



**Innovation Showcase  
Exhibitors List**

**2009 State of the County: Annual Report to the Community  
January 21, 2009**

**Sonoma County Innovation Council**  
**Exhibitor Showcase**  
**January 21, 2009**

The Sonoma County Innovation Council, a group of 34 people representing a broad cross-section of our community, was asked by the Board of Supervisors to develop a strategic plan to improve the Sonoma County economy. The Council focused specifically on three areas perceived to need solutions—the future availability of a qualified workforce, the possible future shortages of natural resources, such as water and energy, and measures needed to help assure a strong economic climate in the future. Over the past year, the Council studied these goals with the assistance of Moody’s Economy.com (research) and Collaborative Economics (strategic planning), and presented their findings and recommendations to the Board of Supervisors.

The Innovation Council invited selected members of the business community, educational institutions, non-profit organizations, and government agencies to participate as exhibitors in the Innovation Showcase at the 6<sup>th</sup> Annual State of the County breakfast today. Many of them accepted and are here to tell you how innovative solutions and initiatives in their own organizations will improve and enhance Sonoma County’s economic future through (1) workforce development; (2) the efficient use of limited natural resources, and (3) support of a vital economic climate that encourages the development of existing and emerging industries.

The Sonoma County Economic Development Board wishes to recognize those who served on the Innovation Council and thank the exhibitors who chose to participate in the Innovation Showcase today.

**Co-Chairs**

Randy DeCaminada	Pacific Gas & Electric Co.
Cynthia Murray	North Bay Leadership Council

**Innovation Council Members**

Bob Anderson, United Winegrowers for Sonoma County  
Jane Bender, City of Santa Rosa  
Bill Carson, Windsor Golf/Rooster Run Golf  
Scott Kincaid, First Community Bank  
Scott Kirk, Spaulding, McCullough & Tansil  
Bill Nordskog, Agilent Technologies (Retired)  
Lisa Schaffner, Sonoma County Alliance  
Robert Agrella, Santa Rosa Junior College  
Steve Amend, Roofing Services, Inc.  
Ed Barr, P&L Specialties  
Percy Brandon, Vintners Inn/John Ash & Co.  
Oscar Chavez, Community Action Partnership  
Don Chigazola, Medtronic Cardiovascular  
Ann Hancock, Climate Protection Campaign  
Mike Hauser, Santa Rosa Chamber of Commerce  
Mark Inman, Taylor Maid Farms  
Katie Kerns, Sheraton Sonoma County  
Patrick Kilkenny, Kilkenny Advisors

Brian Ling, Redwood Reliance Sales Co.  
John Lowry, Burbank Housing Development Corporation  
Alexander Mallonee, North Bay Labor Council  
Lex McCorvey, Sonoma County Farm Bureau  
Juan Nieto, Frank Howard Allen Realtors  
Onita Pellegrini, Petaluma Area Chamber of Commerce  
Grant Raeside, Sonoma Valley Vintners and Growers Alliance  
Saeid Rahimi, Sonoma State University  
Teresa Ramondo, Sebastopol Area Chamber of Commerce  
Marlene Soiland, Stony Point Rock Quarry  
Carl Wong, Sonoma County Office of Education  
Joan Woodard, Simons and Woodard  
Jennifer Yankovich, Sonoma Valley Chamber of Commerce

## 2009 Innovation Showcase Exhibitors

### **Agilent Technologies (<http://www.agilent.com>)**

Agilent Technologies is committed to conducting business in an environmentally responsible manner, and meeting that priority at its Santa Rosa site is its commitment to innovative energy, water and solid waste management programs that reduce its impact on our environment. Some examples of its sustainability programs are its solar power system, recycling and conservation programs, reducing waste and diverting an average of 78% from landfills annually, recent improvement of energy-efficient lighting and HVAC systems, as well as a computerized building automation system that monitors and controls utility operations. Agilent employees volunteer and partner with other companies and organizations to clean up beaches, remove invasive plants, and restore habitats, which helps maintain the natural beauty of Sonoma County.

