

BEA Business Leaders' Breakfast 2009

The Business Environmental Alliance is pleased to announce the 8th Annual Business Leaders' Breakfast to highlight the current and emerging trends in environmental practices and spotlight local businesses that save money with improved environmental practices.

Friday, February 27, 2009

7:00-9:30 a.m.

DoubleTree Hotel, Rohnert Park

Highlights:

- Learn what your business can do to prepare for anticipated water rationing this summer from Randy Poole, General Manager & Chief Engineer of SCWA.
- Learn the successes that businesses achieve when implementing innovative environmental best practices from Carl Guardino, President and CEO of Silicon Valley Leadership Group.
- Recognize the 3rd Annual Best Practice Award Winners, nominated by local chambers and trade groups
- Learn how your business can participate in the emerging "Green" economy from a panel of leading local "clean" technology business executives.

Speakers include:



Carl Guardino
CEO & President
Silicon Valley Leadership Group



Louis Capuano Jr.
Co-Founder & CEO
ThermaSource, Inc.



Chris Spain
Chairman & CSO
HydroPoint Data Systems, Inc.



Raghu Belur
Co-founder & VP of Marketing
Enphase Energy

Cost: \$30 per person, \$175 table of 8

For Registration and More Information: www.sonoma-county.org/bea/events.htm

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“Clean”Tech Company Profile: HydroPoint Data Systems

By the numbers...

Landscapes consume **58%** of urban water usage. Most landscapes are overwatered **30-300%**, accounting for **80%** of all landscape damage.

Smart water management systems are at the cutting edge of water conservation practice. These systems, like HydroPoint's WeatherTRAK Smart Water Management Solution, deliver a multitude of financial and environmental benefits by revolutionizing management of the area of greatest waste in urban water use: landscape irrigation.

The Emergence of Clean Water Technology

With both higher water costs and drought conditions becoming more prevalent across North America, the sharp decline in the world's water supply has meant a dramatic increase in water rates, which has now outpaced oil and gas prices. This in turn has resulted in the adoption of Clean Water Technology and Corporate Sustainability programs. It is critical for all organizations – from Wall Street to Main Street, as well as government – to evaluate their water footprint as part of their conservation efforts. Smart water management systems are one way for businesses to potentially dramatically reduce their water use.

Local company HydroPoint Data Systems, located in Petaluma, is a market leader in smart water management. Customers such as Regency, The Coca-Cola Company, and Kohls, to name a few, have selected HydroPoint's WeatherTRAK Smart Water Management Solution to drive this exceptional growth. HydroPoint's WeatherTRAK smart irrigation controllers eliminate water waste through the automated adjustment of water output based on multiple environmental parameters, including plant type and local weather. Saving four times more water than traditional urban water conservation practices, the WeatherTRAK solution's automation boosts the productivity of landscape maintenance teams as workers no longer need to adjust irrigation systems manually.

In 2009 alone, WeatherTRAK subscribers will save 11.3 billion gallons of water, 45 million kilowatt hours and 60 million pounds of CO₂. With water rates ranging from \$2 to \$6 per 1000 gallons and additional related expenses due to overwatering damages ranging from \$500 to \$10,000 per site, WeatherTRAK has been identified as the green initiative with the fastest payback by leading companies across the country.

HydroPoint Unveils Sustainability 2.0™

HydroPoint is also a leader in educating businesses on the importance of water conservation. Sustainability 2.0™ is the company's vision for sustainability programs that deliver financial cost savings along with environmental benefits to enterprise customers, municipalities, and water districts. In conjunction, HydroPoint also unveiled its Sustainability 2.0 Educational Series to create awareness and education on how to achieve financial and environmental benefits of "2.0" practices such as Smart Water Management to reduce your water footprint.

HydroPoint Recipient of Numerous Awards

HydroPoint has received numerous awards for its WeatherTRAK smart irrigation system, including honorable mention in the 6th Annual Flex Your Power Awards' Innovative Products & Services Award category and the AlwaysOn Going Green Award just to name a few. HydroPoint's commitment to addressing irrigation water waste in its business model has helped them to achieve record profits this past year with more than 16,000 WeatherTRAK subscribers.

