

SB NOW

SUSTAINABLE BUSINESS NETWORK OF WASHINGTON
FOR PEOPLE, PLANET AND PROFIT

SUSTAINABLE TIMES

READ IT AND REAP

January 2009 Volume 1, Issue 1

Forecast: Strong winds of change

A new year. A new beginning for our newsletter, which will come out every other month. We want to thank our members for helping make 2008 a pivotal year in our success.

When SB NOW was started in 2003, few knew what sustainability meant. Today, the sustainability movement has gained remarkable momentum. And it's all because of people like you.

MEET PAMELA SKARDA, OUR EXECUTIVE DIRECTOR

Pam, a true mover and shaker, joined SB NOW as our Executive Director in 2008. Her background includes a central role in the Clinton administration, where she launched Direct Student Loans, the National School-to-Work Act and the Workforce Development Act. Pam's interest in sustainable business began as a consultant helping to launch a successful "green" coffee company into wholesale membership clubs. Subsequently, she established a consulting firm which provided strategic marketing and sales direction to eco-friendly companies.

A native of Omaha, Nebraska, Pam now resides in Maryland. If you haven't had a chance to meet her yet, please introduce yourself at our next event. We promise that you'll be as impressed by her as we are.



SB NOW MEMBERS BUILD GEORGETOWN'S FIRST LEED PLATINUM HOME

Wendy Walter and her husband Malcolm are literally taking their commitment to sustainability home by redesigning their house to meet LEED (Leadership in Energy and Environmental Design) Platinum

standards. It will be the first home in Georgetown with this designation. Their LEED architect, Erik Hoffland, is also a SB NOW member. "We would have rehabbed the house anyway," says Wendy, "and I don't think we spent more because it is green." Along with the environmental savings, the Walkers anticipate a 30% reduction in energy costs.

Their one regret is that DC doesn't give a tax credit for solar power, so they won't be going solar. So if there are any lobbyists out there who want to green our tax system, let us know. We need you.

BID RECEIVES SB NOW'S FIRST GREEN CERTIFICATION

The Downtown D.C. Business Improvement District (BID) is the first organization to win our official green seal. Washington Gas, Calvert Group, AARP and Community IT Innovators (CITI) have begun our certification process, and we have 80 area businesses on our waiting list.

Our certification includes scorecards and point systems that SB NOW has developed, along with on-site inspections, to quantify and verify companies' "green" claims. This certification is comparable to the U.S. Green Building Council's Leadership for Energy and Environmental Design Standards (LEEDS) for buildings.

SB NOW plans a regional launch of our green certification in the spring of 2009 and eventually it will go national. Our goal is that, one day, every business will be certifiably green.

JUST FOR MEMBERS

Stay & Save at Kimpton Hotels



All SB NOW members can now receive special savings at Kimpton Hotels through their Global Business Program. Simply visit kimptonhotels.com or call 1-800-KIMPTON and use corporate ID# GBP6115. Discounts start from 10% off the best available rate at any Kimpton Hotel in the U.S. and Canada, late check-out (when available) and exclusive promotions. Kimpton's boutique hotels are renowned for their unique design, superb service and commitment to sustainability. Questions?

Just call 1-877-KH-GLOBAL.

Other Special Member Discounts

- **[Clean Currents LLC](#)** - *Want clean energy?* Clean Currents delivers clean energy solutions that reduce greenhouse gas emissions and fight global warming. Contact Gary Skulnik at 301-754-0430 ext. 701 or gary@cleancurrents.com) to find out more.
- **[Ecoprint](#)** - *Looking for an alternative to regular "dirty" printers?* Ecoprint is a recognized leader in environmentally responsible printing. Contact Roger Telschow at 301-585-7077 or roger@ecoprint.com) to find out more.
- **[Eco-Coach](#)** - *Want to understand and address your environmental impacts?* Eco-coach can help you green your operations. Contact Anca Novacovici at 571-275-7700 or info@eco-coach.com to find out more.
- **[Community IT Innovators \(CITI\)](#)** - *Want to make the right choice when it comes to technology?* CITI provides technology consulting and IT services to nonprofits and businesses that want to be more sustainable at a competitive price. Contact David Deal at 202.234.1600 ext.202 or ddeal@citidc.com to find out more.

- [BetterWorld Telecom](#) - *Want to reduce your office phone and Internet bills by an average of 28%? BetterWorld is the only nationwide customer-focused provider that has a triple bottom line (people, planet and profits) business model. Contact Ali Gunertem at 703-797-1750 ext. 903 or wecare@betterworldtelecom.com) to find out more.*

10 SUSTAINABLE TIPS FOR YOUR OFFICE AND HOME

1. Install programmable thermostats so you don't have to remember to lower heat or air conditioning when you're not using a space.
2. Install motion sensor light switches that reduce power use when rooms are not in use.
3. Switch to recycled hand towels in bathrooms; napkins, plates and cups in kitchens.
4. Put a sticker that says: 'Remember these come from trees' on all napkin dispensers to remind people to reduce the use of paper napkins.
5. Consider flex-time or work from home options for employees one day a week.



6. Offer incentives to employees who use public transportation or carpool.
7. Install blinds and allow natural light into offices and conference spaces, reducing the need to turn on lights but allowing people to close them when necessary.
8. Put filters on water supplies or provide carboys with bottled water, reducing the use of plastic bottles.
9. Implement a recycling program in your office for paper, plastic, soda cans and bottles, computer printer cartridges, etc.
10. Join [SB NOW](#) to find out how other businesses in the area are reducing their environmental impact and saving money.



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