### **Climate Protection Campaign (<http://climateprotectioncampaign.org>)**

Its mission is to create a positive future for our children and all life by inspiring action in response to the climate crisis. We advance practical, science-based solutions for achieving significant greenhouse gas reductions. Sonoma County's Community Action Plan is the blueprint for transforming our energy infrastructure to meet bold greenhouse gas reduction targets—25% below 1990 levels by 2015. Cool Schools is a program that educates, engages, and empowers our high school youth to take action in their schools and communities on climate protection. A simple, market-based plan called “Cap & Dividend” offers a way to cap fossil fuel supplies, make polluters pay, and return that revenue to every American equally.

### **Clover Stornetta Farms (<http://cloverstornetta.com>)**

Clover Stornetta Farms is a three-generation, family-owned and operated dairy processor in Petaluma. It is a leader in innovative, sustainable agri-business practices. It is the first dairy to be American Humane Certified for compassionate treatment of animals, and guarantees that its milk is 100% rBST free. Clover's dedication to sustainability has led to elimination of all ammonia in its processing plant, installing solar panels on its fleet operations building, and investment in a new state-of-the-art wastewater system, which saves more than one million gallons of water annually. As a result of its work, Clover Stornetta was awarded the Seal of Sustainability, on behalf of Sustainable Business Institute by Congresswoman Lynn Woolsey. Clover is one of seven companies worldwide to be recognized with this award.

### **Enphase Energy (<http://www.enphaseenergy.com>)**

Enphase Energy is changing the way solar power is delivered to homes and businesses with the breakthrough Enphase Micro-inverter System, making solar power systems more productive, more reliable, and smarter. Enphase places small inverters, which switch DC to AC current, under each solar panel to increase power generation of solar power systems by 5% to 25%. Traditionally solar power systems use one big inverter which limits the solar panel productivity to that of the worst performer. The Enphase Micro-inverter System was honored with Popular Science's “Best of What's New” award.

### **HydroPoint Data Systems (<http://www.weathertrak.com>)**

HydroPoint Data Systems has helped businesses and homeowners reduce their water usage and save money with its patented WeatherTRAK smart, web-based irrigation system. Landscapes typically account for 58% of urban water usage, and are over-watered by 30% to 300%. The WeatherTRAK system schedules irrigation based on individual landscape needs and local weather conditions to reduce over-watering and runoff pollution. Reducing irrigation water consumption has a multiplier effect—saving water helps to reduce energy that is used to pump and filter water, and reduces run-off pollution while helping to prevent climate change and helps conserve valuable water, especially during droughts.

### **La Tortilla Factory (<http://www.latortillafactory.com>) and Santa Rosa Junior College**

For three generations, La Tortilla Factory and the Tamayo family have been dedicated to baking the best-tasting wraps and tortillas that contribute to a healthy lifestyle. La Tortilla Factory, an innovative and visionary

Sonoma County company, has grown from a small local producer of food products to a significant and thriving Sonoma County employer with over 175 people creatively working to expand both domestic and international markets. To improve employee productivity, performance and satisfaction, La Tortilla Factory partnered with Santa Rosa Junior College (SRJC) to offer employees, particularly those on production lines, with training opportunities to learn new career skills and increase their contributions to the company. Recently, the training included English as a Second Language, basic computer applications, and soft skills to improve advancement opportunities. Many training aspects are supported by the California Employment Training Panel (ETP), funded by the Employment Training Tax paid by all California employers. For ten years, SRJC has worked with ETP to provide frontline manufacturing workers with the skills to help ensure their companies stay competitive globally.

**North Bay Electric Automobile Association (<http://www.nbeaa.org>) and Santa Rosa Junior College**

A leader among California's 109 community colleges in the development of cutting-edge fuel strategies, the Santa Rosa Junior College (SRJC) Alternative Fuels Program was awarded a \$25,000 Greenlight Initiative grant from AAA of California, Nevada, and Utah to design, fabricate, assemble, document, and test a state-of-the-art Electric Vehicle (EV). In a partnership with the North Bay Electric Automobile Association, SRJC will build an electric vehicle and convert a gasoline-powered vehicle to a fuel-efficient EV. SRJC won the AAA grant by demonstrating how its Alternative Fuels Program will advance less expensive, renewable, locally produced auto fuel while also increasing the visibility of alternative fuels through awareness programs, vehicle conversion, dedicated research, and curriculum development. SRJC is leading the field of established alternative fuels class offerings and an Alternative Fuels career certificate option. It is anticipated that in June 2010, SRJC's grant partnership project will culminate in a curriculum guide available to all California community colleges and to the public.