Smart Water Management Systems & Your Business

With Sonoma County facing another record dry year, smart irrigation and water management systems like the WeatherTRAK system are one way businesses can cut down on their water usage and save money. Rebates are available, but vary from city to city. Check with your local water provider to find out the exact amount of the rebate.

Chris Spain, Co-Founder and Chief Strategy Officer of HydroPoint, will be participating in the “Clean” Technology Panel at this year's BEA Breakfast on February 27 at the DoubleTree Hotel in Rohnert Park.

For more information about HydroPoint:
www.weathertrak.com



BWP can help your Business prepare for water rationing

“Now is the time for everyone to step up water conservation efforts and hope for rain.”

Paul Kelley, SCWA Director & Sonoma County Supervisor

The Business Water Project can help your business prepare for upcoming water rationing with free indoor and outdoor water assessments and water saving tips.

Another Dry Year in Sonoma County

Businesses in Sonoma County should begin preparing for water rationing as the Sonoma County Water Agency (SCWA) has released storage projections that indicate both Lake Sonoma and Lake Mendocino will reach unprecedented low levels of storage if rationing is not ordered, and no significant amount of rainfall.

“Given water use and rainfall trends, Lake Mendocino could be out of water by mid-summer.”

Pam Jeane, deputy chief engineer of operations at SCWA

Currently, water storage levels at both Lake Sonoma and Lake Mendocino are lower than normal. Although storage levels can increase quickly when rainfall occurs, continued dry weather will result in additional drops in reservoir levels.

In preparing for the worse-case scenarios, SCWA at minimum will call for a 30 percent rationing order from its contractors within the coming weeks. Water deliveries may be cut to about 45,000 acre-feet compared to last year’s deliveries of about 60,000 acre-feet. SCWA would expect that mandatory rationing orders would be implemented by the cities and water districts served by SCWA in accordance with water shortage contingency plans.

A Call to Action

If the North Bay does not heed a call for reducing water usage from the Russian River, Lake Mendocino water storage levels are projected to reach a level so low that portions of the Russian River may run dry.

Director of SCWA and Supervisor Paul Kelley has been vocal about getting businesses and residents to get involved. “We are using every tool in our tool box to work with what Mother Nature has given us over the past two years. Now is the time for everyone to step up water conservation efforts and hope for rain,” he said.

Cynthia Murray, president & CEO, North Bay Leadership Council, shared many of the same sentiments. “The water shortage will impact the North Bay economy, but those impacts can be minimized as businesses move towards greater conservation, water recycling, and other green practices that will help reduce costs and improve the environment. “This is a great time for business to adopt green water practices that

will help the bottom line, make them more competitive, and put them on the path of sustainability.”

Water Assessments Help Business Prepare

Water assessments show a potential savings of 30% for most businesses.

The Business Water Project assists Sonoma County businesses in adopting water-efficient, cost-effective practices. The goal of this project is to help businesses save money by conserving water. To facilitate this, the Business Environmental Alliance (BEA) is offering free indoor and outdoor water assessments to businesses within Sonoma County. Participants receive:

- Free water-use assessment conducted by a qualified, independent contractor
- Voluntary action plan for the reduction of water use and wastewater production at your facility, focusing on ways your business can save money
- Post-assessment assistance to help put water and wastewater reduction ideas into practice
- Public relations assistance to highlight the accomplishments of your business

The Business Water Project focuses on commercial, industrial, and institutional businesses as well as large irrigation properties. Most businesses are eligible except in some areas including Petaluma. Businesses using well water are not eligible, except for certain businesses in Sonoma.

If you are interested in receiving a free water assessment, please contact the BEA by email at bea@sonoma-county.org or by phone (707) 565-7257, or find more information at www.sonomabea.org/svbwp. If your business is in Santa Rosa, please contact Sean McNeil, smcneil@srcity.org, (707) 543-3986 or call the water conservation hotline (707) 543-3985.



Computer Recycling Center: Business E-waste

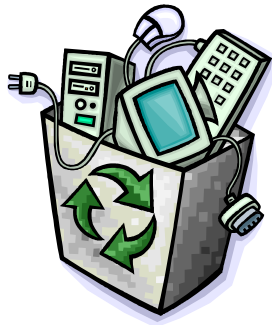
By the numbers...

