2009 CoolCalifornia
Small Business Awards

December 2, 2009
Sacramento, California
COOLCALIFORNIA.ORG SMALL BUSINESS AWARDS PROGRAM

The California Air Resources Board, in partnership with several other organizations, proudly announces the first annual CoolCalifornia.org small business award winners. The award recognizes small, California businesses (under 100 employees) that have demonstrated leadership and made notable, voluntary achievements towards reducing their climate impact.

CoolCalifornia.org small business award applicants employed a wide variety of actions to save money while reducing greenhouse gas emissions. These actions spanned low-cost steps like installing compact fluorescent lights to more long-term investments such as solar panel installation or moving office locations to reduce employee transit time. Congratulations to this year’s award winners!

The award application period for 2010 will open in August. To learn more, visit: www.coolcalifornia.org/article/small-business-award-program.

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California Small Business Association

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California Small Business Education Foundation
WELCOME
Kyra Naumoff, California Air Resources Board Staff

OPENING REMARKS
La Ronda Bowen, California Air Resources Board Ombudsman

PRESENTATION OF SMALL BUSINESS EXCELLENCE AWARD
Mary Nichols, California Air Resources Board Chairman
James Goldstene, California Air Resources Board Executive Officer
Betty Jo Toccoli, California Small Business Association President

PRESENTATION OF ORGANIZATION EXCELLENCE AWARDS
Mary Nichols and James Goldstene

PRESENTATION OF ORGANIZATION OF THE YEAR AWARDS
Mary Nichols and James Goldstene

PRESENTATION OF SMALL BUSINESS OF THE YEAR AWARDS
Mary Nichols and Betty Jo Toccoli

CLOSING REMARKS
Betty Jo Toccoli
Arya Cleaners
Chula Vista, California * aryacleaners.com * Employees: 23
Sustainable award-winning dry cleaner with numerous green internal practices, staff education and training, and customer services that benefit the community.

BlueStar Refreshment Services
San Jose, California * bluestarrefreshments.com * Employees: 12
Refrigeration company that has made great strides to reduce their environmental impact through recycling, re-use and energy efficient cooling technology.

Blue Oak Energy
Davis, California * blueoakenergy.com * Employees: 26
Renewable energy provider with a commitment to reducing greenhouse gas emissions through a variety of practices including product choice, renewable energy use and contributing to community outreach.

CenterStone Communities
Santa Ana, California * centerstone.com * Employees: 12
Real estate development company committed to designing homes that are more efficient and gentler on the environment.

El Primero Boutique B&B Hotel
Chula Vista, California * elprimerohotel.com * Employees: 3
Award-winning hotel that instituted a policy for wide-ranging internal initiatives and practices.

Hesperian Cleaners
San Lorenzo, California * hesperiancleaners.com * Employees: 3
Dry cleaner that converted to a wet cleaning system and educates others on the same technology.
Lafitte Cork and Capsule
Napa, California  *  lafitte-usa.com  *  Employees: 17
Production facility that went solar, adopted energy efficiency and sustainability practices for office operations and promotes environmentally-friendly purchasing practices.

The Living Christmas Co.
Redondo Beach, California  *  livingchristmas.com  *  Employees: 20
Rents and delivers living trees to keep the holiday green and environmental.

Meridian Pacific, Inc.
Sacramento, California  *  meridianhq.com  *  Employees: 20
Campaign management firm that employs policies, practices and management decisions to address climate change and environmental responsibility.

Old Town Trolley Tours
San Diego, California  *  trolleytours.com/san-diego  *  Employees: 75
Provides sight-seeing tours in vehicles powered by alternative fuels (financed by on-bill financing), completed a complete lighting retrofit of their facility and promotes green employee practices.

Puroast Low Acid Coffee
Woodland, California  *  puroast.com  *  Employees: 17
Energy efficient coffee roaster that uses renewable walnut shells as the roasting fuel.

Premier Auto Tops and Interiors
Santa Clara, California  *  premierupholstery.com  *  Employees: 5
Upholstery company that reduced its environmental impact through increased insulation, energy efficiency, recycling and product re-use.
Resource Solutions Group
Half Moon Bay, California * rsgrp.com * Employees: 21
Consulting firm that adopted a suite of sustainability practices for office operations and promotes environmentally-friendly practices to customers.

