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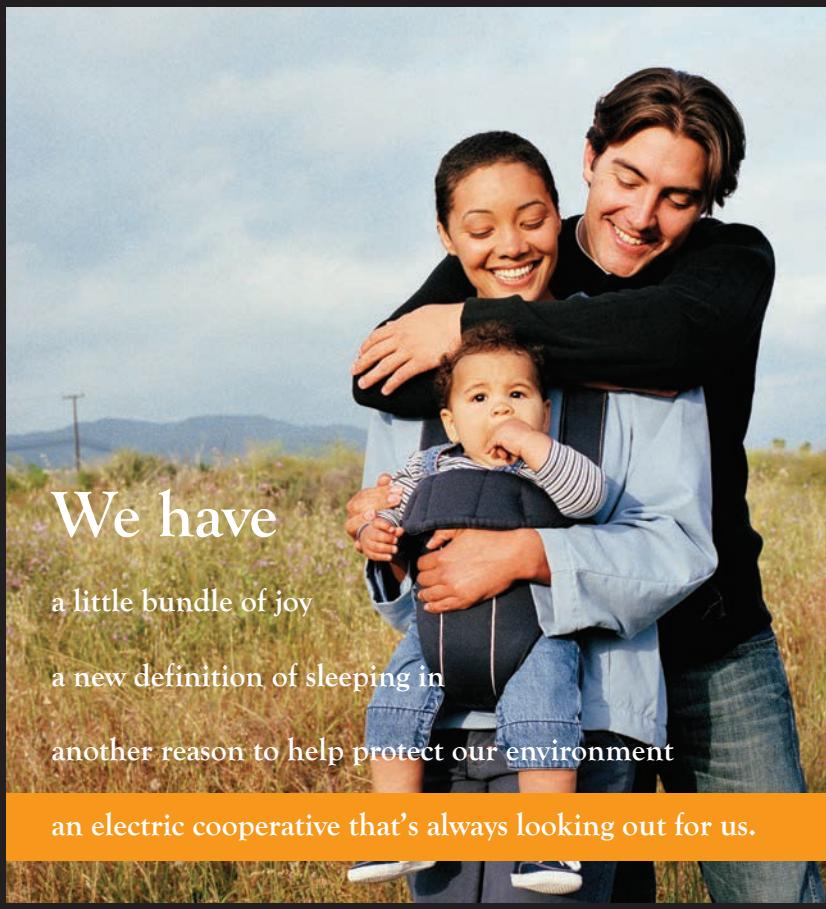
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'Green' becomes way of life, business

Boulder has been a center for environmental awareness for decades. Once criticized and ridiculed by outsiders for policies once thought extreme, city residents, business, government and civic leaders have found their ideas now embraced by the mainstream. Green is "in."

But green is more than just a fad. The Boulder Valley is becoming a center for renewable-energy research — demonstrating that the green sector can become a real economic driver. Companies such as ConocoPhillips, RES Americas Inc. and Siemens Energy all have announced expansions into the region.

Green is permeating the economy, but it all starts closer to home. Throughout Boulder and Broomfield counties and beyond, people are making changes to the way they live, work and play. At the Boulder County Business Report, we have reported on the emergence of the green sector for many years. We publish a Green Building Guide annually. Our "Green Page" feature is a widely read component of our newspaper, and one that we intend to expand.

We launched the "Green Summit" this past June, offering a full day of panels and breakout sessions devoted to business and the environment. Western Disposal Services Inc. worked with us to make the Green Summit a "zero-waste" event, and we're looking to take those concepts and practices into our other events as well.

Green business is also a major coverage area for one of our reporters, Ryan Dionne

In 2007, we published our first Green Book, and we have regular special sections on the "Green Economy" scheduled for 2009.

That brings us to this edition of the Green Book, printed on recycled paper and providing a snapshot as to how business and the environment interact. In these pages, you'll find tips on living and working in an environmentally friendly way. You'll find profiles of individuals who, to us, are Eco-Heroes. You'll find articles on the green sector and resources for finding other ways to go "green." And much more.

Our goal is to make this publication the single-best resource for information on the green lifestyle, the green economy and green resources. Look for more enhancements to next year's publication.

We hope you enjoy the Green Book. Please feel free to contact me with suggestions or ideas as we make this as relevant a publication as possible.



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Christopher Wood

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whats inside?



6 HOME SMART HOME

Technology offers customization, insight into energy use

ON THE COVER:
From left, Doug Short, city of Lafayette's director of public works. Sharon Wilkin-son, produce team member at Whole Foods in Boulder. Jim Welch, owner of Bella Energy in Louisville. Photographs by Peter Wayne.



22

GREEN GROCERS
Produce organic leader at the checkout counter

ECO HEROES

12 **AUDREY DEBARROS**
Eco Hero

13 **ANDY BUSH**
Eco Hero

18 **RAMONA CLARK**
Eco Hero

19 **GARY HORTON**
Eco Hero

35 **JIM WELCH**
Eco Hero

32



20 Easy Ways to Green Your Business

29



20 Easy Ways to Green Your Life

39



THINGS TO BUY

8 **CODE GREEN**
Municipalities work on refining building guidelines

10 **TAPPING INTO RESOURCES**
Residents in Boulder Valley have plenty of help from government when it comes to being green

14 **ECO-SENSITIVE RETAIL**
REI store expansion sets environmental tone

16 **EASY ON THE PLANET**
Eco-Products finds growing market for environmentally friendly goods

24 **GREEN GROUPS**
Area offers variety of networking opportunities

25 **ENERGY PUSH**
'New Energy Economy' helps develop sustainable practices

26 **THE ORGANIC DIET**
Restaurants serve nature's fare, use green practices

36 **'GREEN' BOOKS OFFER HANDS-ON GUIDANCE FOR LIFE, BUSINESS**

38 **RALPHIE'S GREEN STAMPEDE**
Zero-waste at CU football games gaining steam

40 **ECOBROKERS**
Trained agents help buyers find true green

42 **WASTE NOT, WANT NOT**
Boulder County Farmers Markets embrace zero-waste

43 **PORTABLE POWER**
Clean Energy Solutions strives to make solar more accessible

45 **GREEN BOOK DIRECTORY**

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HOMESMARTHOME

Technology offers customization, insight into energy use

BY RYAN DIONNE
STAFF WRITER

BOULDER – It's so smart that a computer can tell the user how many pizzas he could cook in the microwave with the amount of energy saved.

Or perhaps she wants to know how many streetlights she could power or how many pounds of carbon dioxide haven't been emitted with the same amount of energy.

That's possible for a couple Boulder residents now, and within the next few years more will be able to discover quirky stats and determine how to reduce their carbon footprint.

"The really interesting thing is to be able to see your use patterns and to notice when the anomalies arrive – such as turning on a steam shower," said Boulder resident Andrew McKenna, whose home is outfitted with "smart" technology.

While McKenna, co-owner of Bella Energy, installed the

technology on his own and isn't hooked into Minneapolis-based Xcel Energy's SmartGridCity, he can monitor his electricity use, how much energy is being generated via his solar photovoltaic system and more.

"It's good in the sense that I'm empowered with information," he said. But he added that it's also embarrassing knowing how much energy his family consumes.

His family hasn't made drastic changes in the amount of energy it consumes as there's no major incentive – such as a residential rate structure that would allow residents to sell energy back to the company.

But McKenna said his family members have reduced the number of steam showers taken and made sure they operate the clothes dryer only when needed.

"Realistically, I'm not doing a whole lot different," he said.


Val Peterson and her husband, University of Colorado at Boulder Chancellor G.P. "Bud" Peterson

☞ see Smart ☞ page 7



COURTESY VAL PETERSON

Val Peterson poses with a plug-in hybrid electric vehicle outside her home. The Petersons will receive the vehicle from Xcel Energy in November as part of the couple's participation in the energy company's Smart Grid test program.

 The company can monitor a user's energy consumption, turn off energy-sucking appliances during peak times, and even control the thermostat to lighten the energy load.

Val Peterson and her husband, University of Colorado at Boulder Chancellor G.P. "Bud" Peterson, are among the first Boulder residents to be retrofitted with "smart" technology and connected to Xcel Energy's Smart Grid. As part of the retrofit, the chancellor's house, owned by CU, received solar photovoltaic panels, four thermostats and a plug-in hybrid electric vehicle.



COURTESY VAL PETERSON



COURTESY ALISON PICHER
Andrew McKenna installed "smart" technology in his Boulder home to help monitor his family's energy use. McKenna isn't hooked into Xcel Energy's Smart Grid, but has the capability to do so. His system also has a battery backup that can provide electricity to his home during a blackout.



The Xcel Energy dashboard, shown in this screenshot from Val and G.P. "Bud" Peterson's dashboard, allows users to see how much backup power is available, how much energy is consumed, current weather conditions and more.

COURTESY VAL PETERSON

Peterson, are connected to Xcel's Smart Grid and don't have to do much differently.

"It's boring," Val Peterson said with a chuckle.

She said it's so easy that, after controlling the initial settings, she doesn't do much.

Her home has four thermostats, each of which have summer, winter and vacation modes that control different areas of the house. She can also control the temperature in each area of the house according to the time of day.

Peterson said the couple can have the temperature warm in their bedroom when they awake, then around 7 or 8 a.m. the temperature in their office area is warm, cooler in the room where she exercises in the afternoon and then cooler in the bedroom when they're asleep.

"It's so custom that I'm sure we're saving energy," Peterson said. However, because taxpayers pay the Peterson's electric bill, she doesn't know whether or not the couple is saving money.

Besides being able to monitor the energy consumption, control the thermostats from anywhere via the Internet, and use their solar photovoltaic system to sell energy back to Xcel Energy, the home has a battery backup system for power outages.

If a blackout occurs, the Petersons have four areas in their home that will function via the backup system.

Plus, in a few weeks, the Petersons will be driving a Plug-in Hybrid Electric Vehicle supplied by Xcel. The vehicle's battery can also act as a backup when it's plugged in at home.

But customization means giving more power to Xcel.

The company can monitor a user's energy consumption, turn off energy-sucking appliances during peak times, and even control the thermostat to lighten the energy load.

Neither Peterson nor McKenna are concerned though. They both believe "smart" technology will help ease energy burdens and reduce society's carbon footprint.

"The idea is that it's really hard to conserve if you don't understand how you're using your energy," McKenna said. "Only then can you begin to make decisions about how you use your energy."



CODE GREEN

Matt Magley, assistant town manager for the town of Superior, said builders can use various recommended green building practices to achieve the minimum building standard of efficiency.



PETER WAYNE

Municipalities work on refining building guidelines

BY JENNIFER QUINN
BUSINESS REPORT CORRESPONDENT

Municipalities in Boulder and Broomfield counties are helping local builders and architects reduce their carbon footprint with codes and plans to implement environmentally friendly construction practices for homes and commercial buildings.

BOULDER

In February, the city of Boulder began requiring new residential construction to follow its Green Building and Green Points Program as part of the building permit process. Kirk Moors, assistant building official and senior plans reviewer for the city of Boulder, said the mandatory green building requirements are 30 percent to 75 percent more energy efficient than the 2006 International En-

ergy Conservation and Insulation Code.

"Boulder has an overall climate action plan to reduce greenhouse gases," Moors said. "Building regulations need to contribute to these goals. There is not one magic solution, but small improvements make the overall house as energy efficient as possible."

The new construction requirements are set up in tiers based on square footage increments for single-family dwellings. The first tier is up to 3,000 square feet and 30 percent more energy efficient than international code. The second tier is 3,001 to 5,000 square feet and requires 50 percent more energy efficiency, the third tier is 5,001 or more square feet and requires 75 percent more energy efficient than the international code.

Moors said Boulder is on the leading edge of sustainable and clean building running the gamut from passive solar for heating to photovoltaic systems, which generate electricity, to solar heat systems.

The city of Boulder is working to create green building regulations for remodels and commercial building to possibly go into effect early 2009.

SUPERIOR

The town of Superior is looking to adopt the same green building standards as Boulder by the end of 2008. It currently uses the 2006 international code.

Matt Magley, assistant town manager for the town of Superior, said builders can use various recommended green building practices to achieve the minimum building standard of efficiency. Some examples include the use of organic soil, installing drip irrigation for landscaping, insulation with a minimum R-19 and installing of efficient lighting such as sensors and dimming controls.

"The board started this process with

see Refining page 15

CU courses showcase sustainable-building practices

BY JENNIFER QUINN

Courses on sustainable building practices at the University of Colorado at Boulder offer students who range from do-it-yourselfers to professional builders new environmentally friendly options.

Geoffrey Rubinstein, director of CU Boulder's Independent Learning, a division of Continuing Education and Professional Studies, said that by offering these courses, the university is extending its resources to a larger audience.

"Green building and renewable energy is the newest thing in terms of a massive economic movement," Rubinstein said. "It is a new theme to build a whole economy around. Oil is finite and pollutes. Renewable energy is the wave of the future and is now really hitting people's radar screens."

Rubinstein said green-built houses not only are aesthetically pleasing and comfortable to be in, but they also help the economy, the environment and national security by helping to lessen dependence on fossil fuels.

The courses have been offered since the 2006-2007 academic year and most commonly begin on Friday and end on Sunday. One course being offered in December is Passive Solar Design, in which students receive a hands-on exploration of passive solar heating and passive cooling for homes and businesses. Students will be taught the principles of passive design, practical implications of design principles, building materials suited for passive solar and maintenance of energy-efficient homes.

