



# THE BOTTOM LINE

*"profitability through sound environmental practices"*

## *Peking Chinese Restaurant Finds Good Fortune in Energy Savings*

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Petaluma, CA - Independent restaurants face many challenges: long hours; stiff competition, especially from chains and franchises; and escalating overhead, including large electric bills.

At least one Petaluma restaurant, Peking Chinese Restaurant, has beaten the odds and is surviving – and thriving – after 22 years in business, but it's not easy to remain profitable, according to owners Pauline and David Liu. After the monthly rent, their electric bill is their second largest expenditure. The Lius are always looking for ways to cut operating costs and increase their profitability.

When the Lius found out that the Small Business Energy Alliance (SBEA) helped small businesses make energy-saving

improvements, they called the toll free number right away to make arrangements for a representative to do a free energy audit at their business.

#### **Restaurant sees the light:**

The Lius learned that the traditional light bulbs and outdated fluorescent lighting in their restaurant were silent guzzlers of electricity. The Small Business Energy Alliance replaced the traditional, incandescent light bulbs with energy-efficient compact fluorescent lamps (CFLs) and upgraded the old-fashioned T-12 fluorescent lighting with magnetic ballasts to energy-saving T-8 lamps with electronic ballasts.

#### **Savings will top \$1,800:**

As a result of the retrofit, Peking Chinese Restaurant will save more than \$1,800 on their *continued on page 3*

## *Bank of America Implements Paper Procurement Policy*

Santa Rosa, CA - Bank of America, the largest retail bank in the U.S. — and one of the world's largest consumers of paper products — has devised a new paper procurement policy geared toward reducing impacts on the world's forest ecosystems and promoting sustainable forestry practices.

In addition to simply encouraging best practices that protect endangered forests, the new policy aligns with the bank's forest practices lending policy, according to Greg Taylor, supply chain management executive. "Suppliers of paper products to the bank must remain in compliance with applicable laws and regulations governing timber harvesting and ensure their third party

suppliers also comply with applicable laws and regulations," Taylor said.

The new procurement policy has three primary goals:

- Source Reduction and Recycling — minimizing the bank's consumption of paper products containing virgin wood fiber, in order to reduce demand on forests
- Sustainable Forest Practices — ensuring that source forests from which virgin wood fiber is procured are managed using environmentally preferable practices
- Protection of Endangered Forests — requiring the bank's suppliers of paper products to

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**PROFITABILITY THROUGH SOUND ENVIRONMENTAL PRACTICES**

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*Sonoma County Businesses Are Conserving Water, Energy, Waste*

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**A project developed by the Sonoma County Economic Development Board**

Sonoma County, CA - The Business Environmental Alliance recently released the 2005 Sonoma County Environmental Best Practices report. It analyzes responses to the 2005 Voluntary Environmental Practices Survey and compares these results, where possible, to results from the past four years. The survey was sent to more than 400 of the leading businesses in Sonoma County representing the 20 leading sectors. The response rate was nearly 11 percent and represents nearly ten percent of the total workforce in Sonoma County.

Key highlights from this report include:

- Nearly all (98 percent) of respondents are interested in voluntarily adopting sound environmental practices. Respondents most frequently cite contributing to a healthy environment (91 percent) and cost-saving potential (84 percent) as reasons for adopting sound practices.
- Businesses, however, are not always able to increase environmental efficiency while reducing resource consumption. Seventy-two percent of respondents cited cost and budget restrictions as obstacles.

- Sonoma County businesses are conserving energy, water, and waste; more than 90 percent of companies pursue voluntary practices for energy conservation, 81 percent pursue voluntary practices for water conservation, and 98 percent pursue voluntary practices for waste reduction.

For the 2005 Environmental Best Practices Report, the BEA has identified a number of key opportunities to help support the business community in Sonoma County, including (1) developing a searchable database of environmental best practice on its website, (2) expanding outreach through "BEA Allies" program to enlist the support and cooperation of local business groups, (3) providing How-To Guides to businesses interested in developing environmental programs at their place of work, (4) presenting workshops and presentations to interested groups throughout the county, and (5) focusing future efforts on topics most interesting to businesses, especially energy and water conservation. The full report is available at [sonomabea.org](http://sonomabea.org).

*Announcing Drywall/Gypsum Recycling at the Central Disposal Site*

Sonoma County, CA - Construction and demolition debris comprises up to 30 percent of material disposed in California's landfills. In an effort to divert waste from Sonoma County's landfill, the County provides various recycling opportunities at its refuse disposal sites for common construction job site waste including cardboard, scrap metal, wood, and yard debris.

County will be offering a reduced disposal fee of \$45 for unweighed gypsum loads, or \$40 per ton for weighed loads (i.e., debris boxes and trailers). This reduced disposal fee will not apply to any clean unpainted gypsum that is delivered to the transfer stations or to loads mixed with other construction waste. In comparison, the disposal fee for garbage is \$71/ton.