**Osmosis Day Spa (<http://www.osmosis.com>)**

Osmosis Day Spa in Occidental provides a healing sanctuary offering nurturing services and resonance with nature. Since its founding in 1985, it has focused its sustainability program focuses on conservation and awareness of waste, water, energy, operational assessment, and industry leadership. Osmosis is committed to community service, organizational learning, environmental awareness, and the principles of social responsibility. Osmosis also works with other spas to influence the greening of the spa industry (<http://greenspanetwork.org>), and has developed a "Green Team" to examine all its processes and products and recommend necessary changes to become an exemplary model.

**Roseland School District (<http://www.roselandsd.org>)**

The Roseland District consists of K-12 schools, Roseland Elementary, Sheppard Accelerated Elementary, Roseland Charter Middle School, Roseland University Prep, and two state preschools. In this underserved community in southwest Santa Rosa—known as an entry point for many immigrants and refugees—Roseland University Prep demonstrates a 97% graduation rate with all students passing the required state CASHEE graduation exam. Of these graduates, 51% are attending four-year universities with the remaining students at junior colleges and in job-training programs. Roseland University Prep is a school whole-heartedly devoted to preparing the mostly poverty-level, English Language Learner students for higher education. Students are expected to demonstrate "the whole package" including community service, good citizenship, and confidence in their place in society.

**Santa Rosa Junior College ([www.santarosa.edu](http://www.santarosa.edu))**

A committed leader in environmental stewardship toward a sustainable future, SRJC's innovative protection of the state's natural resources has been a primary focus of the college community for nearly 30 years. Among its most recent innovative "green" projects is the Ground Source Heat Pump Geothermal System that is incorporated in its 78,000 square-foot Bertolini Student Services Center currently under construction on its Santa Rosa campus. Relying primarily on the earth's natural thermal energy to heat and cool the new building, the system will eliminate two major energy-consuming appliances, the boiler and air conditioner. The new

student center will utilize geothermal water for heating/cooling requirements from 150 six-inch-diameter geothermal wells approximately 250 feet deep. Because about 70% of renewable energy used in geothermal heating and cooling is from the ground, it is extremely cost-effective and highly efficient. Geothermal technology is so environmentally friendly that agencies like the Department of Energy, Environmental Protection Agency, and California Energy promote its use.

**Santa Rosa Chamber of Commerce (<http://www.santarosachamber.com>)**

The Santa Rosa Chamber of Commerce Summer Algebra Academy is a 3-week program to increase interest in math and science, with a specific focus on English Language Learners (ELL). The chamber developed the program after being approached by a county-wide committee working to close the achievement gap of English Language Learners. Algebra has been identified as an indicator of college success. The Academy introduces algebra to the students in the real world to help develop an interest in algebra achievement and see the possibilities that extend beyond the classroom. The students ended the academy with an increased interest in math and science. As one student remarked, “What we have done the last three weeks has inspired me to go above and beyond what I thought I was originally capable of. This program has been helpful because before, I didn’t really understand how math and science would help you out in the real world, but now I do.”

**Solar Sonoma County (<http://www.solarsonomacounty.com>)**

Solar Sonoma County is a consortium of local governments, businesses, and other local entities or individuals working collaboratively to identify and implement initiatives to promote, expand, and accelerate solar photovoltaic, solar thermal energy generation, and energy efficiency throughout Sonoma County. Solar Sonoma County has a goal of bringing 25 new Megawatts of solar PV (or solar thermal) to Sonoma County in the next three years. The consortium evolved from the highly successful Solar Sebastopol, which has helped get 500 kW of solar power installed in Sebastopol since December 2001. The consortium was one of only 25 applicants selected to receive the Solar American Cities grant over a two-year period.