Straw Bale Building, offered in 2009, will allow students to learn about straw-bale design and construction. Students will practice bale building techniques and introductory plastering. The course will also cover construction techniques, including load-bearing and non-load-bearing wall construction, modifying and stacking bales, installing windows, doors, electrical and plumbing systems. Other courses being offered in 2009 include Natural Plasters and Finishes, Introduction to Grid-Tied PV and Designing and Building with Natural Materials. Class sizes typically range from 15 to 30 people, and students will soon be able to take some of these courses online.

CU's Independent Learning program is offering a noncredit, continuing-education units (CEU) Certificate Program in Sustainable Practices. To receive the certificate, students are required to complete 100 hours of coursework within any three-year period. Students do not have to fill out any application forms to receive the certificate.

"These courses are appealing to do-it-yourselfers because it takes the ideas and experiences and allows people to bring the projects into their own homes," Rubinstein said. "Contractors and professionals in building

construction take these courses because they want to go green. These courses offer people to test the waters, and we can point them to resources for full-blown career training."

Students are encouraged to stay in touch with classmates from previous courses through a sustainable practices online community on the Independent Learning Web site.



RUBINSTEIN



James Wentworth, academic coordinator for Independent Learning at CU Boulder, said people attend the courses and then bring back their friends.

"People are excited about these courses and new information being taught about techniques in the natural-building industry," he said.

The instructors teaching the courses are known nationally and internationally as experts in the field of sustainable building and draw people to the courses locally and nationally. Instructors include Laura Bartels, an experienced builder, consultant and educator in the natural-building field, and green-building expert Dan Chiras, author of numerous books on residential renewable energy and green building.



TAPPING INTO RESOURCES

Residents in Boulder Valley have plenty of help from government when it comes to being green

BY JENNIFER QUINN
BUSINESS REPORT CORRESPONDENT

It is now easier for residents of Boulder and Broomfield counties to achieve greener lifestyles by taking advantage of the programs, events and incentives provided by local municipalities.

The cities and towns within the two counties offer many different types of resources including recycling, composting, alternative transportation and audits to improve energy efficiency and water use.

LAFAYETTE

The city of Lafayette offers residents

single-stream curbside recycling through Western Disposal with a pay-as-you-throw incentive to recycle.

“The larger the trash can you order, the higher the price you have to pay for trash removal,” said Doug Short, public works director for the city of Lafayette. “Cumulatively through August we have recycled 1,553 tons of material, newspaper, cans and plastic.”

Short said by using one trash and recycling hauler, as opposed to more than six independent companies, the city has reduced diesel fuel usage and wear on the roads. And so far in 2008, the city

Doug Short, public works director for the city of Lafayette, heads a system that provides residents with single-stream recycling, free irrigation audits in the summer and helps the city's famed Peach and Oatmeal festivals be zero-waste events.

see Tapping page 11



PETER WAYNE

TAPPING

has received \$15,000 in revenue from the Boulder Recycling Center for its recycled materials.

Lafayette also offers residents leaf branch and pumpkin drop off services in November. The city has created a council-appointed Waste Reduction Committee, which offers irrigation audits in the summer along with free Xeriscape and landscape seminars.

LOUISVILLE

The city of Louisville has a Resource Conservation Advisory Board, which helps residents obtain an energy audit at a subsidized cost. The goal is to help people understand what they can do to reduce energy usage and save money.

Louisville's two largest public events, Fourth of July and Fall Festival, are zero waste with employees from Eco-Cycle on hand available to explain how to properly dispose of items.

"The city is trying to be greener and help educate the residents on how to be green," said Meredyth Muth, public relations manager for the city of Louisville.

SUPERIOR

The town of Superior has started a Recycling and Conservation Advisory Committee comprised of 10 residents to set up green programs and initiatives including water and energy audits at a reduced cost.

The town also offers residents an Electronics and Hard to Recycle Items Day, where old computers, televisions, phones and more can be brought to the North Pool parking lot and be recycled at a subsidized cost. The town also hosts the Household Hazardous Waste clean-up event where residents can bring paint, oil, antifreeze and more for proper disposal. Residents can bring yard waste for composting to the Yard Waste Recycling Facility April through November and drop off Christmas trees for recycling late December through January.



"Education is key," said Jay Wolffarth, management analyst for the town of Superior. "We want to show people in town options they have and work together to reduce the carbon footprint

on the town and the whole world."

LONGMONT

The city of Longmont is hosting its first Sustainable Harvest Fair, which is open to the public and features panel discussions on topics such as energy, resource conservation, water and agriculture. Longmont offers rebates on solar panels, certain toilets and washers.

"One of the challenges is getting the information out to the public and getting people to participate in the programs," said Ron Shaw, environmental sustainability coordinator for the city of Longmont. "It helps when the city can reduce upfront costs."

 **We want to show people in town options they have and work together to reduce the carbon footprint on the town and the whole world.** 

Jay Wolffarth

Management Analyst
Town of Superior

BOULDER

The city of Boulder will soon offer residents both single-stream recycling as well as curbside compost pick-up every other week. The compost pick-up will include food scraps and branches at no extra cost. Residents can also take part in alternative transportation by going to www.goboulder.net, where biking and walking routes are mapped out to specific destinations. Boulder also offers rebates for dual-flush toilets, front-loading washers and low-flow showerheads.

The Neighborhood Sweep is an annual program where one neighborhood is selected, based on energy efficiency needs, to receive educational materials and energy saving resources. This year up to 22 florescent light bulbs will be directly installed. The 250 homes within the neighborhood will also receive

low-flow showerhead and clothes drying racks.

Beth Powell, marketing and communications coordinator for the Office of Environmental Affairs city of Boulder, said as part of the city's Kyoto Protocol resolution, Boulder is committed to reducing greenhouse gas emissions seven percent below 1990 levels by 2012.

"What that means is we have to reduce greenhouse gas emissions by 22 percent from where we are today," she said. "It is a big challenge because of the increase in population and new residential and commercial construction."

BROOMFIELD

The city and county of Broomfield has a recycling center that is open 24

hours a day, seven days a week and managed by Eco-Cycle. The center offers monthly recycling education workshops as well as a tree limb drop-off on Wednesday afternoons and Saturdays. Broomfield has also started single-stream recycling at 150 park locations for water bottles and pop cans.

Broomfield sponsors an Earth Day program for children 6 to 12 years old where they can plant a tree, play with storm water models and use recycled materials for art and crafts while parents can shred and shed old documents and participate in a free fitness class at the recreation center.

Kathy Schnoor, environmental services superintendent for the city and county of Broomfield, said it's important to raise the awareness level of residents in the community about earth-conscious decisions in their everyday lives.

AUDREY DEBARROS

BY BOB McGOVERN
MANAGING EDITOR

Audrey DeBarros has spent the last four years trying to make the daily commute on U.S. 36 faster, more efficient and green.

DeBarros is the executive director of 36 Commuting Solutions, a nonprofit public/private membership organization working to enhance mobility along the U.S. 36 Corridor. DeBarros works diligently to make the often-congested highway a better place to drive.

“One of the areas that I’ve tried to strengthen is our business outreach and education,” she said. “We want to make sure that the private sector knows what their commuting options are as a means to reduce solo driving.”

The organization has several programs promoting “carpooling, vanpooling and transit use,” according to DeBarros. In July, it launched the 36 Commuter Cash program, which gives participants \$3 a day for 90 days if they avoid solo driving.

DeBarros said the program attracted 224 participants in the first 90 days and reduced vehicle miles travelled by 70,396.

“It’s an incentive program. We pay people who currently are driving U.S. 36 solo to make a greener commute,” she said.

The organization added a budgetary line item to add seed money for the Eco Pass program. “Financially we try to back our members who are taking steps to encourage transit use,” DeBarros said.

36 Commuting Solutions also has useful information on its Web site, www.36commutingsolutions.org, which helps businesses and individuals save money and make a smaller environmental impact on their daily work commute.

ANDY BUSH

BY DAVID CLUCAS
STAFF WRITER

Andy Bush began his career as an urban planner. It was his job to encourage builders to redevelop urban spaces.

Bush eventually became one of those builders in the Boulder Valley. And his background gave him a jump-start on the green building trend that is so popular today.

"A lot of what green building is today involves techniques we'd been using for years in urban planning," Bush said. "It was 10 years ago, when we first started having children, that I asked myself: What type of future would we be leaving them?"

His company, Boulder-based Morgan Creek Ventures, aims to show other developers that there are profitable returns in building energy-efficient and sustainable building.

"You can do well and do good at the same time," Bush said.

Building green can run a developer 2 percent to 5 percent more in costs, but the savings in energy costs are 30 percent to 40 percent, he said. The developer can also market a better working environment to tenants.

"In the past 24 to 36 months, the market has really caught up to the buildings we're developing," Bush said. "Within the next four years I think we'll be seeing buildings that reduce energy costs by 60 to 80 percent."

Bush debuted his first green building in Boulder in 2005. He gutted a 1960's office/retail building in downtown Boulder at 1215 Spruce St. and renovated it as a sustainable green building. He is doing the same thing at 1820 Folsom St., and building new green high-end residences at Walnut and 17th streets.

Building green is important, but so is the design, Bush said. The company makes green look good.

PHOTOGRAPH BY JONATHAN CASTNER



ECO-SENSITIVE RETAIL

REI store expansion sets environmental tone

BY BARBARA HEY
BUSINESS REPORT CORRESPONDENT

BOULDER – The Boulder community asked for a bigger, better REI, and the national outdoor gear cooperative said, “Yes.”

The recently transformed REI on 28th Street – at 48,000 square feet – gives shoppers ample space to find bike shorts, carbohydrate-replenishing goo and GPS devices for backcountry treks.

Besides growing, the store also became greener. The expanded Boulder store is the pilot prototype – the first REI with the new design planned for select retail outlets nationwide.

The new REI is brightened with natural light, has flooring of recycled rubber and features fixtures and paneling made of an eco-friendly blend of plywood and bamboo – plyboo.

The footwear area has cork walls, which is a renewable resource. Dressing rooms are spruced up with better lighting.

The design incorporates a lot of green-building elements.

The rubber floor is made of recycled shoe soles and tires, which is easier on the feet for the duration of a workday.

To facilitate customer service, REI salespeople are testing handheld gadgets, which enable them to do product searches on the

☞ see Retail ☞ page 15

Tubular skylights let the sun shine on the sales floor at the eco-friendly REI outdoors gear store in Boulder.

PETER WAYNE

Boulder County Business Report

RETAIL

floor. This way they don't have to go to a computer to get inventory information.

Another asked-for fix was natural light, which remedies the closed-in feel of many retail spaces. Tubular skylights let the sun shine on the sales floor and in the renovated break room, which has quiet spots for escape.

The adjacent shower area has been updated for those who bike to and from work.

Other environmentally friendly touches have been added. The carpet and paint used in the remodel are low in volatile organic compound, or VOC, to maintain the indoor air quality. Photovoltaic panels on the roof are projected to supply about 20 percent of the energy used by the store, and the solar panels on the back of the building power the hot water.

A community room serves as the venue for presentations and clinics related to outdoor recreation and conservation. The store, which can be used as a "gateway to the outdoors," will be the source for trail maps and information about local hiking, biking and camping.

The extra square feet will accommodate expanded product lines, more sizes of clothing and greater variety of gear.

"Customers were asking for a broader assortment of products, and in the old store we were literally bursting at the seams," said Megan Behrbaum, a spokeswoman for REI.

Two new departments were added – alpine skiing and pad-



The new REI is brightened with natural light, has flooring of recycled rubber and features fixtures and paneling made of an eco-friendly blend of plywood and bamboo – plyboo.

dling. In addition to the onsite bike service, there is a full-service ski shop.

To further its mission, REI launched an eco-sensitive product line. REI-brand clothing made from environmentally sustainable products – organic cotton, recycled fleece, recycled plastic – carry an "Eco-Sensitive" tag.

Behind the scenes, the Boulder store is working with Eco-Cycle to go zero waste. Trash, paper products and food go into a compost bin.

REI worked with Gensler, a San Francisco-based design firm, on the prototype plans.

REFINING

the intent to encourage sustainable development, education, regulation and incentives," he said.

LOUISVILLE

The city of Louisville uses the 2003 International Building Code. Paul Wood, planning director for the city of Louisville, said the city is working to adopt a separate ordinance to put a green building plan together and will make a recommendation to the city council by the end of 2008.

"You have some systems where the contractor or builder must meet a certain point system in terms of the structure," Wood said. "That type of program tends to require staffing to implement and other programs rely on third-party certification with the burden of cost on the home owner and building owner. We are trying to weigh the pros and cons of moving into a program for both residential and non-residential."

He said that the city looks to adopt the 2009 international building code, it will also incorporate more green building

practices.

LONGMONT

The city of Longmont implemented its residential green building code, called the Green Point Program Guideline, based on a point system, in early 2007. It is also participating in the county's commercial green building code by forming a committee to learn what other commercial green building codes are available.

Chris Allison, chief building official for the city of Longmont, said the green point program is similar to Boulder's green building code.

"Our Green Points program takes the 2006 international codes and says you must build to a higher standard," he said. "This lets the builders pick and choose what they want to spend their money on."

