2nd CoolCalifornia Small Business Awards

May 3, 2011
Sacramento, California

CEREMONY
California Environmental Protection Agency Building, Sierra Hearing Room

PROUD PARTNERS INCLUDE:
A Note from the California Air Resources Board Chairman

The California Air Resources Board proudly announces the 2nd CoolCalifornia Small Business Award winners. We thank each of you for your hard work and commitment to achieving a climate-friendly, low carbon economy. With your effort, investment and entrepreneurial spirit, you continue to lead California and the nation to a healthier environmental and economic future.

Congratulations to this year’s award winners!

Mary D. Nichols

About CoolCalifornia.org

CoolCalifornia.org is an online resource providing all Californians with the information and tools they need to take climate action. The website features money-saving actions, climate calculators, case studies and links to financial incentives to help individuals, small businesses, local government and youth gain the knowledge needed to take simple steps for a sustainable future.

The CoolCalifornia.org Small Business Award Program recognizes California small businesses (under 100 employees) that demonstrated leadership and made notable, voluntary achievements toward reducing their climate impact.

The award winners were selected from 85 competitive applicants from across the state, representing a variety of business sectors. These businesses took an array of actions to save money and improve their operations, facilities and practices while reducing greenhouse gas emissions. These steps included low cost actions such as installing compact fluorescent lights to more capital intensive investments such as installing solar panels.

To learn more, visit:

www.coolcalifornia.org/article/small-business-award-program
Waste Management is proud to support the California Air Resources Board CoolCalifornia Small Business Award Program.

Congratulations to this year’s award winners for making voluntary achievements towards reducing their climate impact!

Waste Management is North America’s leading provider of integrated environmental solutions. We partner with our customers and communities to manage and reduce waste from collection to disposal while recovering valuable resources and creating clean, renewable energy.

For more information, please visit:

www.wm.com
SDG&E® and Southern California Gas Company salute this year’s recipients of the Cool California Small Business Awards for their leadership and commitment to helping the environment. We believe treating the Earth’s resources with respect is critical to the health and well-being of the community and the world. And we’re pleased to recognize businesses dedicated to making positive changes.

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sdge.com

Thanks To Our Sponsors Who Have Generously Supported This Event!
California’s small and medium-sized businesses consume roughly 18% of all commercial energy in the state. Much of that energy is wasted through the use of inefficient equipment and lighting.

Lighting Tips

• Buy fixtures with dimmer switches to allow manual adjustment of light intensity
• Use 4-watt mini-fluorescent or electro-luminescent night-lights
• Replace halogen lamp, torchiere fixtures with ENERGY STAR compact fluorescent torchieres that use 60% to 80% less energy

Buildings produce nearly 25% of California’s greenhouse gas emissions. A recent cost-benefit study showed that green design saves between $50-70 per square foot, more than ten times the additional cost of building green.

Exclusive Sponsors

Thanks To Our Sponsors Who Have Generously Supported This Event!
WELCOME
Sharon Anderson, California Air Resources Board

OPENING REMARKS
Mary D. Nichols, Chairman, California Air Resources Board
James N. Goldstene, Executive Officer, California Air Resources Board
La Ronda Bowen, Ombudsman, California Air Resources Board

ACKNOWLEDGMENTS
Sharon Anderson, California Air Resources Board
- 2009 Small Business of the Year
- 2011 Application Reviewers
- 2011 Sponsors

HONORABLE MENTIONS
Sharon Anderson, California Air Resources Board

PRESENTATION OF CLIMATE LEADER AWARDS
La Ronda Bowen, Ombudsman, California Air Resources Board
Margret Kim, Deputy Secretary, California Environmental Protection Agency
Susan Frank, Executive VP, Better World Group

PRESENTATION OF SMALL BUSINESS OF THE YEAR AWARDS
La Ronda Bowen, Ombudsman, California Air Resources Board
James N. Goldstene, Executive Officer, California Air Resources Board

CLOSING REMARKS
La Ronda Bowen, Ombudsman, California Air Resources Board

PHOTO SESSION
Providing earth-friendly energy, preserving our natural resources, and reducing pollution are important parts of SMUD’s vision as a customer-owned utility.

20% below 1990 emissions TODAY
90% below 1990 emissions in 2050
Honorable Mentions

Acknowledges the following California small businesses that have taken steps to make their operations more sustainable.

