

“PROFITABILITY THROUGH SOUND ENVIRONMENTAL PRACTICES”

By the numbers...

- 1.6** Gallons used in average toilet flush.
- 2.5** Gallons used per minute of showering.
- 15** Gallons used in average dishwasher cycle.
- 20-25** Gallons used to fill a bath tub.
- 1.28 bil** Coffee cups that could be filled with the amount of water delivered by the Sonoma County Water Agency on a hot summer day.

Spotlight on Sonoma Sun Coffee Company



Santa Rosa coffee service provider offers biodegradable cutlery and flatware.

Sonoma Sun Coffee

began offering coffee service to business break rooms in 1992. As the wants and needs of the customer base changed, Ed Collins and partner Jeff Ray added organic and fair trade coffees to their selection.

Six months ago, the company received a request from Barbara’s Bakery in Petaluma for green kitchen supplies, and has added biodegradable “spudware,” “cornware” and “ecotainers” to their products.

“We thought, if they’re asking for it, other companies would want it,” said Collins. “Everyone is more conscious these days. We get the best of both worlds: we help make a difference in the environment and can also make a living out of it.”

Forks, spoons, knives, and coffee cup “tater toppers” are fashioned from fermented Potato Starch. Once used, the potato cutlery will biodegrade in the landfill within 45 days. The cutlery has the same look and feel of ordinary plastic ware. Even the pricing for Sonoma Sun’s “spudware” is comparable to cutlery made medium strength.

And Sonoma Sun does not just reduce businesses’ waste in plastic dishes. “Coffee companies

get into water,” explains Collins of the relationship between the natural resource and his product. “If the water tastes better, the coffee tastes better.” Sonoma Sun offers plumbing for filtered water lines, which can save money for companies who ordinarily would buy bottled water for their employees.

When asked what the company was doing to help recent water conservation efforts, Collins answered that they offer Leak Controllers with their coffee and water systems. Leak Controller is a specialized water alarm and shut-off system available through Holiday House Distributing.

Contact Ed Collins at 585-0206 or ed@sonomasuncoffee.com.

Please visit www.sonomasuncoffee.com

Ozone Laundry Saves Water, Time, Money

Same Molecule in Atmosphere Can Improve Laundry Efficiency

The word “ozone” conjures images of sunburn, car exhaust, and hairspray cans—but soon, the mental picture might include fluffy white towels. The O₃ molecule depleting so quickly in the Earth’s stratosphere is a more reactive “cousin” of O₂, the oxygen we breathe.

Commercial laundry systems, which often use chemicals with a high PH to sanitize each load, can be refit with equipment that produces ozone on the spot. Since ozone is such a powerful oxidizing agent, water temperature and cycle length can be reduced in loads including ozone.

Local businesses such as the Santa Rosa Hilton, the Petaluma Sheraton, and the Sonoma Renaissance Lodge have already installed laundry systems



using Ozone technology. They will soon be joined by MacArthur Place in the City of Sonoma.

Total Ozone Solutions, a company just entering the Bay Area, is fitting MacArthur Place with its system. Total Ozone claims that its customers cut water use by 30-50%, and hot water use by 80-90%.

Additionally, linens come out

brighter, and are not weakened by the use of chemicals such as chlorine bleach. Because the appliance is used for a shorter amount of time, wear and tear on washers, dryers, and boilers is reduced.

Ozone laundry technology has existed for decades, but proper use of the highly reactive molecule is still of the utmost importance. Ozone’s oxidizing power can be harmful to the human respiratory system if the molecule is inhaled, and ozone laundry is not appropriate for laundering food service linens.

With safety information and proper use, however, ozone laundry is bound to be one of the biggest trends in the hospitality and health care industries.

Contact Cal Eshbach at Total Ozone Solutions for more information: (866) 696-6348 or ozoneforce@aol.com.

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Businesses Helping to Save Water

Threatened Chinook Salmon require regular water levels in Lake Mendocino to spawn; National Marine Fisheries Service orders water to be kept in Eel River, Lake Sonoma.

The State Water Resources Control Board released an order mandating a 15 % reduction in water diversions out of the Russian River from July 1 to October 28, 2007.

On July 24, the Agency met its diversion goal for the first time, diverting only 4,625 acre-feet that day (a 15.2% reduction from the July 24, 2004 diversion of 5,451 acre-feet). It will be important for customers to continue conserving so that enough water is saved each day.

If water is drawn out at the historically normal rate, Water Agency engineers predict that Lake Mendocino will drop to the lowest water levels recorded in its history. Come October, the time of the annual

salmon run, levels were predicted to fall below 10,000 acre-feet.

Lake Mendocino depends on spring rainfall and water from Lake Pillsbury through the Potter Valley Project. Spring rains were light this year and water diversions were cut by nearly 33% from the Potter Valley Project. Lake Mendocino is now only 68% full.

The Russian River is the primary source of inflow for Lake Mendocino. In turn, the Eel River flows into the Russian River. In the past, PG&E diverted water from the Eel River, which also reduced flow into the Russian River. The National Marine Fisheries Service also ordered water to be kept in the Eel River.

Lake Sonoma is now 91% full, but water cannot be drawn from it. Diverted lake water must pass through Dry Creek, and too much flow through this



pathway could damage the fishery, says the National Marine Fisheries Service.

In order to spawn this fall, Chinook Salmon need enough water in Lake Mendocino keep water supplies plentiful and of high quality. The fish are listed as threatened on the Endangered Species Act. Reduced flow allows the Agency to retain additional water storage in Lake Mendocino, improving the chances that an adequate water supply will be available for 4,500 Chinook salmon expected to return to the River to spawn.