Longmont also allows points for innovative building, or something on market not listed on the point system.

"We are barely able to keep up with technology," he said. "Someone can come along with something new and use that for points."

Some green points include using a solar water system, cellulose insulation, energy efficient appliances and compact florescent light bulbs.

LAFAYETTE

The city of Lafayette is using the 2006 International Building Code. Phillip Patterson, planning and building director for the city of Lafayette, said an Energy Sustainability Committee is looking at other building options and possible implementation of green building.

BROOMFIELD

The city and county of Broomfield is using the 2006 International Building Code. Kathy Schnoor, environmental services superintendent for the city and county of Broomfield, said they are in the process reviewing Boulder's Green Building program to see if it would make sense to adopt any of it to their building guidelines.

"Changing building codes requires a green building community buy-in upfront," she said.

EASY ON

the PLANET



JONATHAN CASTNER

Steve Savage, co-founder and owner of Eco-Products in Boulder, stands in a warehouse that stores some of the company's more than 125 different environmentally friendly products.

Eco-Products finds growing market for environmentally friendly goods

BY JEFF THOMAS

BUSINESS REPORT CORRESPONDENT

BOULDER – Four years ago a lot of companies were starting to think about the benefits of going green. Steve Savage, on the other hand, was thinking about growing green – growing big time.

So it is that Eco-Products, a Boulder-based business-to-business distributor of environmentally friendly products, became a national manufacturer of biodegradable single-use food service items, products that are designed to dissolve in compost.

Aided in part by rising oil prices, the company has taken a leading role in production of zero-waste disposables such as

cutlery, plates, trays and straws. Its revenue has grown from \$3.5 million in 2005 to \$9.7 million last year. The company is projecting \$45 million in 2008.


“We’re growing the business as fast as we can. We just cannot get enough products (manufactured),” said Savage, who founded the company with his father, Kent, more than 18 years ago. “We’ve grown organically, mostly with our own cash flow and some outside capital, (a \$2 million investment from Greenmont Capital Partners, also based in Boulder.)”

Locally, Eco-Products quickly became a favorite at local zero-waste events, including University of Colorado home football



see Planet page 20 Heavy-weight corn cutlery.

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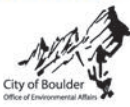

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RAMONA CLARK

BY BETH EDWARDS

STAFF WRITER

Ten years ago Ramona Clark began a nonprofit in Boulder called Growing Gardens, a community garden project that serves more than 3,000 people a year.

The nonprofit now has eight community gardens in Boulder County that provide food and serve as a way for children, teenagers, seniors and people with disabilities to learn how to grow gardens.

Its mission is to help people have a direct and deep connection with plants themselves and with each other and to increase the capacity of the Boulder community to grow food within the city limits. More than 400 low-income residents receive food from these gardens.

“This is a place for plants to thrive and for people to thrive as well,” Clark said. “It’s not just about learning how to grow food for yourself. In that act, you nurture your spirit and community and connections between people. People who normally wouldn’t see or interact with each other get along famously in a garden. They have common ground.”

Clark grew up in Colorado but became a gardener while working as a glassblower in Seattle.

“I visited an organization called Seattle Tilth to do some volunteer work. They taught me how to grow little tomato plants, to transplant little tomato plants into the ground. When I pulled the first plant out of its pot, it was a eureka moment for me. From that moment my life took a 180-degree turn. People’s lives can turn on a dime, and mine turned on a one-inch tomato plant.”

PHOTOGRAPH BY MARC LITTMANN



GARY HORTON

ECO HERO

BY DOUG STORUM
EDITOR

Gary Horton is good at getting his point across when he talks trash.

As president of Western Disposal Services Inc. in Boulder and a board member of the Colorado Association for Recycling, he has devoted his career to develop and use ways to reduce the impact of trash on the planet.

He's been active in the waste reduction and recycling business way before it was fashionable, and he really "gets it" when it comes to making a recycling program successful.

His company serves the residential and business communities by collecting materials and transports those materials to either a place where the materials will be processed and re-marketed to be used again or to a landfill.

Horton has spent the last 28 years at Western Disposal

and worked closely with the city of Boulder to develop programs that would keep reuseable materials such as cardboard, aluminum and steel out of landfills. "We see what goes into the landfill, and we had an internal reaction that this doesn't make sense."

Horton took a calculated chance when the city required recycling to be part of the city's base waste collection service. Instead of going the less expensive route of providing residents with small crates, his company went out on a limb and provided each customer with two curbside recycling carts at a cost to the company of \$50 per cart. "We could have gone the cheapest route, but we went the extra mile and provided more space for recycling," Horton said, making his decision on research that indicated the more space provided for recycling, the more people will recycle.

It's worked in Boulder, with the amount of recycled material increasing every year.

PHOTOGRAPH BY JONATHAN CASTNER



Compostable hot cups.

games and the Democratic National Convention in Denver. The company has tremendous dedication to green corporate policies, but its recent push into manufacturing also came from a familiar business problem, frustration.

Savage said the company was looking for higher-quality products for distribution, but after 15 years on the “treadmill” of distributing other people’s products he was also tired of being told where he could sell goods.

“We found the technology was much better in Asia, so we basically started a process of branding our own products,” Savage said. “Our costs dropped 30 percent, and not only were we building our own brand, but we can sell to where we want.”

The products used by Eco-Products largely come from residues of corn products and sugar cane. Only the stalks remaining from sugar production are used in the creation plates manufactured by Eco-Products.

The corn bio-plastic (polylactide or PLA) is used in a great many products including clear plastic cups, straws, carrying trays, the clam shells favored by fast-food restaurants that largely were manufactured out of Styrofoam and the lining of paper cups for hot drinks and soup. Eco-Products has a partnership with Nature Works LLC in Minneapolis, which manufactures PLA and other bio-plastics in processes that are extensively reviewed through life-cycle analysis.

“PLA is made mostly from the dextrose and starch, which are not the favored by-products of the corn kernel, so our prices aren’t really affected by corn prices,” Savage said. Nor is the price affected by oil

prices, which have a direct impact on the price of producing traditional plastics.

“Our corn plastic just went below (the price of oil-based plastics),” Savage said. “Now when customers such as Hilton Resorts takes a look at it, they see the quality is the same, it’s an environmental advantage and it’s cheaper.”

Eco-Products Marketing Manager Steve Kurowski said being based in Boulder certainly helped get a new brand some quick exposure, but national exposure hasn’t been far behind with events such as the ESPN X Games and the Monterey Music Festival. That kind of exposure is important now that company products are distributed nationally by US Foods, Cisco and Corporate Express.

“We have a business-to-business model, but we are planning to intro-



Compostable cold cups.

duce a retail line that will get us in many households, backyard barbecues and community events,” he said.

The success of the manufacturing came so quickly that Eco-Products had to quickly divest itself of its distribution business. Cen Tex, a 57-year-old Boulder distributor, was one of the businesses that took over Eco-Products’ distribution accounts, and President Tom McCarthy said Colorado accounts have been quick to pick up on the Eco-Products line, especially where they are cost competitive, such as the PLA lines.

“They are not competitive in certain areas, but people are willing to pay more to be green,” McCarthy said. “For instance, the biodegradable bags cost three to four times more than

(traditional) plastic but if you are in a zero-waste events, such as the Farmers’ Market or the county fair that are mandated 100-percent green.”

The company’s products are manufactured in South Korea, China and Taiwan, and Savage said there are ongo-



Natural cleaning solutions.

ing efforts to reduce carbon footprints and enhance other sustainable manufacturing practices at those locations. In addition, the company is hoping to have products manufactured here in the United States.

Today, Eco-Products buys carbon credits to offset the emissions resulting from transporting its bio-plastics to Asian and the products back here. The company also has a 30-kilowatt solar array system on top of its corporate headquarters at 3640 Walnut St. in Boulder, which supplies nearly 85 percent of the company’s energy needs.

The company’s new facility will feature an even larger solar array, as will a new retail store, Ellie’s Eco Home Store, which is being designed to become a “one-stop” store for environmentally sound household products. Eco Store employees also volunteer on a “green team,” that reviews all office practices in hopes of promoting even more sustainability.

At Eco-Products, investing in green technology isn’t second nature, it’s the name of the game. But the growth they’ve seen in the last three years has surprised even the owner.

“A couple of weeks ago I was on the boat to Alcatraz, and they were using our products,” he said. “I never would have known it if I hadn’t been there.”

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GREEN GROCERS



PETER WAYNE

Produce specialist Shuvash Shrestha arranges a colorful variety of peppers in the fresh vegetable section at Sunflower Market in Boulder.

Produce organic leader at the checkout counter

BY HEATHER McWILLIAMS
BUSINESS REPORT CORRESPONDENT

Grocery shoppers hoping to harvest the benefits of organic foods bought more than ever in 2007, and Boulder-area grocers embraced the trend, offering a wide variety of options at a range of prices.

Spurred by concerns over personal and environmental health, shoppers spent an estimated \$20 billion on natural and organic foods last year, according to the Organic Trade Association. The number is expected to increase by \$4 billion 2008.

A projection which bodes well for organic grocers, such as Boulder-based Sunflower Farmers Market.

"A lot of our success today has been 'the right place at the right time.' People still want to eat well, but they don't feel comfortable spending what they used to," said Mike Gilliland, chief

executive and founder of Sunflower Farmers Market.

Sunflower Farmers Markets cater to "entry level" organic and natural food consumers, Gilliland said, offering healthy products at low prices.

"I think our goal as a company is to appeal to that middle market instead of that top 10 percent," Gilliland said, and it's a strategy that seems to be paying off. Sunflower currently has 18 stores across the Southwest. The newest opened in early October in Aurora.

Sunflower plans to have 30 to 32 stores by the end of 2009. The company offers consumers a range of natural and organic products with a focus on produce.

"About one-third of our sales are in produce, and about one-third of floor space is produce. We've chosen to make that area where we beat everybody else in price and generate more sales in that area," Gilliland said.

Organics consumers place a high value on organic products they consume, Gilliland said.

"Produce is number one in terms of organics, and then there is a fair amount of concern about fresh meat," Gilliland said. Nonconsumable products, such as toilet paper, don't drive as many organic sales. Sunflower carries nonconsumable organic and natural products, as well as organic nonperishable and canned goods.

Sunflower's low prices spring from reduced overhead and fewer stocked items.

"Our stores are smaller. ... It's more limited variety. Instead of 15 bottles of olive oil, we have three or four in our store," Gilliland said. Sunflower builds new stores using an in-house construction team and incorporating used equipment into the building plan.

☞ see Grocers ☞ page 23

GROCCERS

They also self-distribute produce, creating a two-fold benefit to the grocer and shoppers.

"We self-distribute almost all of our produce, so we think we're able to add a day or two of freshness, and we buy a lot direct and a lot of private label products," which keeps costs low Gilliland said.

Boulder-resident and Sunflower shopper, Amy Robertson, finds the prices and selection a good fit with her health conscious mind-set. While a long-time organics purchaser, becoming a mother solidified the importance of buying organic.

"The preservatives that are put in food can be harmful. Since children are so small, a small amount can have

a much bigger impact on them," said Robertson. She used organic baby food exclusively, and currently buys about 50 percent of her groceries as organics, paying particular attention to produce and meats.

Robertson said consumer demand in the past five year has made it easier to find organics - even at conventional grocery stores - and has brought prices down.

The industry's leading grocer, Texas-based Whole Foods Market Inc., knows the value of organics, too. From product production to in-store food handling, the company strives to take the guess work out of shopping for their consumers, offering a complete selection of organic produce and non-perishable

foods and items.

"There's so much information out there on what to eat and why," said Laura Larson, marketing director for Whole Foods' Pearl Street store in Boulder. Whole Foods does the research leg-work for the consumer on everything from product origins to compassionate raising of meats.

"When you come to Whole Foods you don't have to do that research because we do that research for you," Larson said. Whole Foods creates an "ambiance" for consumers, too, Larson said. Boulder's Pearl Street store offers kids programs, demos and twice-weekly "value tours" with a focus on showing consumers how to shop on a budget, Larson said.



PETER WAYNE

Sean Paul Foley, fish market team member at Whole Foods in Boulder, talks with customer Linda Hampsten about fresh fish offerings at the store.



green GRUUPS

PETER WAYNE
Kris Wiesenfeld, right, organizer of The Colorado Green Tech Meetup, serves as a host to green tech entrepreneurs, investors and enthusiasts to advance ideas and possibly form business partnerships.

Area offers variety of networking opportunities

BY RYAN DIONNE
STAFF WRITER

Here is a list of groups that meet regularly and focus on a variety of topics within the green movement.

The Boulder Green Building Guild, or BGBG, is a group of builders who focus on promoting healthy, resource-efficient homes and workplaces.

BGBG works to advance green building habits and provides volunteer opportunities that revolve around green building.

BOULDER GREEN BUILDING GUILD

When: Regularly

Where: Various Boulder locations

www.bgbg.org

Julie Herman – executive director



The group meets regularly, including for its popular Brown Bag Series that takes place in REI's Community Room, but see BGBG's Web site for detailed information.

✧ see Groups ✧ page 28

GOVERNOR'S ENERGY PUSH



COURTESY STATE OF COLORADO
Colorado Gov. Bill Ritter's push for a "New Energy Economy" is providing the environment to attract clean-energy companies to the state and help residents pollute less and save more.