300 million electronic devices were disposed of in 2007 with only **18%** of those recycled. Additionally, **75%** of old electronics are in storage.

The Computer Recycling Center (CRC) has been helping businesses responsibly recycle their e-waste since 1991.

The E-Waste Problem

The question of how to properly dispose of old computers, fax machines, and other office electronics is difficult and sometimes puzzling for many business owners. However, organizations like the Computer Recycling Center are making it easier for businesses to responsibly dispose of their e-waste.



In California, electronic waste is considered universal waste, which means that it is hazardous upon disposal but poses lower risk than other hazardous materials. It is illegal for anyone to simply throw any universal waste, including electronic waste in the trash.

According to the U.S. Environmental Protection Agency, in 2007, people disposed of more than 300 million electronic devices and only 18% of those devices were recycled. In addition, some researchers estimate that 75% of old electronics are in storage, in part because of uncertainty on how to dispose of the e-waste properly. Reports have come out recently detailing the horrors of shipping American e-waste to third-world nations where it is burned releasing toxic chemicals into the environment. To assist with accountability, the California Integrated Waste Management Board manages a list of CA Approved Electronics Collectors and Recyclers: <http://www.ciwmb.ca.gov/Electronics/Reports/Search.aspx>.

Computer Recycling Center Helps Businesses

One of the first organizations to deal with e-waste in the Bay Area and Sonoma County was the Computer Recycling Center (CRC). Founded in 1991 in the heart of Silicon Valley, the CRC collects old computers and electronics with the mission of using them to educate America and reach those in need. Today, the CRC has expanded with locations in Santa Rosa, Sunnyvale, and San Francisco.

The CRC accepts almost anything with a plug except large household appliances. Electronic devices donated to CRC go through a line to determine if the product still has any use. If it's at the end of its life, the product is broken-down, separated for parts and recycled. Products, which still have use, are refurbished with new, possibly reused, parts. Donated computers also have their hard drives scrubbed to delete any private information from the previous owner. The refurbished computers are then given to local teachers, schools, community programs, foster kids, and home-bound disabled elderly through city and county agencies.

Recycling and donating e-waste with the CRC offers businesses a number of environmental, marketing, and social benefits. Donating electronics for reuse is the most environmentally friendly solution, because it extends the products' life. The donated electronics go towards a worthy social cause and demonstrates an organization's commitment to improving the local community.

The CRC has a drop-off location in Santa Rosa at 3227 Santa Rosa Avenue open Tuesday through Saturday during business hours and also offers free business pick-up for most business electronics and can partner with your business on specific charitable causes. Call 1-88-88-usedPC (1-888-887-3372) or visit www.crc.org.

A number of other recycling opportunities for electronic devices in Sonoma County are available. For a complete list of options, the Sonoma County Waste Management Agency prints a Recycling Guide in the AT&T Yellow Pages phone book under "R" for Recycling. Or you can view the guide online at www.recyclenow.org.

In the BEA Spotlight: Friedman's Home Improvement



Friedman's Home Improvement is a local company whose commitment to sustainability has led them to implement a Greener Choice initiative which includes environmentally friendly practices and savings of thousands of dollars in the past year.

Friedman's implementation of scrap materials recycling programs has succeeded in diverting tons of waste from landfills while earning money in the process. In 2007, 396 tons of waste were diverted from landfills through an array of scrap wood, metal, and plastic recycling programs earning Friedman's \$8,786, an earning feat, comparable to \$439,300 of sales. In 2008, they increased their recycling efforts and diverted 600 tons of waste from landfills, earning \$22,754 for the company; an achievement requiring \$1.138 million in sales. Friedman's recycling programs have helped turn scrap material once destined for the landfill into profit.

An energy audit for the Sonoma Green Business program enabled Friedman's to identify a number of energy-efficient, cost-saving measures including changing its rate structure and replacing all florescent tube lighting in their stores to ultra-low 28 watt T-8 lamps resulting in a total annual savings of \$16,150.

In addition to their energy and waste conservation programs, Friedman's also added a Toyota Prius to their fleet in 2008 to help reduce greenhouse gas emissions. The hybrid will save them an estimated \$6,050 annually through better gas mileage.