**Sonoma County Electric Vehicles (<http://www.sonoma-county.org/gs/index.htm>)**

At the County of Sonoma, the General Services Department offers its first hybrid vehicle plug-in conversion of a Toyota Prius with an after-market battery system that allows the vehicle to get up to 100 mpg when used in an optimum fashion. The Energy and Sustainability office, a division of the General Services Department, is responsible for planning, evaluating and administering the county-wide Energy Management and Sustainability Program. Services include long- and short-range energy and green procurement strategies, effective and efficient energy use and sustainability practices, and employee commute-reduction planning. The County is forming a partnership with Nissan Motors to introduce the first long-range (100 mpg) fully equipped all-electric automobile—two years before it is commercially available—as part of a beta test. The County has committed to a Comprehensive Energy Project, which includes measures that will result in more than a 6,000-ton reduction of greenhouse gas emissions annually.

**Sonoma County Office of Education (<http://www.scoe.org>)**

As part of the creation of a comprehensive K-16 Career Development System, SCOE has partnered with Kuder, Inc. and Young Jobs, Inc. to provide online career information and resources for the county’s youth. As our future workforce in Sonoma County, it is imperative that young people have opportunities to explore careers and learn about the training and educational opportunities that will prepare them for success in the workplace. These online resources are a major step toward accomplishing this important goal. The Kuder Career Planning System facilitates communication and collaboration among all stakeholders in economic prosperity—education, business, industry, and local and state agencies. Young Jobs, Inc. specifically focuses on connecting young jobseekers with local employers of all types—offering resume-building tools, career-related articles, real-time job searching, an employer messaging system, and local job, internship and apprenticeship listings.

**Sonoma County Water Agency (<http://www.sonomacountywater.org>)**

The Sonoma County Water Agency (SCWA) is committed to creating a sustainable future. SCWA has pledged to reduce its greenhouse gas emissions 25% below 1990 levels by the year 2015. To achieve its goal, it is implementing a series of programs to provide Carbon Free Water to its customers by 2015, which means the county's water supply and treatment plants will be powered by renewable sources. Currently, SCWA is producing a total of 2 Megawatts of solar power and an additional 2.5 Megawatts of hydroelectric power to meet some of its energy demands. In addition, SCWA's Regional GeoExchange Energy Efficiency project will use geothermal pumps and lighting retrofits to reduce a building's energy needs—to a point where the remaining energy needs can be met using renewable resources. The project also will save several hundred thousand gallons of drinking water a year by using highly treated, recycled wastewater from homes and businesses for irrigation and the geothermal heat pump systems. SCWA is a certified Sonoma Green Business and was awarded the Seal of Sustainability on behalf of Sustainable Business Institute.

**Sonoma Mountain Village (<http://sonomamountainvillage.com>)**

Developed by Coddling Enterprises, Sonoma Mountain Village is one of the most sustainable communities in the world. This development in Rohnert Park is the first in North America and the fourth in the world to be endorsed and accepted by the prestigious international One Planet Communities program, which is based on the concept that an entire, mixed-use community can live within one ecological footprint. Currently, 21 businesses and 27 non-profits operate here, composed of sustainability oriented and socially relevant technology start-up companies. Among its accomplishments are the recycling of an existing site (formerly an Agilent Technology campus) and preserving numerous parks and open space. Its solar energy system powers the majority of the commercial core. Incorporating Smart Growth and Smart Code, this enterprising community employs a unified land development ordinance template for planning and urban design and also advocates compact land use that offers a sense of community and expands the range of transportation, employment, and housing choices.

**Sonoma State University MESA (<http://mesa.sonoma.edu/>)**

Sonoma State University's MESA (Math, Engineering, Science, and Achievement) Program supports minority and other educationally disadvantaged students in attaining four-year degrees in science fields. Sonoma State University (SSU) aims to recruit, retain, and graduate more students in science, technology, engineering, and mathematics (STEM) to meet the science and technology challenges faced by California and the nation. SSU MESA completes the MESA pathway for students in the Northern California region that is part of the established and growing MESA Schools Programs (MSPs) and MESA Community College Programs (MCCPs) in the region. The MESA program was a semifinalist in 2008 Examples of Excelencia, which is a national program devoted to highlighting best practices that boost Latino enrollment, performance, and graduation.