'New Energy Economy' helps develop sustainable practices

BY BOB McGOVERN
MANAGING EDITOR

DENVER - Gov. Bill Ritter's "New Energy Economy" has helped turn Colorado into a hub of renewable-energy development.

Ritter and the Governor's Energy Office, or GEO, have worked to create three rounds of New Energy Economic Development, or NEED, grants geared toward advancing energy efficiency and renewable energy throughout the state.

The grants are available using Clean Energy Funds and are administered by the GEO.

The 2007 Colorado Legislature provided funding to the GEO for the purpose of creating the Clean Energy Fund.

"The NEED grants are advancing Colorado's New Energy Economy by supporting public and private organizations that are working in emerging energy technologies," said Tom Plant, director of GEO. "These grants help deliver good jobs and bring us technologies that improve the energy efficiency and deliver clean energy."

Companies and individuals apply for the grant via GEO's Web site at, www.colorado.gov/energy.

Aside from individual grants, Ritter has worked to pass renewable energy and energy-efficiency tax incentives in October through the Renewable Energy and Job Creation Act of 2008. The legislation includes tax credits for energy-efficient buildings, tax incentives for the purchase of plug-in hybrid vehicles and more.

"This legislation is vital to developing a clean, renewable energy future for Colorado and our nation," Ritter said. "With the extension of these tax credits, businesses and communities can plan to invest in renewable energy projects such as wind,

solar, geothermal, energy efficient and plug-in hybrid technologies."

Home owners also benefit from this bill because it "extends and expands credits for the installation of energy-efficient and renewable-energy measures," according to a GEO press release.

Ritter also declared October "Energy Awareness Month" in partnership with Xcel Energy. The announcement included information on "no cost," "low cost" and "go big" measures to save energy.

Prior to passing the Renewable Energy and Job Creation Act of 2008, GEO expanded its existing Solar Rebate Program, which promotes solar energy installations and the solar industry in Colorado. GEO selected the Colorado Solar Energy Industries Association to "administer and market the program," according to a GEO press release.

GEO said the program would allow Coloradans as a group to save more than \$300,000 per year on electricity, natural gas and propane bills by "installing 170 solar electric systems and 750 hot water systems." The program was officially launched in conjunction with the National Solar Homes Tour, an annual event held by local chapters of the American Solar Energy Society.

"Solar energy not only helps Colo-

rado stabilize energy cost for decades to come but helps ensure the development of quality green-collar jobs in some of the areas of Colorado in which they are most needed," Plant said.

In mid-September, the GEO renewed the energy performance contracting program for commercial and public buildings. The program provides a way for building owners to make upgrades quickly, with no upfront capital, and pay for them through resulting energy savings, according to a Geo press release.

"The benefits of performance contracting are immediate: new equipment, expertise from energy service professionals, ongoing maintenance services, achieving sustainability goals and the ability to accomplish many projects at once," Plant said. "Best of all, the energy savings are guaranteed."



the ORGANIC diet

Restaurants serve
nature's fare,
use green practices

The Kitchen in Boulder not only sources most of its food locally, but it also hosts communal dining every Monday night, where strangers sit down with one another and become friends by the end of the meal.

PETER WAYNE

BY LAURIE BUDGAR
BUSINESS REPORT CORRESPONDENT

Where in Boulder to eat organic, local, humanely raised, vegetarian and free-range food often can become a politically charged debate. A handful of Boulder restaurateurs, however, hope to take the blue and red out of dining and focus on the green.

Poster child for this movement is Organic Orbit. Its offerings include vegetarian, vegan and raw foods.

"There's not one right way or wrong way to eat," said owner Phil Thyen. That's why his dinner menu includes such carnivorous delights as Petaluma chicken stuffed with wild rice, pistachios, Haystack Mountain goat feta and maple essence, alongside raw creations like ravioli made with golden beets, cashew herb cr me, blueberry marinara and chive oil. Pizzas, salads, burgers and sandwiches win over fence-sitters at lunchtime. "Our commitment is to organic," he said.

Thyen's devotion to the planet is evident in everything from the menu – where 100 percent of the ingredients are organic and, often, local – to the architectural details of the restaurant. "I designed the interior with the environment in mind," he said. "We have American clay on the walls and a reclaimed

✦ see Organic ✦ page 27

green restaurants

LEAF

2010 16th St., Boulder
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www.leafvegetarianrestaurant.com
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Monday through Friday
Dinner: 5 to 9 p.m. Sunday through
Thursday, 5 to 10 p.m. Friday and
Saturday

ORGANIC ORBIT

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303-440-8348
www.organicorbit.com
Open Wednesday through
Saturday, 11 a.m. to 10 p.m.

THE KITCHEN

1039 Pearl St., Boulder
303-544-5973
www.thekitchencafe.com
Monday through Friday:
Breakfast: 8 to 11 a.m.; lunch: 11
a.m. to 2 p.m.; dinner: 5:30 to close.
Saturday & Sunday:
Brunch: 9 a.m. to 2 p.m.; dinner:
5:30 to close

hardwood floor in the south room.” The wine rack, tabletops, shelves and cubbies are made from wheatboard, derived from pressed wheat husks.

Virtually every source of toxic gas has been eliminated. The walls are colored with no-VOC paint; the kitchen mats, which Thyen says are traditionally laced with petrochemicals, are made from recycled tires; and you won’t find anything but stainless steel pots and pans in Thyen’s kitchen. “I refuse to let the chefs use Teflon-coated cookware,” he said.

“There’s a relationship between us and nature,” Thyen explained. “You connect with nature every day if you eat organic food, even if you don’t have time to take a walk in the mountains.”

At Leaf Vegetarian Restaurant, the connection with nature is prominent. From the lush plant life to the tree- and leaf-inspired decor, earthiness is everywhere here – including on co-owner Lenny Martinelli’s shoes.

Last spring, Martinelli and his brothers purchased a farm, where they grow produce using organic and biodynamic methods, and use the bounty at Leaf and their other restaurants: Aji, Dushanbe Teahouse and the Huckleberry.

The restaurant participates in Eco-Cycle’s recycling and composting programs, and returns some of the compost to the farm. “Probably three-quarters of our garbage is actually composted,” Martinelli says.

Leaf’s food, wine and beers are all vegetarian, and the bar offers cocktails made with infusions of Boulder’s own organic Vodka 14. And while vegetarianism itself is an eco-friendly option – consider that it takes about 2,500 gallons of water to produce a pound of beef – Martinelli is reluctant to push the issue. “We serve meat in our other restaurants,” he noted. Besides, Leaf’s menu offers creations that even diehard meat-eaters enjoy, like the Indian coconut curry or the artichoke po’boy served with a lemon garlic aioli on ciabatta.

The Kitchen on the other hand, nearly trumpets its hearty meat offerings with recent seasonal offerings ranging from lamb burger with red-pepper relish to pan-roasted pork loin with Colorado cherries and soft polenta. Vegetarian options are equally delicious here, but often take a back seat to the finely crafted rustic meat-based meals.

This restaurant’s calling card is its focus on community. Not only does it source most of its food locally (and posts the names of the farms and ranches on blackboards in the dining room), it also hosts communal dining every Monday night, where strangers sit down with one another and become friends by the end of the meal.

But The Kitchen has earned national recognition because of its cuisine and its commitment to green practices. It purchases wind-power credits to offset its energy use, uses biodegradable paper products and to-go containers, and composts its food scraps. It even recycles its wine corks into tiles, using Fredericktown, Mo.-based company Yemm & Hart.

Now the only debate is which of these hotspots to try first.

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RYAN DIONNE

ReDirect Guide Associate Publisher Sarah Wells and Boulder Green Drinks organizer Bryan Beckett attended a Green Drinks networking event held Sept. 20 at ReSource Yard in Boulder. The informal events typically take place the last Tuesday of every month at various places throughout Boulder and are designed for people to have fun and talk about sustainability.

Boulder Green Drinks is part of a worldwide campaign to encourage sustainability.

It's an informal networking opportunity for government employees, entrepreneurs, students and everyone else to enjoy food and drinks while discussing green topics.

The monthly events take place throughout Boulder, so see the Green Drinks Web site for times and locations.

The Colorado Green Tech Meetup was established for green tech entrepreneurs, investors and enthusiasts to network, advance ideas and possibly form business partnerships.

With more than 600 members, it's the fourth-largest alternative energy meetup in the world, according to Meetup Inc.

The events start with an hour of food, drinks and networking followed by a selected handful of presenters that showcase their business ideas. Registration is suggested.

Naturally Boulder is designed to support the natural products industry in and around Boulder.

As a task force of Boulder's Economic Vitality Advisory Board, the group schedules periodic events, such as Naturally Boulder Days and monthly networking nights, to promote economic growth of the local natural products industry.

The informal networking nights, which usually attract about 70 people, take place at a different restaurant each month and there's no need to register.

BOULDER GREEN DRINKS

When: Last Tuesday of each month

Where: Various Boulder locations

www.biothinking.com/greendrinks

Bryan Beckett – organizer

COLORADO GREEN TECH MEETUP

When: Second Thursday of each month, 6-8:30 p.m.

Where: CU ATLAS Auditorium, 1125 18th St.

www.alternativeenergy.meetup.com/171

Kris Wiesenfeld – organizer



NATURALLY BOULDER

When: Second Monday of each month, 5-7 p.m.

Where: Various Boulder locations

www.naturallyboulderproducts.com

Meg Heitinger – coordinator



20 Easy Ways to Green Your Life

BY SUZAN K. HEGLIN
BUSINESS REPORT CORRESPONDENT

Julie Herman, executive director of the Boulder Green Building Guild, helped compile these 20 easy and inexpensive ways you can make your life more “green.”

1 Conduct an energy audit.

There are private companies that can do a blower door test to let you know where energy is leaking out of your home. There are State-sponsored programs to help you finance an audit.

2 Set priorities.

Even though there are commonalities in greening a home, your home will have specific energy strengths and weaknesses. After an audit, you can decide the most cost-efficient place to put your greening dollar.

3 Insulate.

Three key areas in your home to make sure are adequately insulated are your attic, walls and crawl spaces. And don't forget your water heater. You can do your own assessment. If it is warm to the touch, or if the hot water pipe is warm, it should be insulated.



4 Seal it.

Best places to seal are around duct work, doors and windows. A lot of heat can be lost because the seals around doors are old and brittle or nonexistent. Weather stripping is fairly inexpensive to put in.

5 Bag it.

When you go out shopping, bring your own reusable bags. This preserves resources by cutting down on the huge number of paper and plastic bags that are discarded after a single trip.

✿ Green your life ✿ page 30

TIP No. 6 Change light bulbs.

Trade in incandescent bulbs for compact fluorescents. Herman calls this a “no brainer.”



7 Be water smart.

Drink water from the tap, instead of buying single-use bottled water, which requires much more energy to produce, store and transport. Barely 20 percent of those plastic bottles end up getting recycled, and most are made out of petroleum. Use filters if you are concerned about your local water supply.

8 Install a low-flow toilet.

Watch your water use. There are rebate programs to help cover the costing of replacing a toilet.

9 Check appliances.

On next purchase strive for a more efficient rating.

10 Make your own cleaning supplies.

The big secret: You can make very effective, nontoxic cleaning products. All you need are a few simple ingredients like baking soda, vinegar, lemon and soap. Making your own cleaning products saves money, time and packaging – not to mention your indoor air quality.

11 Don't forget your purchasing power.

Try to purchase goods that are local, and don't buy over-packaged products, which use a lot of energy to produce the packaging.

12 Reduce auto trips.

Think ahead of where you will be going during the week and combine errands into a single outing.

13 Carpool.

Ride in groups to work. Husbands and wives may be able to carpool even if they work at different companies.

14 Use alternative transportation.

Hop a bus or ride your bike. Some work places encourage and reward alternative commuting. You'll also get more exercise and be healthier.

TIP No. 15

Install programmable thermostat.

It can control your furnace to automatically turn down your heat at night and when you leave the house.



16 Recycle leaves.

"That's really easy. The city and county support that so much," said Herman.

17 Borrow instead of buying.

Borrow from libraries instead of buying personal books and movies. This saves money, not to mention the ink and paper that goes into printing new books.

18 Turn off lights.

Flip the switch when you leave a room. This is the simplest way to reduce the load.

19 Buy smart.

Buy in bulk. Purchasing food from bulk bins can save money and packaging.

TIP No.20

Reduce your load.

Turn off computers and printers when not using them. Plug them into a power strip and turn them all off with one switch.



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Easy Ways to Green Your Business

TIP No. 7

Don't use disposable dishes.

Running a dishwasher takes just a few minutes a day in extra time. Another alternative is to buy compostable plastics.



BY SUZAN K. HEGLIN
BUSINESS REPORT CORRESPONDENT

Mary Jo Lockbaum, consultant of Berthoud-based The Sustainability Group LLC, helped compile these 20 ways you can “green” your business.

1 Go paperless.
Set a date for when your company will go paperless, this will give employees time to convert files and other on-paper information into the new virtual format.

2 Use “greener” paper.
Use high postconsumer recycled content that is certified. Also, try to print on both sides of the page so you don't waste paper on single-sided print outs.

3 Green your data center.
The data center is where the network server resides. It produces a lot of heat but is sensitive to temperature. Up to 50 percent of a company's energy costs can come from the data center. Consider working with a consultant who can analyze energy use here.

