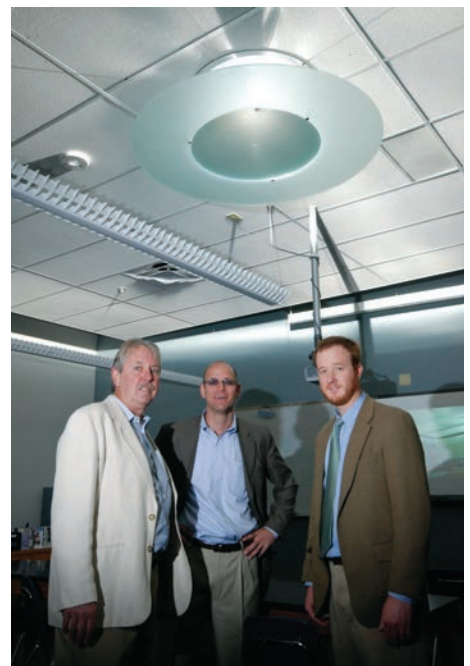


greenbook

GUIDE TO SUSTAINABLE BUSINESS IN THE BOULDER VALLEY



A Special Publication of the Boulder County Business Report

june 26 - july 9, 2009



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'Green Book' highlights emerging economy, trends

Observing the growth of the green sector is one of the most fasci-
nating things about doing business in the Boulder Valley. From
clean-energy companies to green consultants, from research en-
deavors to companies implementing sustainable business practices, the
green economy is growing fast.

Clean-energy companies are becoming major players in the region,
from Vestas Blades America Inc. in nearby Windsor and Brighton to Con-
ocoPhillips in Louisville, Siemens Energy in Boulder and RES Americas
Inc. in Broomfield. Longmont, too, is getting its fair share of companies,
including Creative Foam Corp. and, outside the city in Weld County,
Abound Solar Inc. Ascent Solar has also opened a large plant in nearby
Thornton.

The Boulder Valley and the rest of the Front Range are poised to play
a major role in the global shift to re-
newable energy and sustainable busi-
ness practices. Our federal laborato-
ries, universities and private-sector
companies are helping spur innova-
tions that will help our economy tran-
sition to what some now call "modern
energy."

This edition of the Green Book,
published by the Boulder County
Business Report, seeks to highlight
many of the trends that we see as busi-
ness intersects with the environment.
It's become one of our most popular
publications since we launched it in
2007.

In these pages, you'll find articles
on the 2009 Eco-Heroes. That's a fea-
ture that we initiated in our last edi-
tion. In fact, it was so popular that we
turned it into an awards program at
the conclusion of our Green Summit
event in early June.

We want the Green Book to be your
go-to source for information on sus-
tainable business practices, the green
lifestyle and the fast-growing clean-energy economy.

The green sector is also a major area of emphasis for the Business
Report, with "Green Economy" sections and regular coverage by one of
our reporters, Ryan Dionne.

As always, feel free to contact us with suggestions or ideas. And Go
Green!


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PUBLISHER'S NOTEBOOK




Chris Wood

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ON THE COVER: Clockwise from top left, Todd and Marianne Ballantine of Ballantine Environmental Resources Inc. by Peter Wayne, story page 6; Barbee James of Details Design Studio by Jonathan Castner, story page 22; and Sunflower Corp. executives, from left, Jim Walsh, Peter Novak and Jeff Dale by Peter-Wayne; story page 18.

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CONNECTING PEOPLE AND PLACES



PETER WAYNE

Todd and Marianne Ballantine moved their consulting firm that specializes in environmental education, environmental planning and ecological restoration from South Carolina to Boulder in 1991. "It was like we fit in Boulder, in some ways, better than we fit in Hilton Head," Marianne said.

Boulder couple mixes environmental science, education, interpretation

Facing page, Todd Ballantine's illustrative talents include artwork on an interpretive sign about "The Gentle Giant of Boulder County," a cottonwood tree near Hygiene that at 36 feet around and 105 feet tall has earned a place in the national register of big trees.

BY MONIQUE COLE

news@bcbr.com

This time of year, Todd and Marianne Ballantine of Boulder are flooded with resumes and calls from recent graduates looking for dream jobs just like theirs.

The Boulder couple travels to some of the most beautiful natural places in the country, for projects ranging from restoring North Carolina wetlands to producing interpretive displays and videos for Texas' Big Bend National Park.

