact Name	Dan Benedetti, President
Phone	(707) 778-8448
Email	dan@cloverstornetta.com
Website	www.cloverstornetta.com



Bottom Line Savings

- Reduced energy costs
- Maintains high milk quality
- Clover dairy farms maintain a ranch appearance score of 90% based on the currently used Industry model

Energy

- Runs compressors during off-peak hours to reduce costs

Recycling/Reuse

- Worked with Empire Waste Management to implement curbside recycling programs for milk cartons and juice boxes
- Recycles office paper

Water

- Captures and stores the last rinse of every wash cycle to re-use as the first rinse of the next wash cycle, reducing water usage

Sustainable Agriculture

Clover-Stornetta Farms has developed a program called North Coast Excellence Certified. Practices include:

- An incentive program to 16 dairy families in Sonoma and Marin counties who have chosen to step up their dairy practices
- Exclusion of the growth hormone rBST in cows

Best Practices

Daniel O. Davis, Inc.

Business Type	Waste Management
Number of employees	40
Contact Name	Dan Davis
Phone	(707) 585-1903
Email	
Website	



Bottom Line Savings

- As a contractor, Davis saved 50% of his disposal costs by recycling his wood
- One can save approximately \$41/metric ton by recycling wood instead of bringing it to the landfill

Recycling/Reuse

- Reuses ground-up lumber as soil amendments, landscaping material and other products
- Sells solid wood scraps as firewood
- Sells reusable lumber at 40% of its original retail amount

Daniel O. Davis, Inc. sells recycled wood products and rents debris boxes for demolition sites.

The company's wood processing machine removes nails in its top grinder and grinds wood into three sizes: 1) fine sawdust used for topsoil and soil amendments, 2) medium sawdust or small chips for pathways and landscaping, and 3) chip wood used for landscape cover and mulch. Dairymen frequently use the ground chips for dry lots or cattle mounds, while decomposing wood is often sold as topsoil.

Best Practices

Doubletree Hotel

Business Type	Hotel
Number of employees	150
Contact Name	Bill Comstock, General Manager
Phone	(707) 586-4600
Email	bill_comstock@hilton.com
Website	www.dtsonoma.com



Bottom Line Savings

- Increased water and energy costs have increased awareness among Doubletree staff regarding environmental issues over the past three years
- Saved over a million gallons of water/year over the base year 2000
- Reduced gas therm units by 4,000
- Saved over 340,000 Kwh

Energy

- Flourescent lighting added throughout the hotel
- Utilize energy management system for temperature control in the public areas and meeting space in the hotel
- Installed motion detector switches for lighting in many areas
- Shut down non-essential machinery and equipment - e.g. using one boiler, secondary kitchen closed

Recycling/Reuse

- Use single stream recycling in all areas of the hotel
- Every desk has a replica miniature green trashcan with a lid (provided by the City of Rohnert Park) with the phrase "This is all the GARBAGE I make."
- Increased recycling efforts in all areas that generate paper

Water

- Use of grey water to irrigate landscaping areas
- Increased supplies of linen in order to operate laundry more efficiently
- Reduced laundry usage from 7 days down to 5 or 6 days per week
- "Green Program" allows guests the choice of having sheets and towels changed daily upon request

Best Practices

Dry Creek Vineyard

Business Type	Agriculture (Winery)
Number of employees	55
Contact Name	Scott Jacobsen
Phone	(707) 433-1000
Email	scott@drycreekvineyard.com
Website	www.drycreekvineyard.com



Bottom Line Savings

- Between 1999 - 2002, annual savings of 19%

Energy

- Rebates for retrofits from PG&E

Recycling/Reuse

- Glass and cardboard sold to recycling company in Oakland

Waste/Emissions

- Receive credit from suppliers for bulk packaging materials

Water

- No net gain or loss

Sustainable Agriculture

- Utilize solid waste as sellable fertilizer

Many of the programs at Dry Creek are relatively new and follow a philosophy of “heads up, hands on” conservation.