4 Invest in a new server.
Modern servers draw less current and are more efficiently cooled. You can also share servers with another company. Since some data can't be stored onsite anyway, consider using a server with multiple companies so only one server is being cooled.

5 Green your fleet.
Buy bio-diesel trucks or hybrid cars.

6 Reduce VOCs.
VOCs, or volatile organic compounds, can be present in carpets, furniture and paints. VOCs include a variety of chemicals, some of which may have short- and long-term adverse health effects, according to the U.S. Environmental Protection Agency.

✦ Green your business ✦ page 34

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**BOULDER COUNTY
BUSINESS
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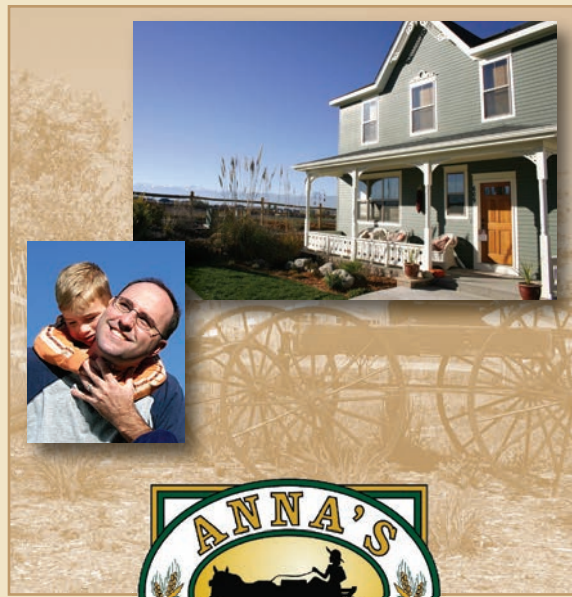
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GREEN YOUR BUSINESS

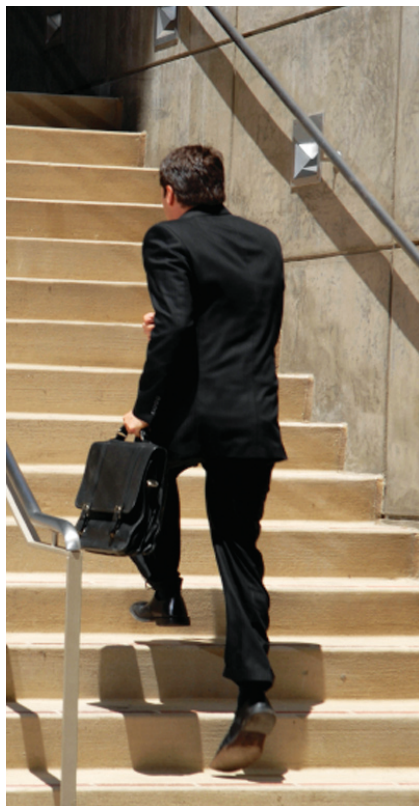
8 Find greener cleaners.
Use a cleaning service that doesn't use traditional cleaning supplies, which can cause health problems.

9 Don't supply bottled water.
Investing in a reverse-osmosis filter is one alternative. Purchasing a water cooler for the office is another option.

10 Make one person responsible.
Appoint a sustainability manager or head of the green committee to oversee and manage the green activities of the business.

11 Start a composting program.
Food waste can now be recycled, and there are plenty of companies that will pick it up

12 Have central staircases.
This encourages employees to take the stairs instead of the elevator. Also for exercise, institute stretch breaks.



14 Invest in employee work spaces.
Employees should work in an area with large windows. Find a way to help expose your employees to sunshine and exercise. Studies have found employees are more productive under natural light.



15 Make green a performance goal.
Bonuses can be tied to an employee's recycling rate. Recognition can be given for green behavior.

16 Management must have commitment.
The individuals in charge should participate in green acts such as biking to work and sorting their own discards.

17 Get a sustainability audit.
The most fundamental way to get a grip on going green is to bring someone in from outside the company that looks at everything. The audit should assess the environmental, economic and social aspects of the business.

18 Use sustainable labels.
If your company has labels on its products, use ones that are able to be broken down once discarded.

19 Have a green bathroom.
Add automatic hand dryers to prevent an excessive waste of paper towels.

20 Buy local.
If you need raw materials, buy them from a company relatively close by. This will decrease the amount of travel needed to get supplies to you – cutting the environmental and financial costs of transportation.

TIP No. 13

Reduce vehicle miles.

Use carpool programs to encourage employees to ride together. Also, consider sponsoring a company bike-to-work program. Bike programs have been shown to attract and retain employees. Offer incentives for bike and carpool commuters.



BY CAROL MASKUS
STAFF WRITER

Jim Welch knows solar.

The man graduated with a degree in solar technologies in 1978 at a time when the concept was relatively new.

He founded Remote Power Inc. in 1982, one of the nation's first companies to sell and install solar electric systems.

In 2004 the Louisville-based company was renamed Bella Energy, and it is now one of the most flexible providers of alternative energy solutions, offering solar electricity, energy efficiency, solar heating and wind power to homeowners, business owners and building professionals.

In addition to leading Bella Energy, Welch serves as the president of the Colorado Solar Energy Industry Association, where he uses his connections to advocate for solar energy in Colorado.

"Many customers, competitors and partners have appreciated my contribution to the industry, which I appreciate," he said. "I have fun with it."

Welch looks over his personal life and the running of his business for other opportunities to help the planet. At home in Fort Collins, he has solar electricity and solar water heating on his house. He and his wife drive biodiesel cars, he walks to his errands, dries his clothes outside and has efficient appliances. He also had his house remodeled 10 years ago to be more energy efficient.

At work, 50 percent of the employees have solar hot water or electricity in their homes, and many drive low-emission vehicles. There

are two company Priuses, with an expectation to add more, and employees are encouraged to bike, bus or carpool to work.

Welch remains committed to staying ahead of the solar curve.

"I am always looking for the next technology to add to the Bella Energy toolkit and offer customers. The industry is moving fast, and we are moving fast to keep up with it."

PHOTOGRAPH BY PETER WAYNE

JIM WELCH

ECO HERO




'GREEN' BOOKS




offer hands-on guidance for life, business

How green is your business? How green is your home? Plenty of resources exist to help answer those very questions. Recently, the Boulder County Business Report ventured onto the Web site of the Boulder Book Store, a landmark institution in downtown Boulder. Here's just a sampling of the green-oriented books we found at www.boulderbookstore.com:


"Greening Your Business — the Hands-On Guide to Creating a Successful and Sustainable Business"
Author: Daniel Sitarz
Publisher: Nova Publishing Co., 2008
Price: \$29.95
ISBN: 9781892949462



"Building Green: A Complete How-to Guide to Alternative Building Methods: Earth Plaster, Straw Bale, Cordwood, Cob, Living Roofs"
Author: Clarke Snell and Tim Callahan
Publisher: Lark Books, 2005
Price: \$29.95
ISBN: 9781579905323



"Start Your Own Green Business"
Author: Rich Mintzer
Publisher: Entrepreneur Press, 2009
Price: \$17.95
ISBN: 9781599183398




"Green From the Ground Up: Sustainable, Healthy and Energy-Efficient Home Construction"
Author: David Johnston and Scott Gibson
Publisher: Taunton Press, 2008
Price: \$24.95
ISBN: 9781561589739



"Going Green: A Wise Consumer's Guide to a Shrinking Planet"
Author: Sally Kneidel and Sadie Kneidel
Publisher: Fulcrum Publishing, 2008
Price: \$19.95
ISBN: 9781555915988



"We Can (All) Live Green: Simple Steps to Save Money, Stay Healthy and Support Our Planet (the Budget-Friendly Source for Eco-Friendly Choices)"
Author: Jennifer Noonan
Publisher: St. Lynn's Press, 2008
Price: \$11.95




"Hot, Flat, and Crowded: Why We Need a Green Revolution — and How It Can Renew America"
Author: Thomas L. Friedman
Publisher: Farrar Straus Giroux, 2008
Price: \$27.95
ISBN: 9780374166854



"Green Jobs: A Guide to Eco-Friendly Employment"
Author: A. Bronwyn Llewellyn, James P. Hendrix and K.C. Golden
Publisher: Adams Media Corp., 2008
Price: \$12.95
ISBN: 9781598698725



"Living Green: A Practical Guide to Simple Sustainability"
Author: Greg Horn
Publisher: Freedom Press, 2006
Price: \$14.95
ISBN: 9781893910478



"Big Green Purse: Use Your Spending Power to Create a Cleaner, Greener World"
Author: Diane MacEachern
Publisher: Avery Publishing Group, 2008
Price: \$17.95



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**BOULDER COUNTY
BUSINESS
REPORT**



RALPHIE'S GREEN STAMPEDE

Zero-waste at CU football games gaining steam

BY JACK DeBELL

SPECIAL TO THE BUSINESS REPORT

Early results are in on “Ralphie’s Green Stampede,” CU’s ambitious effort to recycle, eliminate waste and cut carbon emissions. After three home football games, the effort was well on its way to reaching its goal to be the first major sports stadium to remove public trash cans with a zero-waste approach.

The Texas game for instance not only saw a decrease in waste generated, over 80 percent of consumed materials



This “industrial-strength” composting process enables food, meat and bones, soiled paper napkins, paper cups, compostable packaging, paper towels from bathrooms, and even the droppings from Ralphie the Buffalo to be converted to beneficial use instead of generating methane, a potent greenhouse gas. Finished compost will be returned to CU as a valuable soil amendment.

were either recycled or composted. Other environmental initiatives included a new valet bike parking services, and CU’s investment in local carbon offsets for the energy used in the stadium and for the teams’ travel.

Some of the detailed accomplishments include the enormous amounts of materials recovered for recycling or composting by removing public trash cans within the stadium.

Almost three tons of plastic bottles, plastic cups, and aluminum cans were collected from within the stadium during the sold-out Texas game.

An additional three tons of food and food service packaging was composted. Importantly, upstream efforts to reduce waste generated less material than the average home game last season.

CU’s private concession vendor, Centerplate Inc., has converted nearly all food and beverage containers in Folsom to recyclable or compostable materials. Boulder-based Eco-Products Inc. is furnishing the compostable servingware. This effort to –design for diversion– has been a major success so far. While there are still –rogue materials– like candy wrappers, almost all packaging within the stadium is now recoverable.

Recyclables and compostables are being collected at 25 attended locations inside the stadium. Volunteers are monitoring the stations and advising patrons how to participate properly.

After the game, ROTC units are assisting by separating all materials during stadium cleanup. Barrels and bags are sorted at CU’s Intermediate Processing Facility next to the stadium.

Recyclables are picked up by Eco-Cycle, one of the country’s largest nonprofit recyclers and an international leader in zero waste. Recyclables are further processed at Boulder County’s publically funded recycling facility and then shipped to recycling mills.

Compostable food, paper, and bioplastics are collected in a specialized compaction truck purchased by CU’s student government and delivered to Western Disposal’s permitted composting facility in Boulder.

This “industrial-strength” composting process enables food, meat and bones, soiled paper napkins, paper cups, compostable packaging, paper towels from bathrooms, and even the droppings from Ralphie the Buffalo to be converted to beneficial use instead of generating methane, a potent greenhouse gas. Finished compost will be returned to CU as a valuable soil amendment.

Jack DeBell is director of the University of Colorado Recycling Services department.

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ECO-FRIENDLY THINGS TO BUY



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Organic lip balm

Boulder-based Zambeezi makes a lip balm using organic beeswax from Africa. The fair-trade product has a suggested retail price of \$2.95 per tube. www.zambeezi.com.

Zip about

For short trips in the neighborhood (where legal) there's Fargo-N.D. Global Electric Motorcar's electric cart that tops out at 25 mph. Starts at \$6,795. www.gemcar.com.



Biodegradable sponge

Twist in Boulder makes a line of biodegradable sponges including the Loofah Sponge. Starting at \$4.25. www.twistclean.com.



Old tire totes

English Retreads in Boulder make purses as well as wallets and accessories out of discarded tire tubes. Purses range in price from \$65 to \$209. www.englishretreads.com.

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JONATHAN CASTNER

BY MONIQUE COLE
BUSINESS REPORT CORRESPONDENT

The rising cost of fuel and concerns about climate change are causing area homebuyers to look for features such as energy efficiency, on-site solar and geothermal power, and a location that allows them to drive less.

But differentiating real value from “green bling” can be challenging.

Green features run the gamut from products that improve indoor air quality like paints and cabinetry with low levels of volatile organic compounds to sustainable building materials such as bamboo flooring and recycled carpeting. Most popular, however, are features that reduce monthly utility bills.

“Any green feature, no matter how small, can help sell a property,” said Rich Gribbon, an ecobroker with

RE/MAX of Boulder Inc. “I see everything from buyers who are purchasing their first home and are interested in basics like insulation to buyers who are looking to build their dream home and are very excited about working closely with their architect and contractor to create their net-zero ‘swan song.’”

There is no central place to search for green-built homes in Boulder County. The local multiple listing service allows Realtors to perform advanced searches for features such as “Energy Rated,” “Built Green” and “Solar-Active.” Such searches are not possible on the publicly accessible MLS at Coloproerty.com.