Source: Sonoma County Water Agency

<http://www.scwa.ca.gov>

Chinook Salmon Image From:

<http://wildernessclassroom.com>

Free Water Assessment Can Save You 30%

BusinessWater Project Provides Personalized Plans

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 waste water production at your facility, focusing on ways your business can save money

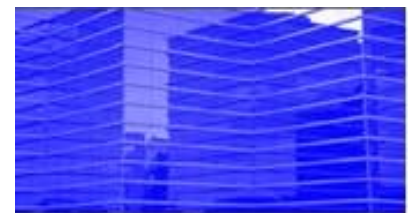
- **Post-assessment assistance** to help put water and wastewater reduction ideas into practice
- **Public relations assistance** to highlight the accomplishments of your business

The Business Water Project focuses on commercial, industrial, and institutional businesses as well as large irrigation properties. Currently, participation is limited to customers of the Sonoma Valley County Sanitation District, Valley of the Moon, and the cities of Sonoma, Rohnert Park, Peta-

luma, and Windsor.

Businesses located in other water municipalities in Sonoma County interested in water assessments may also contact the BEA to find local water assessment programs.

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) 565-6455, or find more information at www.sonomabea.org/svbwp



Participants receive free water assessment, a voluntary action plan, help putting recommendations into practice, and public relations assistance

New Ways for Hotels to Cut Costs

Improving Hotels' Linen Re-use Programs

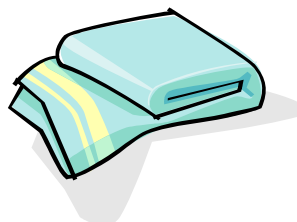
When hotel guests re-use their bath towels, the environment benefits – and so does the hotel. Though conservation benefits businesses and the environment alike, less than one-third of guests follow requests on placards to re-use their linens. Arizona State University recently found that social psychology concepts would raise guest participation in conservation practices from the 30% norm. Based on the *norm of reciprocity* concept, hotel cards should inform guests of environmentally friendly actions already prac-

ticed by the hotel and invite guests to participate. When informed that the hotel had already made a donation to an environmental protection group, guests were more likely to reciprocate. Statements such as “We’re doing our part for the environment. Can we count on you?” raised participation to 45%. The most effective approach gained a 49% participation rate by tapping in to the guests’ sense of community with previous room tenants. A card that read “75% of the guests who stayed in this room (#xxx) participated in our new resource savings program by using their towels more than once” proved

to be the most effective strategy tested. These strategies worked in two Phoenix hotels used for the experiment, and hopefully these strategies will save water in lodgings throughout the industry.

Source: *Cornell Hotel and Restaurant Administration Quarterly*, May 2007

The Water Agency offers free towel and linen re-use cards. Please contact jhenry@sonoma-county.org or (707) 525-7257 to view sample cards or place an order.



Get Money Back to Install Money-Saving Equipment

The Sonoma County Water Agency offers rebates to install water-conserving equipment.

OUTSIDE (up to \$1250):

Replace your standard automatic timer for your landscape sprinkler systems and you could receive a Water Agency rebate!

Smart Controllers use weather data and site information to make watering more efficient. Rebate for purchase (up to \$300-\$1100) and signaling fee (up to \$150) cover up to 75% of the cost for a new Smart Controller. Act quickly – only a limited number of rebates are available through September 30, 2007.

Rebates open to residential and commercial potable water customers in North Marin, Petaluma, Rohnert Park, and Sonoma.

INSIDE (\$150):

Replace your old 3.5 gallon-per-flush toilet with a **High-Efficiency Toilet** and receive a \$150 rebate. High-Efficiency Toilets use 20% less water than standard 1.6 gallon-per-flush models without sacrificing performance. Rebates open to customers of North Marin, Petaluma, Rohnert Park, Santa Rosa, City of Sonoma, Sonoma Valley County Sanitation District, Windsor, and Valley of the Moon. Be sure to check the list of qualifying models!

For more information on all of the Water Agency Rebates, visit

www.sonomacountywater.org/water_conservation/rebates.

INSIDE (\$75-\$150):

Upgrade to a **High-Efficiency Clothes Washer** and receive a \$75-\$150 rebate. High-Efficiency Washers use up to 65% less water per load. Saving energy and using less hot water means cutting down on utility costs—and the more efficient motors mean spin cycles are faster. Rebates open to customers in Cotati, North Marin, Petaluma, Rohnert Park, Santa Rosa, City of Sonoma, and Valley of the Moon. The Town of Windsor also offers a \$75 rebate.



Double your number of rebates! Pacific Gas and Electric (PG&E) also sponsors rebates for High-Efficiency Clothes Washers. Please visit www.pge.com/res/rebates.

BEA Mission:

The Business Environmental Alliance (BEA) promotes the economic benefits of responsible environmental practices and provides resources to enable businesses to implement these measures.

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North Bay Leadership Council
North Bay Merchants Association
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Sonoma County Lodging Assoc.
Sonoma County Tourism Bureau
Sonoma County Vintners
Sonoma Valley Chamber of Commerce
Sonoma Valley Vintners and Growers
Sonoma Valley Visitors Bureau
Windsor Chamber of Commerce

A project developed by the Sonoma County Economic Development Board





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**“PROFITABILITY THROUGH
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Water Waste Tip Hotlines

Santa Rosa: 543-3985

Dan Muelrath, Water Conservation Program Coordinator: 543-3988

Petaluma: 778-4507

Rohnert Park: 547-1906

Windsor: 838-1006

Residents can request a water audit to cut down on their use: 547-1910

Sonoma: 933-2247

Cotati: 523-1010

Valley of the Moon Water District: 996-1037

Sonoma County Water Agency: 547-1933

Marin Municipal Water District: (415) 945-1520

North Marin Water District: (415) 897-4133



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.