Best Practices

Fetzer Vineyards

Business Type	Agriculture (Winery)
Number of employees	390
Contact Name	Patrick Healy
Phone	(707) 744-7469
Email	patrick_healy@b-f.com
Website	www.fetzer.com



Bottom Line Savings

- Saved over \$150,000 and reduced landfill waste by 93% through waste diversion programs
- Electricity savings of more than \$5,000 per month during peak period

Energy

- Purchases 100% renewable power from 3 Phases Energy
- Installed and operates a 75kw cogeneration unit to make electricity and to heat water for its barrel washing operation
- Installed in June 1999, Fetzer currently operates the largest known photovoltaic system in a winery

Recycling/Reuse

- Composts all grape pomace from their 20,000+ ton crush, and spreads it back into the vineyard once a year
- Operates an oak barrel restoration program to extend the life of the barrels
- Instituted a corporate policy to use 100% recycled office and janitorial papers

Waste/Emissions

- Buys cork directly from the source in Portugal and treats it themselves, eliminating packaging

Water

- Converted wastewater ponds to a wetlands area, using sand filters and a planted reed bed

Sustainable Building

- Built a rammed earth wall building incorporating the best practices of sustainable building with their own crew

Fetzer Vineyards, the sixth largest premium winery in the country, is based in Mendocino County, California. Fetzer has dedicated itself to being an environmentally and socially conscious grower, producer and marketer of wines of the highest quality and value and is committed to sharing information about the enjoyment of food and wine in a lifestyle of moderation and responsibility.

Best Practices

Kaiser Permanente

Business Type	Health Care
Number of employees	1500
Contact Name	Carry Wicht, Facility Services Manager
Phone	(707) 571-4383
Email	carry.wicht@kp.org
Website	www.kp.org



Bottom Line Savings

- \$18,000 saved by reducing operation hours of HVAC and lighting
- \$30,000 saved due to increased single stream recycling, and corresponding reduced solid waste expenses
- \$5,000 saved through reduced medical waste stream

Energy

- Lighting retrofit project replacing T12 with T8 lamps
- Improved efficiency of cooling towers with media replacement

Recycling/Reuse

- Single stream recycling in all departments saves time, money and space
- National purchasing agreement with carpet vendors, including recycling of used carpet

Waste/Emissions

- Eliminate and minimize built-in furniture, which allows for easy moving and removal as users or functions change
- Elimination of medical equipment containing mercury and other sources of mercury
- Integrated Pest Management program soon to be implemented at local level

Sustainable Building

- Kaiser has embraced Green Building concept at national level

Best Practices

Medtronic AVE

Business Type	Manufacturing
Number of employees	1350
Contact Name	Jeff Clark, Environmental Mgr.
Phone	(707) 591-2137
Email	
Website	www.medtronic.com



Bottom Line Savings

- Indirect savings through various conservation efforts
- Lower trash pickup fees because we have a small amount for collection

Recycling/Reuse

- 90% cost reduction through reuse of laundered surface wipe-down cloths instead of disposal after first use

Waste/Emissions

- Set goals for reduction of regulated waste, solid waste, and VOC's by 30% in one year
- Replaced oil-based cutting solution with aqueous-based solution, eliminating hazardous waste from heart stent manufacturing process and improving worker health and safety (see winter 2002-2003 issue of *The Bottom Line* for the complete story)
- Replaced isopropyl alcohol with water-based cleansing solution to wipe down work areas, cutting costs by 87% and eliminating over 4 tons of VOC emissions

Water

- Recirculation and reuse for process water

Best Practices

Natürlich Flooring

Business Type	Carpet Retail
Number of employees	10
Contact Name	Rob Hendrickson
Phone	(707) 829-3959
Email	
Website	www.floorguy411.com



Bottom Line Savings

- Increased revenues by 10% in 1998
- Wool carpets last for 25-35 years, twice as long as carpets made of other materials (Traditional carpets last 8-10 years)

Recycling/Reuse

- Reuses sustainable hardwoods or purchases hardwood from sustainable forests

Waste/Emissions

- Offers organic products such as wool and seagrass carpets
- Uses true linoleum (linseed oil and cork) flooring that contains non-vinyl material, rather than petroleum based floors
- Uses redwood substitutes
- Offers alternatives to “chemical injury” sometimes associated with synthetic materials
- Sells materials with natural stain resistance (i.e. wool) as opposed to synthetic stain repellants like scotchguard
- Uses floor materials such as bamboo and cork from renewable sources

Best Practices

Pedersen's Drexel Heritage

Business Type	Furniture Retail
Number of employees	28
Contact Name	Ken Pedersen
Phone	(707) 542-1855 ext. 111
Email	
Website	www.pedersensfurniture.com