San Diego Office Interiors
San Diego, California * sdoi.com * Employees: 36
Full-service firm that designs and builds commercial office interiors committed to sustainable design and construction practices and conducts outreach to customers.

Savory & Sweet Catering
Sunnyvale, California * savoryandsweet.com * Employees: 13
Catering firm that implemented energy efficiency practices, as well as recycling and transportation policies to reduce their climate impact.

Waldeck's Office Supplies
San Francisco, California * waldecks.com * Employees: 4
“Green” office supply firm that adopted sustainability practices for office operations and product delivery, and communicates information about climate change.

CoolCalifornia.org Small Business Toolkit
Small business owners are a critical contributor to California’s economy and vital to California’s future. Recognizing the role of small business, the California Air Resources Board created the Small Business Toolkit, a one-stop-shop to help small businesses save money and protect the climate. Toolkit components include information about how to save money and obtain funds (grants, rebates and incentive programs). It also showcases California small businesses that are already saving money by protecting our climate. To learn more, visit: http://www.coolcalifornia.org/small-business.
Organization Excellence Awards

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

**Cool the Earth**
Kentfield, California * cooltheearth.org * Employees: 8
Organization whose mission is to educate children and families about climate change and motivate them to take simple, measurable actions to reduce carbon emissions at home.

**Public Policy Institute of California**
San Francisco, California * ppic.org * Employees: 65
Organization built their business to be LEED/Energy Star, adopted sustainability business practices for office operations and promotes alternative transportation.

**Sustainable Silicon Valley**
San Jose, California * sustainablesiliconvalley.org * Employees: 2
Award-winning organization committed to beyond basic environmentally sustainable business practices for themselves and their members.

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**About CoolCalifornia.org**
CoolCalifornia’s mission is to provide all Californians with the tools they need to take action to protect the climate and keep California cool. CoolCalifornia.org is the new one-stop-shop for all Californians - packed with quick, easy-to-use and reliable tools that all California small businesses, local governments, individuals, schools and youth need to save money and reduce their impact on the climate.
Santa Cruz, California * ecoact.org * Employees: 55
Ecology Action is a nonprofit environmental consultancy delivering cutting edge educational services, technical assistance and program implementation to assist individuals, businesses and governments to maximize environmental quality and community well-being. Key climate friendly actions that Ecology Action is being recognized for include drafting an internal Climate Action Plan with recommendations to reduce greenhouse gas emissions and for their internal waste reduction, energy efficiency and employee education programs. Efforts in 2008 resulted in a reduction of the office’s carbon footprint by 12.5 tons.

Chula Vista, California * hightechhigh.org * Employees: 62
Located in Chula Vista’s University Park and Research Center, High Tech High Chula Vista (HTHCV) is the newest high school in the High Tech High cadre of public charter schools. Key climate friendly actions that High Tech High is being recognized for include the 101 kW PV system which provides renewable energy to the community and offsets 64% of the building’s energy use; providing “efficient fuel vehicle spaces” and encouraging carpooling among teens; seeking LEED GOLD for schools certification; and offers a tour that highlights environmental features.
Irwindale, California  *  irwindalechamber.org  *  Employees: 3
The Irwindale Chamber of Commerce helps build relationships and provide services that support businesses and chamber members. Key climate friendly actions that the Irwindale Chamber is being recognized for include significant reduction and reuse of paper since January 2008 (including increased use of scanning/email/phone instead of paper communication and additional re-use of paper); installed water cooler to reduce plastic water bottle use; and purchased EnergyStar office appliances.

Searchable Incentive Databases

U.S. Environmental Protection Agency ENERGYSTAR Database
California-specific database of financial resources (not specific to energy efficiency); energy services and products providers; and success stories.

Flex Your Power Database
Searchable database of energy-efficiency related rebates, incentives and services available in California.

Database of State Incentives for Renewable Energy
Searchable database on state, local, utility and federal incentives that promote renewable energy and energy efficiency.
Bowman Design Group

Signal Hill, California * bowmandesigngroup.com * Employees: 7
Bowman Design Group is a small exhibition design firm. Key climate friendly actions that Bowman is being recognized for include conducting a greenhouse gas inventory through membership in The Climate Registry; writing and following a company-wide sustainability plan; reducing total greenhouse gas emissions by 65% (2006-2008); and demonstrating corresponding cost-savings, e.g. 30% reduction in electricity costs annually.