Berkeley Olive Grove 1913
Oroville • www.BerkeleyOliveGrove.com

Choicelunch
San Ramon • www.choicelunch.com

Koolfog, Inc.
Palm Desert • www.koolfog.com

Licata Chiropractic, Inc.
Arcadia • www.licataclinic.com

Recon Recycling, LLC
San Diego • www.reconrecycling.com

Stanford’s Restaurant
Walnut Creek • www.stanfords.com

Tamalpais NatureWorks
San Rafael • www.tamalpais.com

Telework Research Network
Carlsbad • www.teleworkresearchnetwork.com

Waste Less Living
Pasadena • www.wastelessliving.com

Silver Sponsors
**Climate Leaders**

Recognizes California small businesses that have taken proactive steps to reduce their impact on our climate and communicate this information to their employees and customers.

**Chavez Trucking**

Dixon • www.chaveztrucking.com • Employees: 58

A construction materials hauling company that replaced 16 old trucks with new trucks through the Sacramento Emergency Clean Air Transportation program (SECAT) and trained drivers on fuel-saving driving techniques for a savings of $80,640/year in fuel costs.

**Citadel Environmental Services, Inc.**

Glendale • www.citadelenvironmental.com • Employees: 39

An environmental consulting firm that integrates sustainable practices in daily operations and installed waterless urinals, high-efficiency plumbing fixtures and toilets, and high-efficiency HVAC units.

**Community Business College**

Modesto • www.communitybusinesscollege.edu • Employees: 8

A private, postsecondary vocational institution of higher learning that adopted energy-saving and waste reduction practices such as a recycling program that reduced waste going to the landfill by more than 11%.

**Conejo Awards**

Thousand Oaks • www.conejoawards.com • Employees: 7

An award and promotional products company that modified their operations by shutting down equipment at the end of the day, purchased refillable, bulk-ink cartridges, and converted to 100% e-invoicing.

**Domus Development, LLC**

San Francisco • www.domusd.com • Employees: 9

A real estate development and property management company that specializes in building sustainable urban infill projects. They installed solar panels that meet 100% of their energy needs, reducing their tenants’ energy bill to zero.
Green11
San Francisco • www.shopgreen11.com • Employees: 3
A non-traditional, closed-loop retail store that purchases products in bulk from the manufacturer (sans packaging) and gives consumers the option to bring in their own container. By eliminating packaging, they reduced their costs and passed the savings to their consumers.

Greenshops
Bakersfield • www.greenshops.com • Employees: 2
Sells eco-friendly, sustainably-manufactured products. The company created their “We love our ugly boxes” campaign so customers re-use boxes cutting the need to purchase them, and uses 100% recycled-content gift wrapping materials and bags.

Lafitte Cork and Capsule
Napa • www.lafitte-usa.com • Employees: 16
A supplier of premium cork selling their product to wineries across North America. The company installed energy-efficient lighting and ENERGY STAR appliances.

Light & Motion Industries
Monterey • www.lightandmotion.com • Employees: 40
A manufacturing firm that adopted sustainability practices, using recycled paper and non/low toxic biodegradable products. In 2010, they recycled 6,040 lbs. of aluminum.

NortonsCleaners, Inc.
Placentia • www.nortonscleaners.com • Employees: 11
A green dry cleaner and laundry facility that converted to a wet cleaning system, insulated their steam pipes and installed energy-efficient lighting.
Outer Aisle Foods
Murphys • www.outeraislefoods.com • Employees: 2
Operates a Community Supported Agriculture program and provides members with local, organic and sustainably harvested products. The company installed solar panels and reduced water use via a drip system at their organic farm.

Paragon Label & Mrs. Grossman’s
Petaluma • www.paragonlabel.com • Employees: 29
A full-service, pressure sensitive label company replaced all air compressors with energy-efficient compressors. All waste water-based inks are sent to a recycler and turned into fuel blends.

Quivira Vineyards and Winery
Healdsburg • www.quivirawine.com • Employees: 25
An environmentally conscious winegrowing and winemaking company has been a certified organic winery since 2005. They use a steam cleaning machine to significantly reduce water and detergent use. The company also installed solar panels.