Bottom Line Savings

- Pedersen's spends \$1.00 per square foot on energy, about 55% less than a typical retail store
- Replacement of incandenscent lightbulbs with compact flourescents in supplemental lighting in the showroom reduced energy costs by more than \$350 per month

Energy

- Forty-year old gas furnaces were replaced with a new energy-efficient heating system and nighttime cooling system in 1994
- Also in 1994, ceiling spotlights were replaced with low-voltage track lighting throughout the showroom
- In 2001, Pedersen's replaced incandescent light bulbs with compact flourescents for supplemental lighting in the showroom, maintaining a pleasing showroom lighting scheme by combining this low-energy supplemental lighting with the clear white light of MR16 Halogen bulbs for track lighting
- Four inch foam insulation under a single membrane roof replaced the old roof, reducing the amount of heat that reaches the interior of the building

Recycling/Reuse

- Recycle office-related materials including computer paper and lunch room bottles, cans, and newspapers
- Reuse packing materials and foam peanuts from furniture shipping
- Receive occasional rebate checks from Empire Waste Management to help cover costs of additional recycling dumpsters

Water

- All toilets are low-flow models

Ken Pedersen says "Minimizing the impacts of our activites on the surrounding community and environment that supports our business is very important to us."

Best Practices

Price Pump Company

Business Type	Manufacturing
Number of employees	37
Contact Name	Bob Piazza, President & CEO
Phone	(707) 938-8441
Email	pres@pricepump.com
Website	www.pricepump.com



Bottom Line Savings

- Annual savings of \$67,500

Recycling/Reuse

- Reuses board motor mounting from suppliers
- Reuses incoming foam packaging
- Repaints and reuses cardboard boxes
- Reuses pallets and wood packaging from vendors

Waste/Emissions

- Replaces bleach printed boxes with plain boxes; company name printed on tape rather than on boxes
- Replaces chemical foam packaging with stretch film

Bob Piazza advocates “management by walking around. Price Pump challenges its employees to brainstorm ways to cut costs by employing incentives or gain sharing programs. For every dollar saved employees receive a piece in their pockets.”

Best Practices

Robert Mondavi Winery

Business Type	Agriculture (Vineyard/Winery)
Number of employees	Napa & Sonoma 800
Contact Name	DeWitt Garlock
Phone	(707) 967-6508
Email	dewitt.garlock@robertmondavi.com
Website	www.robertmondavi.com



Bottom Line Savings

- \$50,000/year saved by reducing waste sent to landfill through domestic waste recycling (cans, bottles, paper)
- \$75,000/year saved through the elimination of herbicides and the use of permanent cover crops
- \$30-40,000/year saved in reduced fungicide application by using powdery mildew modeling, ADCON weathersystems, and powdery mildew index
- \$100,000/year saved through good erosion control practices on hillside vineyards and from the reduction in soil loss equation

Recycling/Reuse

- Recycles glass bottles, paper products, corks and cans
- Recycles more than one million gallons of winery waste annually in the vineyard
- Wine bottles are labeled and packaged with 100% post-consumer recycled and recyclable paper products, using soy-based inks and food-grade glues

Waste /Emissions

- Capsule-free bottle design eliminates the need to dispose of a foil capsule
- Only uses biodegradable soaps and food-grade paints

Sustainable Agriculture

- Will be organically certified on 30% of vineyard acres in 2003
- Replaces herbicides with hoe plowing or other hand and mechanical methods to inhibit weeds
- Fruit trees and raptor roosts are used to encourage the proliferation of natural predators to control vine pests and rodents
- Works to reduce insect pests, powdery mildew and bunch rot through leaf removal and canopy management
- Uses composted and grape pomace to increase soil fertility
- Uses cover crops and added organic matter to naturally replenish soil with nitrogen, reduce the need for fumigation and support beneficial insects for pest management

Best Practices

Schurter, Inc.