**Sonoma Valley Economic Partnership (<http://sonomavalley4biz.com>)**

A joint program of the Sonoma Valley Chamber of Commerce ([www.sonomachamber.com](http://www.sonomachamber.com)), the City of Sonoma, and the County of Sonoma, is a comprehensive business attraction, expansion, and retention resource. Commercial property listings, community demographics, links to permitting and licensing agencies, local business successes, and industry news are included for "one-stop shopping." The Sonoma Valley Green Business Program showcases environmental best practices and encourages green business practices. The Green Hospitality program supports the Sonoma Valley lodging industry in its efforts to be environmentally friendly—providing information on various energy and water conservation incentives and model programs.

**Sonoma Wine Company (<http://www.sonomawineco.com>)**

The Sonoma Wine Company is committed to reducing its footprint on the environment and local community through resource conservation, solid waste management, and state-of-the-art wastewater treatment technology. Its sustainable business practices include certification as a Sonoma County Green Business and membership in the Wine Institute's Sustainable Winegrowing Program. Its use of innovative new

technologies has helped Sonoma Wine Company to drastically improve resource efficiency. Between 2005 and 2008, the company decreased wastewater generation 22% per case, reduced natural gas usage 48% per case, and use of electricity by 29% per case. The Sonoma Wine Company's environmental practices have earned them numerous awards including: PG&E recognition for Outstanding Performance in Achieving Energy Efficiency Award and Energy Star Small Business Award

### **The Filtration Group (<http://www.filtrationgroup.com>) and Santa Rosa Chamber of Commerce**

The Filtration Group in Santa Rosa was the first participant in the Santa Rosa Chamber's Adult English Language Learning (ELL) Program. The goal of the program is to create a business model for employers of ELL adults to use the Filtration Group's experience as a "turn-key" program for their employees. The program had three phases. *Phase 1:* A "Literacy Fiesta" was held for ELL employees and their families. The event emphasized the importance of learning to write and speak in English and encourages parents to engage their children in reading age-appropriate books. *Phase 2:* Representatives from Santa Rosa City Schools came to talk to ELL parents of school-aged children on the importance of getting involved in their child's school. *Phase 3:* The Filtration Group sponsored adult English classes taught by an instructor from the Santa Rosa Lewis Adult Education Center. The classes were offered over six weeks and held in the Filtration Group's lunchroom at the conclusion of the work day. The most recent group of students graduated on December 3. The Hilton Hotel in Santa Rosa has also recently signed up for the program.

### **Traditional Medicinals (<http://www.traditionalmedicinals.com>)**

Since its beginning in 1974, the philosophy at Traditional Medicinals has been guided by a belief that there is a tomorrow. Their business practices reflect this concern for the future when they began purchasing wind energy, installing solar panels, using recycled paper in packaging, and growing herbs organically. For 11 consecutive years, Traditional Medicinals has received the Waste Reduction Awards Program (WRAP) award for its outstanding efforts to reduce waste. Driving its sustainability efforts is the company's belief that our health and well being rely on the health and well being of the planet. Its 8.5 acre facility in Sebastopol is almost self-sustaining with its own septic system and water source.

### **Youth Build/Community Action Partnership (<http://www.caponoma.org/youthbuild.htm>)**

YouthBuild Santa Rosa is a leadership development, education, and job-skills training program for young people ages 16-24, who have not earned a high school diploma. They are trained for jobs related to the construction trade and assisted in attaining a high school diploma and some college credits in partnership with the Burbank Housing Development Corp., John Muir Charter School, and Santa Rosa Junior College. The organization recently partnered with Sonoma Solar to offer youth an opportunity to learn skills in preparation for a green economy through installation of solar power alternatives in pre-existing structures. YouthBuild provides counseling and encourages real-life changes, assisting with housing and job applications. Of this group, 55% have gang affiliations or involvement entering this leadership development component, and only one percent remain involved upon completion.