Royal Hawaiian Honey
Oakland • www.royalhawaiianhoney.com • Employees: 2
A 100% certified carbon-free, organic honey producer that measures their carbon emissions generated from their operations. Once measured, the company offsets their carbon emissions by investing in renewable energy projects.

Silverado Brewing Company
St. Helena • www.silveradobrewingcompany.com • Employees: 34
This full service restaurant and micro-brewery serves local organic and sustainably-produced food. The company replaced their lamps with energy-efficient lighting, insulated hot water pipes, increased recycling and purchased less toxic cleaning solvents.
Synergy Solar & Electrical Systems, Inc.
Sebastopol  •  www.synsolar.com  •  Employees:  6
Designs and installs solar photovoltaic and energy-efficient relighting. The company replaced their water heater with a new on-demand gas water heater and installed dual pane windows.

Three Squares, Inc.
Santa Monica  •  www.threesquaresinc.com  •  Employees:  3
An environmental consulting firm and green event producer that adopted sustainability practices such as recycling, purchasing EPEAT Gold (Electronic Product Environmental Assessment Tool) certified computers and non-toxic cleaning products.

Zan Media
Novato  •  www.zanmedia.com  •  Employees:  3
A digital video production company that implemented energy-efficient practices and educates the community on ways to foster sustainability.

Air Friendly Products
• Select products that are water-based or have low amounts of volatile organic compounds (VOCs)
• Use water-based paints and look for paints labeled zero-VOC
• Paint with a brush, not a sprayer
• Store solvents in air-tight containers
• Start your barbecue briquettes with an electric probe or use a propane or natural gas barbecue
This northern California firm designs alternative construction systems -- straw-bale, rammed earth, renewable energy systems and gray water. The firm uses non-toxic and recycled materials and replaced their computer servers with energy-efficient systems that reduced carbon emissions by 5,000 lbs/year. Twice per year, they change the angle on their photovoltaic panels to provide both passive solar heating and cooling, as well as increased electricity output by 5 to 10%. In addition to their electric and biodiesel cars, they converted an AWD Audi to run on E85 ethanol. The company adheres to the Architecture2030.org challenge for their designs that sets greenhouse gas reduction targets for new and existing building construction. They received the Acterra Business Award for the Sustainable Built Environment and two AIA/COTE Top Ten Green Project Awards.
Small Businesses of the Year

San Francisco • www.atdynamics.com • Employees: 9

This clean-tech company designs and delivers fuel-saving aerodynamics technology for the freight and transportation industry. After collaboration with a team from the Presidio School of Management to minimize the environmental impact of their operations, the company took several actions. As a result, they build products from recycled materials; recycle their scrap materials; offer customers an incentive program to reuse and recycle products at the end of useful life; use electronic systems for communications, invoices and purchase orders; support telecommuting and their employees’ use of alternative transportation; buy their furniture from scrap-wood, prototype materials or from second-hand stores; and, use energy-saving laptops. Using the CoolCalifornia.org calculator, the company estimated a reduction of nearly 20 tons of CO2 emissions annually from their green operations. In addition, they’ve calculated that the commercial use of their TrailerTail product has reduced 2,200 metric tons of CO2 with a total annual savings of $200,000 in diesel in 2010.

Winters • www.dixonridgefarms.com • Employees: 36

This family owned and operated farm and processing operation grows organic walnuts on over 500 acres, and buys about 2,500 more acres of organic walnut production from 67 growers. As the largest handler of organic walnuts in the country, the company engages in a sustainable, whole systems approach to organic farming and business. They replaced their ag pump with a high-efficiency electric motor and variable speed controller; installed variable speed drives on condenser units to slow the motors down during periods of less than 100% load; and, upgraded the wall and roof insulation in a 6,000 square foot freezer that will pay for itself in 4 years due to energy reduction. They retrofitted 150 400-watt, metal halide fixtures with 6-lamp high bay fluorescent fixtures that use about 221 watts. Additionally, the company set a goal of zero waste by 2014.
This business designs and manufactures decorative stamps and stamping supplies for the craft, scrapbooking, and cardmaking markets. The company uses a 68-kW solar array that produced 60-kWh for their Oakland facility in 2010. They established a “Sustainability Team” in 2010 that works on sustainability issues, planning, continued improvements, and educating their employees. The firm stopped using an electric heating system in 2010 when they installed two, gas-heat blowers that use only 20% of the energy previously supplied by electric heaters. They installed sensors to turn off lighting when not in use, eliminated all toxins, chemicals, and solvents in their manufacturing processes, and have a 70% recycle rate. They use wood from Forest Steward Council (FSC)-certified, sustainably managed forests. Overall, they reduced their CO2 emissions by approximately 240 tons and electricity usage by 15% in 2010, saving the company $6,000.