Business Type	Manufacturing
Number of employees	28
Contact Name	Bill Cardoza
Phone	(707) 636-3000
Email	info@schurterinc.com
Website	www.schurterinc.com



Bottom Line Savings

- Indirect savings through various conservation efforts
- Lower trash pickup fees because they have a small amount for collection

Energy

- Implemented a formalized “Kill-a-Watt” program to reduce energy consumption by 20% over previous years
- Various energy saving measures include reducing heating and cooling, eliminating excessive lighting, and reducing office equipment use
- Schurter, Inc. participated in the Governor’s energy reduction rebate program and received a 20% PG&E rebate for each of the summer months when consumption rate fell 20% or more below the previous year’s level of consumption
- Use ceiling fans in warehouses to circulate air, dual-glazed windows, modular zones for air conditioning and heating, and plenty of natural lighting in new building

Recycling/Reuse

- Receive previously-used packing peanuts from three other companies
- Reuse and recycle shipping pallets and packing material; give cardboard and pallet protectors to other companies
- Reclaim plastics and metal from obsolete electronic parts
- Reuse and recycle office supplies; computer parts are donated or recycled, scrap paper is converted to notepads
- Recycle plastic, paper, glass and aluminum in kitchen area; employees encouraged to bring recyclable and reusable material from home
- Donate to charities that request old furniture or office supplies
- Landscaping waste is recycled to create compost for reuse in the business park

Waste/Emissions

- For the seventh year, Schurter, Inc. was recognized as a Waste Reduction Awards Program (WRAP) winner by the California Integrated Waste Management Board

Water

- Use water-saving toilets
- Ecologically-efficient landscaping at new facility includes reduction of high water usage turf and installation of state of the art digital controller equipped with rain sensor

Best Practices

State Farm Insurance Company

Business Type	Financial Services
Number of employees	825
Contact Name	Cheryl Reed, Loss Prevention Specialist
Phone	(707) 588-6536
Email	
Website	www.statefarm.com



Bottom Line Savings

- Approximately 157 tons of paper recycled in 2002 for an estimated savings of \$20,000
- Reduced energy consumption by 14% in 2002 through lighting modification

Energy

- Modification to office lighting standards to reduce energy use

Recycling/Reuse

- Reduction of waste disposal cost through promotion of paper and drink container recycling
- Reuse of packing material to reduce waste

Waste/Emissions

- Plastic boxes used in place of cardboard for shipments between facilities to reduce purchase and disposal costs

Water

- Use of reclaimed water for landscape watering

Best Practices

Straus Family Creamery

Business Type	Agriculture
Number of employees	25
Contact Name	Albert Straus
Phone	(415) 663-5464
Email	albert@strausmilk.com
Website	www.strausmilk.com



Bottom Line Savings

- “Immeasurable. It (environmental practices) saved the family farm.”
- Vivien Straus

Recycling/Reuse

- Distributes milk in reusable glass bottles
- Distributes half gallons and gallons of milk and yogurt in recyclable plastic containers

Organic Product

- Feeds herds a balanced diet of organic grains, hay, silage and fresh grasses
- Forbids the use of genetically engineered hormones and antibiotics
- Treats sick cows with homeopathic remedies

Straus Family Creamery was the first organic dairy in the western United States. Albert Straus, dairy farmer, opened his processing plant in February of 1994. Farming and processing practices are made with a clear intent to be as environmentally friendly as possible. Water and packaging reuse, recycling and use of environmentally responsible cleaning products are just a part of their efforts. Recent efforts include new waste management procedures designed to reduce toxins and harmful contamination of runoffs.

Best Practices

Westin at San Francisco Airport

Business Type	Hotel
Number of employees	270
Contact Name	Al Buchanan
Phone	(650) 872-8152
Email	albuchanan@westin.com
Website	



Bottom Line Savings

- Approximately \$34,000 saved in 2001 by recycling bottles, cans and paper and through efficient trash compacting
- Saved approximately \$40,000 in energy costs through implementing an energy management monitoring system and a “pm” system for equipment

Energy

- Monitoring of real time gas, water and electric energy use by Energard Company
- Recently upgraded energy management system to the Alerton for Windows version. Allows for more direct digital control of our HVAC, refrigeration and lighting systems. System monitors individual equipment usage, settings, and problems, and runs reports and monitor run times, etc.
- Installed motion sensors in all 23 meeting rooms. Lighting turns on only when the room is in use.
- Retrofitted most of hotel lighting, converting from incandescent and low efficiency fluorescent lighting to energy efficient fixtures and lamps. These include energy saving halogen and fluorescent lamps (such as T-8s) and electronic ballasts.
- Lowered the temperature of water in our pool from 82 to 78 degrees. While still providing a comfortable temperature for guests, this saves approximately \$2,000 to \$2,500 per month in gas expenses for heating the pool water.