Diamond D General Engineering, Inc.

Woodland, California * ddge.net * Employees: 18
Diamond D General Engineering, Inc. has built a reputation for innovative solutions to challenging problems and projects. Key climate friendly actions that Diamond D is being recognized for include going paperless for all project documents; implementing recycling policies on all applicable job sites; and purchasing and renting more energy efficient equipment (i.e. Tier 1, 2 and 3). Together, these actions reduced Diamond D’s greenhouse gas emissions by 350 tons per year.
Oakland, California       * numitea.com       * Employees: 30
From its inception, Numi Organic Tea committed to operating a sustainable business through ethical sourcing, ecological packaging and core values that support the health of people and the planet. Key climate friendly actions that Numi is being recognized for include their commitment to sustainable packaging; ongoing waste reduction efforts; and partnership with Environmental Defense Fund to develop an “eco-audit” printed on all cardboard tea boxes. Together, these actions reduced Numi’s greenhouse gas emissions by 235 tons per year.

Costa Mesa, California       * rentagreenbox.com       * Employees: 17
Rent a Green Box is changing the way America packs and moves by using the first comprehensive zero waste packing and moving system in America made from 100% recycled post-consumer trash. Key climate friendly actions that Rent A Green Box is being recognized for include a company fleet comprised of 100% bio-fueled trucks that minimize miles traveled; innovative strategies to promote green employee practices; and impressive communication strategies including over four million RSS feeds and blog readers, appearances on 47 TV shows and 2,000 print articles. Efforts in 2008 resulted in a reduction of the office’s carbon footprint by 160 tons.
Small Businesses of the Year

Chula Vista, California  *  sgink.net  *  Employees: 12

The award-winning green essentials environmental printing program developed by Spirit Graphics not only helps them take better care of the earth, but affords their clients the opportunity to do the same. Key climate friendly actions that Spirit Graphics is being recognized for include relocating their facility closer to employees’ homes; recycling 100% of their aluminum press plates and 90% of their paper waste; and clearly marketing their green philosophy on their electronic and print materials. By relocating their facility alone, Spirit Graphics reduced its greenhouse gas emissions by 40 tons per year.

Top Ten Ways You Can Reduce Your Carbon Footprint and Save Money

1. Change your commute
2. Be a better consumer
3. Shop local
4. Conserve water
5. Unplug it
6. Change the lights
7. Set your thermostat for the season
8. Increase energy efficiency at home
9. Stop unwanted services
10. Get your friends and families to reduce their carbon footprint

For additional information, visit www.CoolCalifornia.org
Southern California Edison is proud to support the California Air Resources Board Cool California Small Business Award Program.

SCE congratulates the 2009 award winners for making voluntary achievements towards reducing their climate impact.

www.sce.com
By implementing cost-effective energy efficiency projects, annual utility bills can be reduced up to 20%. The simple reasons are that efficiency upgrades reduce annual maintenance costs, increase cost savings, conserve resources and reduce greenhouse gas emissions.

Small retailers spend on average $800 each month on electricity and small offices spend $1,000 each month. Much of this spending is unnecessary.

By activating power management features on a computer, you can save $50 each year.

A professional energy audit can help you size up your energy load, compare your energy use against similar businesses and help you decide on energy and cost-saving measures. Contact your local utility to find out about energy audit resources.

Transportation is California’s largest source of carbon dioxide gas, the primary contributor to climate change. Cars and trucks that transport goods and people create approximately 38% of total climate change emissions. Driving green saves money and reduces greenhouse gas emissions.

Water-related uses account for 19% of California’s electricity, 30% of its natural gas and 88 billion gallons of diesel fuel every year. Water-efficiency measures can reduce water and sewer costs by up to 30 percent. Significant savings in energy, chemical and maintenance expenses often follow.

A waste assessment can help you determine what wastes are generated in what quantities from what activities. Most garbage companies offer a free consultation on how to reduce waste and save money at your business. Call your garbage company to arrange for a site visit. Local jurisdictions may also offer free consultations and equipment (such as desk side recycling bins) to the business community.