In February 2005, the County began a new program to recycle clean loads of unpainted drywall/gypsum delivered to the Central Disposal Site located at 500 Mecham Road near Petaluma. Gypsum accepted for recycling is defined as clean, dry, unpainted drywall, gypsum, sheet rock and wall board (no metal fasteners). To encourage builders to keep gypsum scrap separate from other construction waste, effective July 1, 2005 the

All of the gypsum collected by the County's program is moved by the contractor to an off-site location for grinding and marketing. The powdered gypsum product is sold to farmers locally and in the Central Valley. For more information about the program, contact the Central Disposal Site at 565-7940.

*continued from page 1- Peking Chinese*

annual electric bill. And since the SBEA uses public goods charge funding to pay for 75 percent of the installation cost, the Lius will recover the cost of the new system in less than two months.

As an added benefit, the energy-efficient lamps produce less heat, thereby reducing air conditioning costs.

In addition to the dollar savings resulting from these energy conservation

measures, Peking Chinese Restaurant is contributing to a cleaner environment by reducing the emission of carbon dioxide (CO2) into the atmosphere by nearly 9,000 pounds a year.

“We’re very happy with the new lighting and the savings,” said Pauline Liu.

For more information about how your small business can save energy and money, visit the Small Business Energy Alliance’s website at

www.sbeaonline.com or call **(800) 881-SBEA**. In addition to a FREE energy

audit, the SBEA offers

- More efficient lighting: up to 75 percent of the project cost
- Air conditioner tune-ups: \$50 toward the cost
- Air conditioner replacements: \$160 / ton up to 12 tons
- Refrigeration system tune-ups: \$75 towards project cost
- Programmable thermostats: \$100 toward project cost

This program is funded by California ratepayers under the auspices of the California Public Utilities Commission.

*continued from page 1- Bank of America*

identify and appropriately manage endangered and high conservation value forests.

As part of the policy, the bank will continue its existing efforts to reduce paper consumption, maximize recycled content where paper elimination is not feasible, and recycle the paper it uses in internal operations and receives from external sources.

During the same time period in which the bank’s assets have grown from \$670 billion in 2000 to more than \$1 trillion in 2004, it has decreased the amount of paper used in internal operations by 32 percent. To reduce paper sent to outside parties, it now offers online banking customers the option of electronic statements in place of paper statements.

More than one million customers have signed up. In 2004, the bank recycled 28,268 tons of paper, effectively recycling all the paper it uses internally, plus the same amount again received from external sources.

In 2004, 70 percent of the paper purchased by the bank contained recycled content, at an average of 20 percent post-consumer content. The bank has set a goal that 90 percent of total paper purchases contain a minimum of 20 percent post-consumer recycled content by 2006.

“Efficient use of resources reduces environmental impacts and expenses, driving benefits for both our shareholders and the communities in which we do business,” Taylor said.

Regarding forest practices, the bank will

not align with suppliers engaged in the conversion of high conservation value forests or natural forest ecosystems to tree farms or plantations, on any scale, on lands that they own or manage. The bank will require its suppliers to work with their third-party suppliers of wood fiber to encourage and monitor compliance with conversion requirements and promote retention of high conservation value forests and natural forest ecosystems. Bank of America will require suppliers of paper products to warrant that neither their products nor product inputs, whether sourced from internal operations or third party suppliers, were derived from the harvesting of primary tropical moist forests, or primary forests in temperate or boreal forest regions that are not managed using sustainable forestry practices as verified by an independent third party audit.

*PG&E Is Offering Free Energy Saving Equipment*

All Pacific Gas and Electric commercial customers in Sonoma, Marin, Napa, Mendocino, and Lake counties can receive free LED exit signs and three types of compact fluorescent bulbs. These products provide INSTANT savings on your energy bill. Simply replace your existing incandescent bulbs by screwing in your new compact fluorescent bulbs or install the LED exit signs.

Compact fluorescent lamps produce about four times as much light from a given input of power than incandescent lights and that translates into a 75 percent savings on your lighting costs. Each compact fluorescent will save you an estimated \$19.50/year. Light Emitting Diodes (LED), a relatively new technology, are ideal for continuous-run, low-intensity applications like exit signs. Exit signs operate 24 hours a day, 365

days a year, so minor wattage can translate into large cost savings. Based on an exit sign operating 8,760 hours/year, 28 watts saving/exit sign at a cost of \$.15/kwh, each exit sign will save you an estimated \$36.79/year.

In order to participate, simply call **(707) 577-1080** and tell them how many exit signs and 15, 20, and 26-watt compact fluorescent bulbs you need.

Summer 2005

*“profitability through sound  
environmental practices”*

# THE BOTTOM LINE

**\$1,800**

Dollars Peking Chinese Restaurant will save each year after its lighting retrofit in Petaluma

**30 percent**

Portion of material dumped in California landfills that is from construction and demolition debris

**28,268**

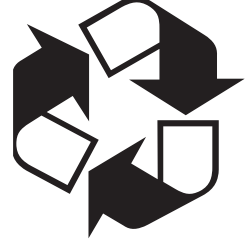
Tons of paper recycled by Bank of America

**32 percent**

Decrease in the amount of paper used by Bank of America

**98 percent**

Portion of responding businesses that are interested in voluntarily adopting sound environmental practices



Printed on Recycled Paper

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