Recycling/Reuse

- Recycle all glass, plastic, cans and paper. Recycled a total of 54 tons of these products in 2001.
- Use office paper that is at least 20% post-consumer recycled materials
- Placed small individual blue recycling bins for paper in each of our office spaces in the hotel
- Instructed our landscaping company, Times for Seasons Company, to recycle all grass and plant cuttings and debris

Waste/Emissions

- Purchased a new, more efficient trash compactor that allows them to compact debris more effectively. This results in fewer trips by waste company to pick up waste - hence they are saving fuel and taking up less volume at the landfill with trash. They currently use MGM Services to monitor the pressure levels on the trash compactor, which insures that the unit is picked up only when completely full.
- Order online from vendors whenever possible to reduce the use of paper.

Water

- Placed easel-style sign in each of 393 guest rooms that offers guests the option of not having their sheets changed each day and instructs them to put only the towels they want washed on the floor of the bathroom. The result is a greatly reduced laundry bill - for water and energy costs and labor.
- Installed sensors in all public restroom sinks and urinals for efficient and automatic water usage

Best Practices

IV. Acknowledgements

Many people contributed their valuable time and ideas to this project. Without the work of these individuals, this study would have been impossible to complete.

Most recognition belongs to the companies that chose to participate in the Best Practices survey and those specific companies that are featured on the preceding Best Practices pages. This display of commitment will play an important role in influencing and encouraging other Sonoma County companies to voluntarily embrace the challenges and rewards of sound environmental practices that enhance financial performance while protecting the environment.

Sarah Harris, the 2002-2003 coordinator of the Business Environmental Alliance, contributed a significant amount of time to this report and deserves special thanks. Arianne Sperry and Erin Williams, former coordinators of the BEA, helped bring the idea to fruition and published the first edition in 2002.

This report is a testament to the interest and motivation of the members of the BEA Steering Committee. They provided valuable insight as well as enthusiasm for the project. The time and energy they devoted is greatly appreciated.

*Ben Stone, Executive Director
Sonoma County Economic Development Board*

Appendix A: Sonoma County Economic Development Board Environmental Policy

The Economic Development Board conducts research and manages projects to develop the economy and improve the business climate in Sonoma County.

The EDB is committed to conducting its work in an environmentally responsible manner. This commitment is consistent with County policy, and is essential as a positive example to the businesses with which the EDB works.

The EDB Environmental Policy promotes environmental responsibility manner in our operations, products and services.

All EDB employees are expected to support implementation of this policy in accordance with their roles and responsibilities within the organization. To this end, the EDB pursues the following policies:

- Consider the energy efficiency of office equipment and always use energy-saving modes.
- Purchase office supplies from environmentally responsible sources and providers when possible.
- Convert most correspondence, surveys and reports to electronic format to reduce paper use.
- Promote environmental responsibility among our employees by encouraging carpooling/alternative transportation and by providing them with re-usable resources in the office (i.e. cloth towels, non-disposable kitchenware, etc).
- Develop report regarding the EDB's portion of the County's annual resource use. This report to be compiled by the BEA project coordinator, including a record of paper used, copies made, energy use and water use, estimate of miles driven, pounds of paper recycled, and cost of waste disposal, covering fiscal year July-June.
- Develop annual resource reduction goals based on report. These goals will be an appendix to the report and should be implemented by incoming staff on an annual basis.
- Inform government partners and business customers of our Environmental Policy and encourage them to follow our lead in voluntarily adopting sound environmental practices.
- Include environmental responsibility expectations in employee orientation sessions and in EDB's Policies and Procedures Manual.

Appendix B: Voluntary Environmental Best Practices Survey



*“profitability through
sound environmental
practices”*

Best Practices Project

VOLUNTARY ENVIRONMENTAL PRACTICES SELF-ASSESSMENT

Notice of Confidentiality: Your participation in this survey of voluntary environmental practices is greatly appreciated. We respect your right to confidentiality, therefore, your company name and survey responses will not be released without consent.

