

# SB NOW

SUSTAINABLE BUSINESS NETWORK OF WASHINGTON  
FOR PEOPLE, PLANET AND PROFIT

## SUSTAINABLE TIMES

*READ IT AND REAP*

Volume 1, Issue 2

Forecast: strong winds of change



Talk about an eventful start for 2009. SB NOW's events this year have varied from educational and insightful to deliciously fun. We received powerful perceptions about our world's destiny from futurist John Peterson, founder of [The Arlington Institute](#). We learned how to become a green vendor for the Federal Government from Fedmarket.com consultant [Charles Floyd](#). We indulged in a mouth-watering feast of organic food and wine at our Love of Sustainability dinner at Hotel Monaco's [Poste](#). And the year has just begun.

Our upcoming Green House Management event on March 19 has filled, so we hope you registered for it and look forward to seeing you there. Presenter Michael Gillenwater is co-founder and dean of the [Greenhouse Gas Management Institute](#).

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## MEMBER SPOTLIGHT

Willard InterContinental Washington



Willard InterContinental Washington is the first hotel to release a standard sustainability report based on the GRI standards. The report examines the Willard's environmental and social performance to track the progress of its sustainable initiatives, which started in 2005 as "Willard InterContinental, The Next 100 Years:" a triple bottom line strategy of economic prosperity, social responsibility and environmental protection.

"The Willard enjoys an incredible legacy which is summarized in its vision as " America 's Hotel" due to its location between the two most powerful political institutions of the world - the White House and the U.S. Congress - and its history," explains Hervé Houdré, the hotel's General Manager. "We feel that we have an obligation to our industry and our world to show the way through Sustainable Hospitality by ensuring that the legacy of our property remains strong in the years to come."

The Willard InterContinental is the only urban historic hotel to receive the 2008 World Savers Award from *Condé Nast Traveler*.

To find out more about the Willard InterContinental's sustainable development strategy and to download their *Pocket Guide to Going Green*, [click here](#).



## FREE HELP GREENING YOUR DC RESTAURANT

The Department of Small and Local Business Development (DSLBD) is offering free technical assistance to restaurants in targeted District neighborhoods that want to go green. Restaurants in the central business districts are also eligible, if space permits.

Made possible by a partnership between DSLBD and GreenHOME, Greening DC Restaurants begins with an initial business survey and continues with in-depth workshops and consultations from March through May.

Through these business surveys, workshops and consultations with a green expert, participating restaurant owners will learn how to reduce their operating expenses, increase customer sales, and positively impact the environment by making a minimal to moderate investment in changing their energy/water usage, product and equipment procurement, and front-of-house operations.

An accompanying how-to guide will help DC restaurants implement both short- and long-

term changes that can significantly impact their bottom line, reduce a business' ecological footprint, and improve the dining and working environment for customers and workers.

To schedule an initial assessment and sign-up for the workshops, contact: Camille I. Nixon at [camille.nixon@dc.gov](mailto:camille.nixon@dc.gov) or (202) 741-0894.

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## CLEAN ENERGY GRANTS



The District of Columbia has created a Renewable Energy Incentive Program to provide grants of up to \$33,000 for solar and wind energy equipment installation on buildings across DC.

Providing up to \$2 million citywide for each of the next four years in rebates, this program will help eligible applicants install a solar photovoltaic or wind turbine renewable energy system. Projects may include, but are not limited to, the installation of systems on single- and multi-family dwellings, commercial and institutional buildings. Government entities, energy utilities and suppliers, and public schools are not eligible for these rebates. While projects must be completed within six months, a six-month extension may be requested in writing.\*

During the second quarter of 2008, the District plans to offer grants for other renewable energy sources, including solar thermal and geothermal systems, and those burning biomass and those recovering methane.

The source of the funds is the Sustainable Energy Trust Fund ("SETF"), created by the Clean and Affordable Energy Act of 2008. The program is administered through the District Department of Environment-Energy Office and will be overseen by the District of Columbia's Sustainable Energy Utility.

To find out more, please contact SB NOW member Brian Lowinger at 301-943-9749 or [brianlowinger@yahoo.com](mailto:brianlowinger@yahoo.com).

\*The grant money must be returned if an extension is not requested or the project is not completed within 12 months and the District will impose a lien on the property in the case of non-repayment.

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## 10 QUICK WAYS TO GO GREEN



1. Compost grass clippings, leaves and non-protein kitchen waste (such as orange peels) to create a great medium for growing plants and vegetables.
2. Plant native wildflowers to give butterflies and other pollinators a natural habitat. Native species thrive in this climate, without fertilizers and other chemicals that are required by many non-native plant species.
3. Turn off water when you shave or brush your teeth.

4. Get a water filter and stop using bottled water.
5. Have your heating and A/C systems serviced regularly to that they operate at peak efficiency.
6. To improve mileage, make sure your tires are correctly inflated to the proper pressure.
7. To save gas and reduce pollution, have your vehicle tuned up and have maintenance done at recommended intervals.
8. Turn lights off when you're not in the room and replace higher wattage light bulbs with lower wattage bulbs in places where you don't need a lot of light. Save electricity with compact fluorescent and LED bulbs.
9. Unplug cell phone and ipod chargers when not in use; they eat up electricity even when they're not attached to the devices they charge.
10. Water gardens with rainwater. You can collect 700 gallons of rainwater from just one inch of rain (with a 1,200 square foot roof). Use a strong container so that it doesn't collapse under the weight of the water (55 gallons weighs 450 lbs).