Numerous innovative design elements at Friedman's Sonoma store have helped to both protect the local environment and eliminate heating and cooling costs. They installed a Bioswale, which consists of a swaled drainage ditch with gently sloped sides and filled with vegetation, to filter rainwater runoff. The most impressive achievement though was a remodeling of the store using smart design and energy-efficiency technologies to eliminate the need for an heating and cooling system. Using smart design has helped them avoid paying high heating and cooling bills, without compromising comfort.

Another part of Friedman's Greener Choice program includes helping homeowners and businesses become more environmentally conscious by offering eco-friendly products. A Greener Choice product is third-party certified by trusted sources— such as GreenSeal or LEED— and is safer for the environment during manufacturing, use, disposal, and decomposition. Currently, Friedman's offers more than 600 environmental products.

Friedman's strong environmental efforts have helped the company build a more sustainable future while strengthening its bottom line. The Santa Rosa store was recognized by the Board of Supervisor as a certified Sonoma County Green Business on December 9, 2008. Friedman's will also be honored with a BEA Best Practice Award at this year's BEA Business Leaders' Breakfast on February 27 at the DoubleTree in Rohnert Park.



For More Information Visit: <http://www.friedmanshome.com/general/pages/greenit.html>.

The Sonoma Green Business program offers third-party certification for company's environmental practices, which go above compliance of local and federal laws. If your business is interested in learning more about the Green Business Program visit: <http://www.sonoma-county.org/sonomagreen/>.

PG&E's Climate Smart

Businesses in Sonoma County concerned with greenhouse gas emissions are joining the ClimateSmart program.



What Is the ClimateSmart™ program?

The energy that powers our businesses every day emits greenhouse gases (GHG) into the atmosphere, fueling climate change, and global warming. The ClimateSmart program is a simple, voluntary, and tax-deductible way to balance out these greenhouse gas emissions through environmental conservation, restoration, and protection projects.

PG&E is proud to have been the first business to participate in the ClimateSmart program, committing to offset the emissions from all PG&E-owned buildings' energy use. The ClimateSmart program is an easy way to make a statement that your company is taking a leadership role in environmentally responsible business practices. Join in the effort today and demonstrate your business' commitment toward a cleaner planet.

When you join the ClimateSmart program, your monthly energy bill shows the cost of reducing or absorbing the greenhouse gas emissions (GHG) associated with your actual energy use. Through 2009, the monthly cost for ClimateSmart participation is \$0.00254 per kilowatt-hour (for electricity) and \$0.06528 per therm (for natural gas).

Your payment is 100% tax-deductible and supports projects that reduce or absorb GHG emissions by conserving and restoring native redwood forests or capturing methane gas from dairy farms and landfills.

The ClimateSmart program is being funded by PG&E customers in accordance with the California Public Utilities Commission. To make participating customers carbon neutral, PG&E may enter into greenhouse gas emission reduction contracts where the reductions occur over time into the future.

Benefits of the ClimateSmart™ program

According to a 2007 PG&E/Kelton Research study, 71% of consumers believe it should be a priority for companies across America to do what they can to address climate change.

PG&E is committed to helping customers reduce greenhouse gas (GHG) emissions by providing them with some of the cleanest energy in the nation. Even so, GHG emissions are still generated as a result of energy use. Participating in the ClimateSmart program is a simple way to make a statement that your company is taking an important step towards a cleaner future.

The ClimateSmart program can benefit your company:

- Customers are increasingly aware of climate change; actions taken by companies can have significant value for customers.
- Environmental responsibility can help boost workplace morale. Employees can tell their families and friends that their company does the right thing when it comes to climate change—and they can join in by becoming a ClimateSmart participant at home.
- 100% of all contributions are invested in independently verified GHG-emission reduction projects.
- Strict program requirements mean ClimateSmart contributions are recognized as tax deductible by the IRS.
- LEED credit may be available for ClimateSmart participants—for more details, contact PG&E.

Learn more at www.joinclimatesmart.com



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ALLIANCE**

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If you are interested in becoming a BEA Partner or receiving a free water assessment, please contact the BEA at (707)565-7257 or bea@sonoma-county.org.

"PROFITABILITY THROUGH SOUND ENVIRONMENTAL PRACTICES"

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