Name and position: _____

Company: _____

Number of employees: _____ Yes, the BEA may publish this company's name in its final report

Affiliation (check all that apply):

- | | | | | |
|---|--|---|---|---|
| <input type="checkbox"/> High-Tech | <input type="checkbox"/> Accounting | <input type="checkbox"/> Lodging/Restaurant | <input type="checkbox"/> Non-profit/CBO/NGO | <input type="checkbox"/> Health care/Hospital |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Winemaking | <input type="checkbox"/> Agriculture | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Law | <input type="checkbox"/> Retail | <input type="checkbox"/> Education | <input type="checkbox"/> Construction | |

Please note: This survey regards voluntary environmental practices only; not programs and policies required by law.

1. Does your company pursue any voluntary practices for energy conservation?

Yes

No

If yes, please list: _____

2. Does your company pursue any voluntary practices for water conservation and/or water recycling?

Yes

No

If yes, please list: _____

3. Has your company established a written environmental policy statement?

Yes

No

If yes, in what year was the policy established? _____

4. Has your company set voluntary environmental goals? (i.e. written target for reducing electricity consumption by 20% in one year.)

Yes

No

If yes, please list: _____

5. Are your employees encouraged to take part in and suggest improvements to the company's environmental policies and practices?

Yes

No

If yes, how? _____

6. Is your company more aware of solutions or ways to address resource or environmental issues than it was three years ago?

Yes

No

If yes, why? _____

(Please Continue)

7. What are the greatest challenges to increasing the environmental efficiency and reducing the resource consumption of your business?
- Cost and budget restrictions
 - Lack of education or interest of employees and/or stakeholders
 - Other, please explain: _____
8. Does your company incorporate environmental criteria in its selection of goods and services suppliers?
- Yes, our company prefers suppliers that demonstrate commitment to responsible environmental practices.
 - No
9. Are your company's environmental practices certified by an assessment or evaluative process (i.e. ISO 14001)?
- Yes
 - No
10. Is information about your company's environmental practices publicly available?
- Yes, publicly available
 - No
11. Does your company network with other companies to share voluntary environmental practices?
- Yes
 - No
12. Why is your company interested in voluntarily adopting sound environmental practices? (Please check all that apply.)
- Cost-saving potential
 - Employee morale
 - Want to contribute to a healthy environment
 - Other, please list: _____
13. Have you visited the BEA website (www.sonoma-county.org/bea)?
- Yes
 - No

If your company employs fewer than 25 people, you may skip questions 14-16.

14. Is there a staff member or members charged with your company's environmental responsibilities? (e.g. recycling)
- Yes
 - No
15. Has your company developed a formal Environmental Management System?
- Yes, Fully or partially developed system
 - No
16. Do the environmental impacts of your company's products, processes, and/or services affect decisions at the management level?
- Yes
 - No

<i>If your business is a member of a Sonoma County Chamber of Commerce or trade association, please check the appropriate oval.</i>				
<input type="radio"/> Santa Rosa	<input type="radio"/> Sebastopol Area	<input type="radio"/> Cloverdale	<input type="radio"/> Lodging Assoc.	<input type="radio"/> Farm Bureau
<input type="radio"/> Petaluma	<input type="radio"/> Cotati	<input type="radio"/> Healdsburg	<input type="radio"/> Manufacturing Group	<input type="radio"/> NBTR
<input type="radio"/> Rohnert Park	<input type="radio"/> Windsor	<input type="radio"/> Sonoma	<input type="radio"/> Wineries Assoc.	<input type="radio"/> NCBE
<input type="radio"/> Bodega Bay	<input type="radio"/> Russian River			

<p>Thank you! Please return this survey by <i>Friday, December 6, 2002</i> by fax to (707) 565-7231 or by mail to:</p> <p style="text-align: center;">Business Environmental Alliance 401 College Ave. Suite D Santa Rosa, CA 95401-5148</p>

Appendix C: Application for Best Practices Entry

Fax completed form to: Business Environmental Alliance (707) 565-7231

Company Name:

Business Type:
Number of employees:
Contact Name:
Phone:
Email:
Website:



Bottom Line Savings: list cost-savings achieved through environmental practices

[Large teal-colored rectangular area for listing cost-savings]

Energy

Recycling/Reuse

Waste/Emissions

Water

Organic Product

Sustainable Agriculture/Building

Best Practices