Energy, Heating and Water Saving Tips

• Turn off the lights when you leave a room
• Replace energy-hungry incandescent lights with fluorescent lighting
• Add insulation to your home
• Install low-flow shower heads
• Ensure all automatic controls are set and operating correctly
• Caulk or weatherstrip drafty doors or windows

Did you know? CFLs use at least 66% less energy and last 10 times longer. Replacing one incandescent light bulb with a CFL can save at least $30 in electricity costs over the bulb’s lifespan.
San Francisco    •    www.theorchardhotels.com    •    Employees:  78

This business runs two LEED certified green hotels in the heart of downtown San Francisco. They installed new efficient hot water storage tanks, actuators, thermometers and pressure gauges; placed LED bulbs in every guest room; and, installed flow restrictors and aerators in guest bathrooms. The company purchased ENERGY STAR appliances, FSC-certified wood furniture and recycled products, and uses low or no-VOC paints, adhesives and sealants. They limit their food and beverage menu to items produced within a 100 mile radius. They implemented a strict recycling and composting program throughout the hotel from housekeeping to the kitchen, and offer the option to guests to participate in their re-use program for towels and bed linens. For alternative transportation, the company encourages their employees to use commuter checks – a pre-tax benefit that lowers commuting costs, and Zipcars – employees can sign up for a Zipcar with no application fee and reduced annual fee and rates.

It pays to be energy efficient! During 2001 and 2002, nearly one-third of California businesses cut overall energy use by at least 20%, saving California companies millions of dollars. Over the next decade, California could realistically and cost-effectively reduce its peak electricity needs by 5,900 Megawatts (MW), saving businesses and residents an estimated $12 billion.
Thank you to our reviewers for taking the time to review and score the applications.
The award program truly benefited from your experience and insight.

PUBLIC SECTOR

Zenia Aguilera, California Air Resources Board
Cathlin Atchison, City of Santa Cruz
La Ronda Bowen, California Air Resources Board
Jacques Chirazi, City of San Diego
Heather Choi, California Air Resources Board
Bill Dean, California Environmental Protection Agency
Ben Delanty, Governor’s Office of Economic Development
Jehan Flagg, Employment Training Panel
Stephanie Green, California Public Utility Commission
Nicole Hicks, Franchise Tax Board
Dr. Aaron Katzenstein, South Coast Air Quality Management District
Marty Keller, Governor’s Office of Economic Development
Jim Miwa, Department of Housing & Community Development
Larry Rillera, California Energy Commission
Ceil Scandone, Bay Area Green Business Program
Brook J. Taylor, Governor’s Office of Economic Development
Melissa Vargas, Department of Resources Recycling and Recovery
Jennifer Wallin, Department of Resources Recycling and Recovery
Jill Whynot, South Coast Air Quality Management District
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PRIVATE SECTOR

Thomas Ackerman, Spirit Graphics
Lisa Bailey, Irwindale Chamber of Commerce
Tom Bowman, Bowman Design Group
Spencer Brown, Rent A Green Box
Margaret Bruce, Ecology Action
Jo Fleming, Environmental Innovations
Susan Frank, Better World Group
Michelle Garakian, LA Business Council
JR Nava, Golden 1 Credit Union
Duane O’Donnell, Business Environmental Resource Center
Paul Pendergast, Pendergast & Associates
Michael Rizzo, Five Star Bank
Hank Ryan, Small Business California
Rob Sanger, California Manufacturers & Technology Association
Sarah Skikne, The Climate Group
Aaron Swanson, Northrop Grumman
Betty Jo Toccoli, California Small Business Association
Jeanette Towne, Synectic Technologies
Tamara Williams, Domino Events
Fire & Light Originals located in Arcata, created this year’s awards made from 91% recycled glass.
Apply in Fall 2011 for the 3rd CoolCalifornia Small Business Awards Program