In late September, however, a new “walkability” feature powered by Google Maps was added to the home listings on Coloproerty.com. Clicking on the icon pops open a

✿ see Ecobrokers ✿ page 41

Rich Gribbon, an ecobroker with RE/MAX of Boulder Inc., said any green feature, no matter how small, can help sell a property. Here, he stands in front of a green listing at 919 Cedar Ave. in Boulder.

“Any green feature, no matter how small, can help sell a property.”

Rich Gribbon
Ecobroker,
RE/MAX of Boulder

map showing the home's proximity to grocery stores, restaurants, parks and other businesses along with an overall "Walk Score."

"The best way for a buyer to find a certified green home is to work with an ecobroker," said Melissa Thornton, owner of Thornton Realty, who received her EcoBroker designation several years ago.


EcoBrokers are real estate salespeople who take specific courses on green building through a company based in Evergreen. The test is rigorous, Thornton said, adding, "I know several people who didn't pass their first time around." There are thousands of ecobrokers worldwide, 58 of whom are based in Boulder County, according to the EcoBroker.com Web site.

Thornton put her education to a field test by retrofitting her own home in Rock Creek to achieve a five-star-plus Energy Star rating. She hired a certified Home Energy Rating System contractor to perform an energy audit. Based

on the blower door test, she sealed the building's envelope to prevent leakage of climate-controlled air. After adding solar panels and a meter that allowed her to sell excess energy back to the utility company, she said, "I was getting paid to live there."

Thornton said she tripled her investment on the retrofit when she sold the 3,500-square-foot home last July for \$600,000. "It was in a class all by itself," she said. "I sold it in under a month. The same model house was on the market for over two years for \$80,000 less."

Rather than purchasing a home that has already been "greened," Thornton said, buyers should consider investing in an older home and retrofitting it themselves. Energy efficiency mortgages allow buyers to roll the cost of improvements into their principal at the time of purchase. "You can take up to 10 percent of the market value of the property into escrow and have the money to green your property without

 Ecobrokers are real estate salespeople who take specific courses on green building through a company based in Evergreen.

worrying about how you're going to pay for improvements," she explained.

If the Boulder County Ballot issue 1A passed in the November election, homeowners will have another option for financing improvements. It would allow municipalities to make low interest loans to help homeowners and businesses afford renewable energy and efficiency upgrades for their properties. Ideally, savings on monthly utility bills will outweigh the cost of the loan payments.

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COURTESY BOULDER COUNTY FARMERS MARKETS
Fresh fruits are big sellers at the Longmont Farmers' Market.



COURTESY BOULDER COUNTY FARMERS MARKETS
The Boulder Farmers' Market was one of the first regularly scheduled events in the country to go zero waste.



COURTESY BOULDER COUNTY FARMERS MARKETS
Large crowds attend the weekly Boulder Farmers' Market and embrace its zero-waste efforts.

WASTE NOT, WANT NOT

Boulder County Farmers Markets embrace zero waste

BY CAROL MASKUS
STAFF WRITER

You may have heard the term “zero waste,” and not known exactly what it means. Or, you may have been to a zero-waste event and been surprised to see no trash cans.

The Boulder Farmers' Market, one of the first regularly scheduled zero-waste events in the country, has been educating its customers about what zero waste means since it first began the program in 2005.

“We eliminate trash from the market — anything used at the market has to be compostable or recyclable,” said Mark Menagh, executive director of Boulder County Farmers Markets, the Boulder-based organization that runs the Boulder and Longmont farmers' markets.

Marti Matsch, communications director for Eco-Cycle Inc., defined zero waste this way: “There is an upstream and downstream of resource recovery. The upstream part of it is designing products to be resource-efficient, nontoxic or low-toxic, reusable at the end of their life, recyclable or compostable. The downstream part is about creating the resources to recover those materials.”

Market organizers control both upstream and downstream process by having vendors only use disposables that are compostable and recyclable, like plastic ware made from vegetable material, and only displaying bins for recyclables and compostables. For the inevitable trash that people bring into the market, there are small shopping bags attached to the back of the compostable containers that people can put their trash into.

Directors of the Boulder County

Farmers Markets implemented a working plan at the weekly event after receiving advice from Dan Matsch, Marti's brother and a former vendor at the Boulder Farmers' Market, who is the director of the Center for Hard-to-Recycle Materials and manager of the composting department at Eco-Cycle.

He urged the directors to take it a step further and go zero waste, and used his connections with both organizations to become a middle man for the process.

“The biggest challenge is that the compostable ware was initially more expensive than the noncompostable,” he said. “And not all the materials were initially available, like straws and coffee lids, because there wasn't as much of a demand.”

The market has been using Boulder-based disposable products manufacturer Eco-Products Inc. as its main supplier of compostables since it first went zero waste.

“At first we and Eco-Cycle subsidized the cost of the compostables to make them equal in cost to the other containers and silverware the vendors were using,” Menagh said. But over the past few years, the price of compostables has reduced so that it's nearly equal to the price of noncompostables, and the vendors pay the full price.

“It's certainly been a challenge for the Farmers' Market, but the vendors were extremely receptive to the challenge, and excited,” Marti Matsch said. “Some of the vendors have become zero waste for every event they go to.”

Now that trash has been reduced, it costs the market less to be zero waste than when it was not, Menagh said. Very little trash is produced, one or two small

♻️ Waste ♻️ page 44



COURTESY LUMOS

Lumos, a subsidiary of Boulder-based Clean Energy Solutions Inc., designs products to support solar energy panels. The Lumos PowerTainer Portable Power Station is a shipping container that converts into a solar power energy station for use in remote areas or emergency situations.

PORTABLE POWER

Clean Energy Solutions strives to make solar more accessible

BY DAVID CLUCAS
STAFF WRITER

BOULDER – When Scott Franklin talks about solar energy, he avoids describing it as an “alternative” energy source.

“We need to move beyond the idea that solar is just an alternative,” Franklin said. “Our goal is to make solar a main-stream energy source.”

Franklin founded Clean Energy Solutions Inc. in March 2006 to make solar products more accessible and practical to the public. The Boulder-based company operates two businesses – Lighthousesolar, which designs and installs solar energy systems; and Lumos, which designs solar products for

Lighthousesolar and other third-party solar companies.

Lighthousesolar and Lumos don’t manufacture solar panels, rather they create systems and products to better integrate solar technology into homes and businesses. They buy the solar panels from numerous providers depending on which brand best fits the specific project.

In its first few years, Lighthousesolar has been the core of the company. A rise in energy prices has created more demand for solar energy systems in homes and businesses. Lighthousesolar can design and install solar energy systems that work with the existing energy grid, off-grid use, or with a battery back up. It also designs and installs solar domestic hot-water systems. The

☞ Power ☞ page 44

WASTE

shopping bags per event. And the recyclables and compostables are taken away by Eco-Cycle — the organization charges for recycling pickup but not compostables.

The zero-waste initiative of the Boulder Farmers' Market was so well received that the Longmont Farmers' Market went zero waste this year.

Menagh estimates that there are about 6,000 to 7,000 people at a weekend market in Longmont, compared to about 15,000 to 18,000 in Boulder. While exact estimates of the amount of trash diverted from landfills has not been calculated, it's a lot, said Menagh. There are 14 64-gallon bins for

compost and recycling at the Boulder market, and six in Longmont. Multiply that times the number of days the markets run during a year, and it's a lot of trash eliminated.

People have responded well to the idea, Menagh said. When the process first began, the market had volunteers standing next to every zero-waste station to explain how it worked. Now people are getting it more and more.

"What it all boils down to, really, is that Farmers' Market customers have an 'ah-haa!' moment when they see the bins," Dan Matsch. "They see you can have a large weekly event like this and not generate so much trash."

POWER

company has offices in Boulder, Carbon-dale, Colo. and Austin, Texas.

Lumos is the smaller, but growing and more creative side of the business. And it speaks to how Franklin is trying to get solar energy to be more mainstream. Lumos designs innovative structures to hold and support solar panels in unique situations.

For example, the Lumos PowerPort Solar Carport uses Sanyo's double-sided solar panels for the product's roof. The double-sided panels collect the solar energy from above and from the backside as ambient light passes through or is reflected off surrounding surfaces.

The 3.42-kilowatt structure pro-

vides shelter for vehicles and generates enough electricity to offset a modest household's electrical needs or the recharging of two electric vehicles.

Lumos also is gaining attention for its new PowerTainer Portable Power Station. The product is a shipping container that can convert into a solar energy station and provide significant power to remote or off-grid locations. Franklin sees the product as a temporary power solution in emergency situations, such as after a hurricane.

All together Clean Energy Solutions has seen its business triple annually in the first 30 months, Franklin said. He declined to release the company's rev-

enues and said several private investors also support the business.

"Our goal is to build national brands with Lighthousesolar and Lumos," Franklin said. The company is looking to expand in island states and nations, such as Hawaii and the Virgin Islands.

Franklin said Boulder County's efforts to require more renewable energy in larger homes and possibly (pending voter approval) issue bonds for renewable energy helps his business.

"There are some people who may not like the government subsidizing solar energy, but in reality, it's only a small fraction of how much the government subsidizes the oil and gas industry," Franklin said.

GREEN BOOK ADVERTISERS INDEX

Bella Energy	31	Naropa	5
Caplan & Ernest	3	Onetribe	21
Climate Smart	37	Pace	1
Colorado University Continuing Education	9	Photocraft /GrafX Group	31
CopyExperts	31	Porchfront Homes	Inside Front Cover
Ecocycle	5	Rapid Refill	37
Ecoscope	17	RECSolar	41
Elevations Credit Union	21	Sunflower Farmers Market	33
First Western Trust Bank	17	Sutherlands	3
Go Boulder	27	United Power	1
Independent Power Systems	3, 39	VaST Architecture	33
Longmont Power	Inside Back Cover	Wonderland Homes	33
McGuckins Hardware	5	Xcel Energy	Back Cover

ALLIANCE FOR SUSTAINABLE COLORADO

1536 Wynkoop St., Suite B500
Denver, CO 80202
303-572-1536/303-572-0032

Products/Services: To move sustainability forward by fostering collaboration among businesses, government, nonprofits and academia.

Year Founded: 2004

Web site: allianceforcolorado.org

AMERICAN SOLAR ENERGY SOCIETY

2400 Central Ave., Suite A
Boulder, CO 80301-2843
303-443-3130/303-443-3212

Products/Services: Publishes Solar Today, an alternative energy magazine.

Person In Charge: Brad Collins, Executive Director and Publisher

Web site: www.solartoday.org

AUDUBON COLORADO

1966 13th St., Suite 230
Boulder, CO 80302
303-415-0130/303-415-0125

Products/Services: Conserving and restoring natural ecosystems; environmental education and outreach.

Person In Charge: Gary Graham

Year Founded: 1999

Web site: www.auduboncolorado.org

BACKCOUNTRY SNOWSPORTS ALLIANCE

P.O. Box 3067
Eldorado Springs, CO 80027
303-494-5266/303-494-5266

Products/Services: Advocates for the creation, preservation and management of nonmotorized areas on public lands in winter.

Person In Charge: Kim Hedberg, Executive Director

Year Founded: 1992

Web site: www.backcountryalliance.org

BIKES BELONG COALITION

1920 13th St., Suite A
Boulder, CO 80302
303-449-4893/303-442-2936

Web site: www.bikesbelong.org

BOULDER COUNTY FARMERS' MARKET

P.O. Box 18745
Boulder, CO 80308
303-910-2236

Products/Services: Fresh produce, flowers, prepared foods, natural products, fruit from the Western slope.

Person In Charge: Mark Menagh

Web site: www.boulderfarmers.org

BOULDER COUNTY LAND USE

P.O. Box 471
Boulder, CO 80306
303-441-3930/303-441-4856

Products/Services: Divisions range from planning and zoning to resource conservation.

Web site: www.co.boulder.co.us

BOULDER COUNTY PARKS AND OPEN SPACE

5201 St. Vrain Road
Longmont, CO 80503
303-678-6200/303-678-6180

Products/Services: Mission is to conserve natural, cultural and agricultural resources and provide public uses that reflect sound resource management and community values.

Person In Charge: Ronald Stewart, Director

Web site: www.co.boulder.co.us/openspace

BOULDER COUNTY PUBLIC HEALTH - ENVIRONMENTAL HEALTH DIVISION

3450 Broadway
Boulder, CO 80304
303-441-1564/

Products/Services: Provides information on air quality, consumer protection and other subjects.

Person In Charge: Jeff Zayach, Environmental Health Division Manager

Year Founded: 1952

Web site: www.BoulderCountyHealth.org/environ

BOULDER CREEK WATERSHED INITIATIVE

P.O. Box 18
Boulder, CO 80306
303-413-7365

Products/Services: To educate and inform the public about issues that affect the Boulder Creek watershed and to promote programs and actions that will establish a community stewardship ethic.

Person In Charge: Paul Hempel, Executive Director

Year Founded: 1996

Web site: www.basin.org/bcwi

BOULDER EAST

2770 Arapahoe Road, Suite 132-127
Lafayette, CO 80026
303-819-6838

Products/Services: Promotes transit, carpooling, biking, vanpooling, telecommuting and other transportation options in an effort to cut back on single-occupant vehicles on the road.

Person In Charge: Bob Whitson, Executive Director

Web site: www.bouldereast.org

BOULDER GREEN BUILDING GUILD

1720 15th St.
Boulder, CO 80302
303-447-0901/303-447-0307

Products/Services: Dedicated to promoting healthier, resource-efficient homes and work places.

Person In Charge: Kim Master, Executive Director

Year Founded: 2004

Web site: www.bgbg.org

BOULDER VALLEY RELOCALIZATION

4500 19th St., Suite 422
Boulder, CO 80304
303-494-1521

Products/Services: Volunteer citizens' council preparing the community for the global crises of climate change, peak oil and economic instability.

Person In Charge: Michael Brownlee and Lynette Marie Hanthorn, Founders

Web site: www.boulderrelocalization.org

BUILT GREEN COLORADO

1400 S. Emerson St.
Denver, CO 80210
303-778-1400/303-733-9440

Products/Services: Green building program created through the joint efforts of the Home Builders Association of Metro Denver, The Governor's Office of Energy Management and Conservation, Xcel Energy and E-Star Colorado.

Person In Charge: Kim Calomino, Director

Year Founded: 1995

Web site: www.builtgreen.org

CENTER FOR HARD-TO-RECYCLE MATERIALS

5030 Pearl St.
Boulder, CO 80301
303-444-6634

Products/Services: Recycles materials from air conditioners to yoga mats.

Web site: www.eco-cycle.org

CENTER FOR RESOURCE CONSERVATION

1702 Walnut St.
Boulder, CO 80302
303-441-3278/303-441-4367

Products/Services: Concrete solutions to energy and water conservation and waste reduction.

Person In Charge: Keith Desrosiers, Executive Director

Year Founded: 1976

Web site: www.conservationcenter.org

CITY & COUNTY OF BROOMFIELD - OPEN SPACE AND TRAILS

1 DesCombes Drive
Broomfield, CO 80020
303-438-6335/303-464-5808

Products/Services: Mission is to acquire and manage open space and create a comprehensive trail system.

Person In Charge: Kristan Pritz, Director

Web site: www.broomfield.org/openspace

CITY & COUNTY OF BROOMFIELD - PUBLIC WORKS DEPARTMENT ENVIRONMENTAL SERVICES

1 DesCombes Drive
Broomfield, CO 80020
303-438-6363

Products/Services: Dedicated to protecting the environment.

Person In Charge: Kathy Schnoor, Superintendent of Environmental Services

Web site: www.broomfield.org/environment

CITY OF BOULDER OFFICE OF ENVIRONMENTAL AFFAIRS

1300 Canyon Blvd.
Boulder, CO 80306
303-441-4900/303-441-4070

Products/Services: Provides leadership to achieve Boulder's goals of sustainability and environmental quality. Mission is to prevent pollution, reduce resource consumption and promote environmentally sustainable practices. Develops city policy, offers educational programs and partners with citizens, businesses and other organizations to protect Boulder's environment.

Person In Charge: Jonathan Koehn, Environmental Affairs Manager

Web site: www.bouldercolorado.gov

CITY OF BOULDER OPEN SPACE & MOUNTAIN PARKS

P.O. Box 791
Boulder, CO 80306
303-441-3440/

Products/Services: Preserves and protects the natural environment and land resources which characterize Boulder.

Person In Charge: Michael Patton, Director

Web site: www.ci.boulder.co.us

CITY OF LAFAYETTE PARKS & OPEN SPACE

Lafayette, CO
303-665-5588 ext. 3601

Products/Services: Maintains and protects developed parkland and open space.

Web site: www.cityoflafayette.com

CITY OF LONGMONT OPEN SPACE PROGRAM

7 S. Sunset St.
Longmont, CO 80501
303-774-4691/303-774-8759

Products/Services: Open space, greenways and trails, and wildlife management.

Web site: www.ci.longmont.co.us/openspace

CITY OF LOUISVILLE DEPARTMENT OF LAND MANAGEMENT

Louisville, CO
303-335-4735

Products/Services: Takes care of open space, parks, trails and more.

Person In Charge: Polly Boyd

Web site: www.ci.louisville.co.us/landmanagement

CITY OF LOUISVILLE GREEN WASTE COLLECTION PROGRAM

Louisville, CO
303-335-4780/

Products/Services: Accepts grass clippings and leaves.

Web site: www.ci.louisville.co.us/publicworks

CLEAN ENERGY ACTION

Boulder, CO
303-499-0300/

Products/Services: To promote clean energy alternatives, to mitigate global warming, and to raise public awareness about the liabilities of coal fired power plants.

Person In Charge: Dan Friedlander
Web site: www.cleanenergyaction.org

COLORADO ALLIANCE OF SUSTAINABLE BUSINESS ASSOCIATIONS

1536 Wynkoop St., Suite B500
Denver, CO 80202
303-572-1536

Products/Services: Supports the promotion of sustainable and socially responsible business practices in Colorado; a program of the Alliance for Sustainable Colorado.

Person In Charge: Janna Six, Director
Year Founded: 2004
Web site: www.casba.info

COLORADO ASSOCIATION FOR RECYCLING

P.O. Box 11130
Denver, CO 80211
970-535-4053/970-535-0924

Products/Services: Committed to advancing economic, political and social conditions that minimize waste and maximize resource use.

Person In Charge: Marjorie Griek, Executive Director
Web site: www.caftr.org

COLORADO CLEAN TECH INITIATIVE

437 E. Bayaud Ave.
Denver, CO 80209
303-722-9800

Products/Services: Trade association that enhances the economic vitality and competitive positioning of its members by assisting them in integrating socially and environmentally responsible business practices into profitable commercial enterprises.

Person In Charge: Jeffrey Nathanson, Chairman

COLORADO COALITION FOR NEW ENERGY TECHNOLOGIES

303-679-9331

Products/Services: Promotes innovative technologies through outreach programs and various other activities; works with state and federal policymakers and other key opinion leaders.

Person In Charge: Craig Cox, Executive Director
Year Founded: 1999
Web site: <http://www.newenergytechnologies.org/colorado>

COLORADO DEPARTMENT OF AGRICULTURE

700 Kipling St., Suite 4000
Lakewood, CO 80215
303-239-4100/303-239-4125

Products/Services: Conservation Services Division provides administrative and financial assistance to Colorado's conservation districts. It also coordinates various programs

with state and federal agencies on natural resource issues; provides guidance on stream bank erosion and riparian concerns and assists districts on various water and energy programs; noxious weed management, groundwater protection regulation and biological pest control.

Person In Charge: John R. Stulp, Commissioner of Agriculture
Web site: www.colorado.gov

COLORADO DEPARTMENT OF NATURAL RESOURCES

1313 Sherman St., Room 718
Denver, CO 80203
303-866-3311/303-866-2115

Products/Services: Develops, protects and enhances Colorado's natural resources for residents and visitors.

Person In Charge: Harris Sherman, Executive Director
Web site: dnr.state.co.us

COLORADO DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT

4300 Cherry Creek Drive S.
Denver, CO 80246
303-692-2000/

Products/Services: Looks over various aspects of the health and environment of Colorado citizens.

Person In Charge: James Martin, Executive Director
Web site: www.cdph.state.co.us

COLORADO ENVIRONMENTAL COALITION

1536 Wynkoop St., Suite 5C
Denver, CO 80202
303-534-7066/303-534-7063

Products/Services: Advocates for conservation of natural resources.

Person In Charge: Elise Jones, Executive Director
Year Founded: 1965
Web site: www.ourcolorado.org

COLORADO ENVIRONMENTAL PARTNERSHIP

P.O. Box 934
Denver, CO 80201
303-460-5222

Products/Services: Helping companies identify and implement practical environmental strategies and work with stakeholders to incubate public policies that foster environmental leadership.

Person In Charge: Dennis Creamer, President
Year Founded: 1990
Web site: www.coloradop2.org

COLORADO HAZARDOUS WASTE MANAGEMENT SOCIETY INC.

P.O. Box 2426
Evergreen, CO 80437
303-674-8364

Products/Services: Provides a forum for professionals working in the environmental and health and safety areas with an emphasis on management, transportation, treatment

and disposal of hazardous waste.

Person In Charge: Trisha Elizondo, President

Year Founded: 1985

Web site: www.chwms.org

COLORADO NATIVE PLANT SOCIETY

P.O. Box 200
Fort Collins, CO 80522
970-491-2998

Products/Services: Encourages the appreciation and conservation of Colorado's native plants.

Person In Charge: Leo Bruederle, President
Web site: www.conps.org

COLORADO NATURAL HERITAGE PROGRAM

8002 Campus Delivery
Fort Collins, CO 80523
970-491-1309

Products/Services: Tracks and ranks Colorado's rare and imperiled species and habitats, and provides information and expertise on these topics to promote the conservation of Colorado's valuable biological resources.

Person In Charge: Renee Rondeau, Program Director
Web site: www.cnhp.colostate.edu

COLORADO OPEN LANDS

274 Union Blvd., Suite 320
Lakewood, CO 80228
303-988-2373/303-988-2383

Products/Services: Works to preserve open lands through public and private partnerships, innovative land conservation techniques and strategic leadership.

Person In Charge: Cheryl Fox, Director of Development and Administration
Year Founded: 1981
Web site: www.coloradoopenlands.org

COLORADO RENEWABLE ENERGY SOCIETY

P.O. Box 933
Golden, CO 80402
303-806-5317

Products/Services: Works for the sensible adoption of cost-effective energy efficiency and renewable energy technologies by Colorado businesses and consumers.

Person In Charge: Doug Seiter, President
Web site: www.cres-energy.org

COLORADO SOLAR ENERGY INDUSTRIES ASSOCIATION

805 13th St.
Golden, CO 80401
303-333-7342

Products/Services: Represents the solar industry in Colorado. Membership is comprised primarily of active, passive and photovoltaic companies that provide both residential and commercial system products and services to consumers and businesses. Utility scale concentrating solar power members.

Person In Charge: Beth Hart, President

Year Founded: 1989

Web site: www.coseia.org

COMMUNITY CYCLES

2805 Wilderness Place, Suite 1000
Boulder, CO 80301
720-565-6019

Products/Services: Collective of bicycle enthusiasts; offers community programs.

Year Founded: 2006

Web site: www.communitycycles.org

CONNECTED ORGANIZATIONS FOR A RESPONSIBLE ECONOMY (CORE)

1625 Broadway, Suite 950
Denver, CO 80202

Products/Services: Enhances the economic vitality and competitive positioning of its members by helping them integrate socially and environmentally responsible practices into profitable businesses.

Person In Charge w/ Title: Graham Russell, Executive Director
Web site: corecolorado.org

CSU ENVIRONMENTAL LEARNING CENTER

3745 E. Prospect Road
Fort Collins, CO 80525
970-491-1661

Products/Services: Advancing environmental stewardship among students and the community.

Person In Charge: Brett Bruyere, Director
Web site: www.cnr.colostate.edu/elc

CU ENVIRONMENTAL CENTER

207 UCB
Boulder, CO 80309
303-492-8308

Products/Services: Educates, activates, and inspires the campus community to understand and engage in local and global environmental issues.

Person In Charge: Dave Newport, Director
Year Founded: 1970
Web site: ecenter.colorado.edu

DENVER BOTANIC GARDENS

1005 York Street
Denver, CO 80206
720-865-3500/720-865-3713

Products/Services: Acres of public gardens.

Person In Charge: Brian Vogt, CEO
Year Founded: 1951
Web site: www.botanicgardens.org

DUCKS UNLIMITED

7795 Lebrun Court
Lonetree, CO 80124
303-927-1949

Products/Services: Conserves, restores and manages wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people.

Person In Charge: Kirk Davidson, Regional Director

REEN BOOK DIRECTORY

Year Founded: 1937
Web site: www.ducks.org

E-STAR COLORADO

820 S. Monaco Parkway, Suite 295
Denver, CO 80224
303-216-2026

Products/Services: Partners with, supports, and provides information through its energy ratings to participants in the housing industry.
Person In Charge: Pat Keegan, Executive Director
Year Founded: 1995
Web site: www.e-star.com

EAGLE VALLEY ALLIANCE FOR SUSTAINABILITY

P.O. Box 4923
Vail, CO 81658
970-569-3890/970-569-3891

Products/Services: Promotes recycling, energy efficiency, renewable power and green building for the citizens of Eagle County.
Person In Charge: Matt Scherr, Executive Director
Year Founded: 1995
Web site: www.eaglevalleyalliance.org

ECO-CYCLE INC.

225 Commerce St.
Broomfield, CO
303-404-2839
Web site: www.ecocycle.org

ECO-CYCLE INC.

111 S. Martin St.
Longmont, CO 80501-5947
303-772-7300
Products/Services: Creating a zero-waste society.
Year Founded: 1976
Web site: www.ecocycle.org

ECO-CYCLE INC.

P.O. Box 19006
Boulder, CO 80308
303-444-6634/303-444-6647
Products/Services: Operates and helps create infrastructure to help the community reach its goal of becoming a model for zero waste; operates the Center for Hard to Recycle Materials.
Person In Charge: Eric Lombardi, Executive Director and Marti Matsch, Communications Director
Year Founded: 1976

ECO-CYCLE INC.

1149 Telleen Ave.
Erie, CO 80516
303-444-6634
Products/Services: Recycling facility.
Web site: www.ecocycle.org

ENERGY STAR

1200 Pennsylvania Ave. NW
Washington, DC 20460
888-782-7937
Products/Services: A joint program of the U.S. Environmental Protection Agency

and the U.S. Department of Energy helping to protect the environment through energy efficient products and practices.
Web site: www.energystar.gov

ENGINEERS WITHOUT BORDERS U.S.A.

1811 Lefthand Circle, Suite A-1
Longmont, CO 80501
303-772-2723/303-772-2699
Products/Services: Partners with developing communities to improve their quality of life through the implementation of environmentally sustainable, equitable, and economical engineering projects.
Person In Charge: Cathy Leslie, Executive Director
Year Founded: 2000
Web site: www.ewb-usa.org

ENVIRONMENT COLORADO

1536 Wynkoop St., First Floor, Suite 100
Denver, CO 80202
303-573-3871/303-573-3780
Products/Services: Dedicated to protecting Colorado's air, water and open spaces. Investigates problems, crafts solutions, educates the public and decision-makers and helps Coloradans make their voices heard in local, state and national debates over the quality of our environment and our lives.
Web site: www.environmentcolorado.org

ENVIRONMENTAL DEFENSE

2334 N. Broadway St.
Boulder, CO 80304
303-440-4901/303-440-8052
Products/Services: Works locally on water and air quality issues and habitat restoration and protection.
Person In Charge: Timothy Sullivan, Regional Director
Year Founded: 1969
Web site: www.environmentaldefense.org

GO BOULDER

P.O. Box 791
Boulder, CO 80306
303-441-3266/303-441-4271
Products/Services: Supporting and providing alternative transportation.
Person In Charge: Chris Hagelin, Senior Transportation Manager
Web site: www.goboulder.net

GOVERNOR'S ENERGY OFFICE

225 E. 16th Ave., Suite 650
Denver, CO 80203
303-866-2100/303-866-2930
Products/Services: Programs for residential, commercial and institutional, agricultural and rural prosperity, distributed generation, transportation and alternative fuels, renewable energy, and waste management and recycling.
Person In Charge: Tom Plant, Director
Web site: www.state.co.us/oemc

GREEN DRINKS

Boulder, CO
Products/Services: International network of meetings for people interested in green topics.
Web site: www.greendrinks.org

GREEN ENDEAVORS

Boulder, CO
888-834-1546
Products/Services: Supports the use of reusable shopping bags; sells durable bags on Web site.
Person In Charge: Carly Gralak and Doreen Molk, Co-founders
Year Founded: 2007
Web site: www.greenendeavors.org

GREEN HEART INSTITUTE

2805 Wilderness Place, Suite 1200
Boulder, CO 80301
303-444-4323/720-384-0655
Products/Services: Classes, consulting, green products, resources, partners. Energy and carbon analysis and solar evaluations.
Person In Charge: Diane Dandeneau, Owner
Year Founded: 2005
Web site: www.conserveproject.com

GREEN INDUSTRIES OF COLORADO

3645-D Jeannine Drive
Colorado Springs, CO 80917
719-896-7777/719-622-0189
Products/Services: An alliance of eight trade associations representing diverse aspects of the plant and landscape industry; committed to water conservation and industry-wide best management practices as a way of doing business.
Person In Charge: Eric Moroski, President
Web site: www.greenco.org

GREENWOOD WILDLIFE REHABILITATION CENTER

P.O. Box 18987
Boulder, CO 80308
303-823-8455
Products/Services: Rehabilitates sick, injured and orphaned wildlife for release into appropriate habitats. Greenwood also strives to educate the public, emphasizing humane solutions to human/wildlife interactions.
Person In Charge: Lindsey Goodwick, Outreach-Education Coordinator/Volunteer Services Manager
Year Founded: 1982
Web site: www.greenwoodwildlife.org

HIGH COUNTRY COMMUNITY GREENHOUSE PROJECT

P.O. Box 1479
Nederland, CO 80466
303-258-8056
Products/Services: Community gardening and sustainable resource promotion.
Person In Charge: Catherine Hunt, Executive Director
Year Founded: 1999

INTERSTATE RENEWABLE ENERGY COUNCIL (IREC)

P.O. Box 1156
Latham, NY 12110
518-458-6059
Products/Services: A non-profit organization that supports market-oriented services targeted at education, coordination, procurement, the adoption and implementation of uniform guidelines and standards, workforce development, and consumer protection to accelerate the sustainable utilization of renewable energy sources and technologies in and through state and local government and community activities.
Person In Charge: Jane Weissman, Executive Director
Year Founded: 1982
Web site: www.irecusa.org

JAMES CREEK WATERSHED INITIATIVE

P. O. Box 110
Jamestown, CO 80455
303-449-2621
Products/Services: To engage the community in protecting the waters of James Creek and the forest ecosystem surrounding it.
Person In Charge: Coleen Williams, Executive Director
Year Founded: 1997

KEEP IT CLEAN PARTNERSHIP

3450 Broadway
Boulder, CO 80304
303-441-1439/303-441-1468
Products/Services: Partnership of Colorado communities in the Boulder and St. Vrain watersheds, and includes Boulder County; the cities of Boulder, Longmont, and Louisville; and the towns of Erie and Superior. Primary goal is to implement a regional stormwater management program.
Web site: keepitcleanpartnership.org

LEAVE NO TRACE CENTER FOR OUTDOOR ETHICS

1830 17th St.
Boulder, CO 80302
303-442-8222/303-442-8217
Products/Services: National nonprofit organization dedicated to promoting and inspiring responsible outdoor recreation through education, research and partnerships.
Person In Charge: Dana Watts, Executive Director
Web site: www.lnt.org

LONGMONT FARMERS MARKET

P.O. Box 18745
Boulder, CO 80308
303-910-2236/
Person In Charge: Mark Menagh
Web site: www.longmontfarmers.com

LONGS PEAK ENERGY CONSERVATION WEATHERIZATION AND HOME REHAB PROGRAMS

Boulder, CO
303-441-1716

GREEN BOOK DIRECTORY

Products/Services: Assists low and moderate-income homeowners in Boulder County with home health and safety retrofits.

Person In Charge: Amy Hollander, Manager

Web site: www.co.boulder.co.us

NATIONAL RENEWABLE ENERGY LABORATORY

1617 Cole Blvd.
Golden, CO 80401
303-275-3000

Products/Services: NREL's centers for science and technology support the research and development efforts of the U.S. Department of Energy.

NATIONAL WILDLIFE FEDERATION

2260 Baseline Road, Suite 100
Boulder, CO 80302

303-786-8001/303-786-8911

Products/Services: Encourages people to conserve wildlife and other natural resources.

Person In Charge: Susan Koehler, Boulder Contact

Web site: www.nwf.org

NATIVE AMERICAN FISH & WILDLIFE SOCIETY

8333 Greenwood Blvd., Suite 250
Denver, CO 80221

303-466-1725/303-466-5414

Products/Services: Protection, conservation and enhancement of Native American fish and wildlife resources.

Person In Charge: Ron Skates, President

Web site: www.nafws.org

NATURAL CAPITALISM SOLUTIONS

P.O. Box 398
Eldorado Springs, CO 80025
303-554-0723/303-554-6548

Products/Services: Educating senior decision makers in business, government and civil society about the principles of sustainability. Shows how to restore and further enhance the natural and human capital while increasing prosperity and quality of life.

Person In Charge: Hunter Lovins, Founder and President and Jeff Hohensee, CEO

Year Founded: 2003

Web site: www.natcapsolutions.org

NATURAL RESOURCES DEFENSE COUNCIL

1809 Mariposa Ave.
Boulder, CO 80302
720-565-0188

Products/Services: Safeguarding the earth, its people, its plants and animals and the natural systems on which all life depends. The Boulder office focuses on work in Colorado and the Rocky Mountain region.

Person In Charge: Amy Mall, Senior Policy Analyst

Year Founded: 1970

Web site: www.nrdc.org

NATURALLY BOULDER

Boulder, CO
303-807-1042

Products/Services: Networking and resource group for the natural products industry.

Person In Charge: Linnea Simons, Chairwoman

Web site: www.naturallyboulderproducts.com

NATURE CONSERVANCY

2424 Spruce St.
Boulder, CO 80302
303-444-2950/303-417-0982

Products/Services: Preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive.

Person In Charge: Charles Bedford, Director

Year Founded: 1951

Web site: www.nature.org

PACIFIC INSTITUTE COLORADO

2260 Baseline Road, Suite 205
Boulder, CO 80302
720-564-0651/303-786-8054

Products/Services: Dedicated to protecting the natural world, encouraging sustainable development and improving global security.

Person In Charge: Michael Cohen, Colorado Contact

Year Founded: 1987

Web site: www.pacinst.org

PARTNERS FOR A CLEAN ENVIRONMENT

Boulder, CO
303-786-7223

Products/Services: The program is a cooperative effort of the city of Boulder Environmental Affairs Office, Boulder County Public Health - Environmental Health, city of Longmont, town of Superior, and Boulder Chamber of Commerce. Free pollution prevention education and technical assistance to Boulder County businesses.

Person In Charge: Bill Hayes, Pollution Prevention Specialist

Web site: www.pacepartners.com

RESOURCE SALES YARD

2665 N. 63rd St.
Boulder, CO 80301
303-419-5418

Products/Services: Accepts donations of and sells reclaimed building materials and offers architectural salvage services. Part of the Center for ReSource Conservation.

Person In Charge: Mc Caren Avalon, Senior ReSource Manager

Year Founded: 1996

Web site: www.ReSourceYard.org

RHYTHM ON THE RAILS

P.O. Box 966
Niwot, CO 80544
303-652-4942/303-652-4943

Person In Charge: Boulder Creek Events

Web site: www.bouldercreekevents.com

ROCKY MOUNTAIN ANIMAL DEFENSE

2525 Arapahoe Ave., Suite E4-335
Boulder, CO 80302
303-449-4422/720-565-9096

Products/Services: To help eliminate the human-imposed suffering of animals in the Rocky Mountain region.

Person In Charge: David Crawford, DVM, Executive Director

Year Founded: 1994

Web site: www.rmad.org

ROCKY MOUNTAIN ASSOCIATION OF ENVIRONMENTAL PROFESSIONALS

P.O. Box 24761
Denver, CO 80224

Products/Services: Professional society of members in six western states: Colorado, Idaho, Montana, Nevada, Utah, and Wyoming. Encourages professional development through meetings, conferences, and other RMAEP sponsored events.

Person In Charge: Katie Thompson, President

Web site: www.rmaep.org

ROCKY MOUNTAIN SUSTAINABLE LIVING ASSOCIATION

9860 Poudre Canyon Road
Bellevue, CO 80512
970-224-FAIR/970-419-1056

Products/Services: Educating people and communities in the Rocky Mountain region to make healthy sustainable choices.

Person In Charge: Kellie Falbo, Executive Director

Web site: www.sustainablelivingassociation.org

SIERRA CLUB - ROCKY MOUNTAIN CHAPTER

1536 Wynkoop St., Fourth floor
Denver, CO 80202
303-861-8819

Products/Services: Dedicated to protecting the planet.

Person In Charge: Susan Lefever, Chapter Director

Web site: www.rmc.sierraclub.org

SUSTAINABLE TRAVEL INTERNATIONAL

2060 Floral Drive
Boulder, CO 80304
720-273-2975

Products/Services: To promote sustainable development and eco-friendly travel by providing programs that help travelers and travel-related companies protect the environmental, socio-cultural and economic needs of the places they visit, and the planet at large.

Person In Charge: Brian T. Mullis, President

Year Founded: 2002

Web site: www.sustainabletravelinternational.org

THE SOLAR ALLIANCE

3395 Sentinel Drive
Boulder, CO 80301
303-413-0182

Products/Services: A state-focused alliance of manufacturers, integrators and installers that are dedicated to accelerating the promise of solar energy.

THE WILD FOUNDATION

3025 47th St., Suite D1
Boulder, CO 80304
303-442-8811/303-442-8877

Products/Services: Works internationally to protect and sustain wilderness and wildlife while meeting the needs of human communities.

Person In Charge: Vance Martin

Year Founded: 1974

Web site: www.wild.org

TOWN OF SUPERIOR PARKS, RECREATION AND OPEN SPACE DEPARTMENT

127 E. Coal Creek Drive
Superior, CO 80027
303-554-9005/303-494-2521

Web site: www.townofsuperior.com

TRANSITION BOULDER COUNTY

2415 19th St.
Boulder, CO 80304
303-494-1521

Products/Services: Helps to build community self-sufficiency and strengthen the local economy through partnership, collaboration and engagement.

Person In Charge: Michael Brownlee, Catalyst

Web site: www.bouldercountygoinglocal.com

WESTERN RESOURCE ADVOCATES

2260 Baseline Road, Suite 200
Boulder, CO 80302
303-444-1188/303-786-8054

Products/Services: To protect and restore the Interior West's land, air and water.

Person In Charge: Karin Sheldon, Executive Director

Year Founded: 1989

Web site: www.westernresourceadvocates.org

WILDLANDS RESTORATION VOLUNTEERS

2515 E. Sterling Circle, Suite 201
Boulder, CO 80301
303-543-1411

Products/Services: To foster a community spirit of shared responsibility for the stewardship and restoration of public lands among residents of the Northern Colorado Front Range and beyond.

Person In Charge: Ed Self, Executive Director

Year Founded: 1999

Web site: www.wlrv.org

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