The motto of their company, Ballantine Environmental Resources Inc., is "Connecting Nature and Human Nature." Marianne explained. "We do that in such a deep and wide way – everything from public speaking to exhibits, and solving local and community issues. That's what we're good at, understanding that nature is not separate from us."

Locally, the Ballantines have designed a rehabilitation of the water features at the Tantra Lake condo complex and produced an interpretive sign about Boulder County's largest Cottonwood tree. The "Gentle Giant" is 36 feet around and 105 feet tall and sits on county open space near Hygiene. Todd, an environmental scientist and Montessori trained educator, wrote the text and created the illustrations.

Todd said that his artistic side is genetic. His father, Ralph Ballantine, worked for a leading Chicago advertising agency, creating such iconic illustrations as Allstate's "good hands," the Schlitz Malt Liquor bull and the "Jolly Green Giant," for which he also posed.

Marianne contributes photography and runs the business end of their company – everything from contracting and bookkeeping to marketing. She owns 51 percent of the S corporation, allowing it to be certified by the Small Business Administration as a woman-owned business. This minority status can help when competing for government contracts, Marianne said.

Based in the Ballantines' home, the company brought in about \$160,000 in 2008 revenues. While they have a small-business line of credit, the couple has never applied for a bank loan. "We've either done loans from within the family, or our own funding," Marianne explained. "That's one of the reasons we want to stay small – we don't have a huge overhead."

Ballantine Environmental Resources was founded in 1981 on Hilton Head Island, South Carolina. Todd had pioneered a technology there that uses highly treated wastewater to restore wetlands and preserve coastal water quality. "Los Angeles was the first to use reprocessed water to irrigate, but it had never been used for habitat restoration," he said. The program continues to be a national model and the Ballantines return to South Carolina regularly, armed with hip waders and laptops, to monitor its progress.

Both Todd and Marianne found a way to convert their life's work into college degrees. Todd, who received a bachelor's degree in economics from Colorado College in 1968, earned a master's degree in environmental science from the University of England at Oxford in 1981. The distance learning degree was based on his ongoing wetlands research. "I was so busy, I couldn't go back to school," Todd said. "This was a way to get credit for the work I'd done."

Simultaneously, he earned a Certification in Advanced Montessori Education and started a home-based school as his son Edan approached kindergarten age. The school soon grew to 90 students.

Meanwhile, Marianne enrolled in an interdisciplinary program designed for adult students at the University of South Carolina. "I took courses in business, public relations, finance – all the things you need to know to run a small, independent company."

The year Marianne earned her degree – 1999 – the Ballantines moved their daughter Emily, now 19, and their business to Boulder. Fears of hurricanes and rising sea levels contributed to the decision, as did Boulder's legendary allure. "Boulder really fits our values – the ethos of buying and holding open space, both for people and wildlife, that was very important to us," Marianne said. "It was like we fit in Boulder, in some ways, better than we fit in Hilton Head."

Boulder was not just a good lifestyle fit. "We've found Boulder to be a very supportive city for our type of small, independent business," Marianne said, citing the Boulder Chamber and the local office of the Small Business Development Center. And, since the Ballantines' work takes them all over the country, Denver International Airport makes for a convenient, centrally located hub.

The abundant open space that makes Boulder so attrac-

SEE Education, page 15



COURTESY BALLANTINE ENVIRONMENTAL RESOURCES INC.

NEEL VALLEY RANCH

The Ponderosa Pine Forest

This ponderosa pine forest is home to a unique set of plants and animals. Look around and observe the shrubs and wildflowers growing under the trees. What signs of wildlife do you see? How close together are the trees?

A FIRE-DEPENDENT COMMUNITY
Early explorers in this area in the mid-1800s described majestic, open stands of trees with rich grass and occasional shrubs beneath. In this ponderosa pine ecosystem below 7,000 feet of elevation, unlogged surface fires occurred every 10 to 30 years and kept the open landscape. The fire intensity then often killed young ponderosa pine seedlings while mature pines, with their thick bark, were only scorched.

THE EFFECTS OF GRASSING AND THE SUPPRESSION SINCE THE LATE 1800S
The effects of grazing and the suppression since the late 1800s have been profound. The now tree very high tree densities, which are more susceptible to destructive activities. Current forest management activities are designed to restore the forest to natural conditions through selective tree thinning, insect and disease control, and prescribed burns to maintain a healthy forest.

THE ABBOT'S SQUIRREL – A NOTEWORTHY RESIDENT
You may see the distinctive black, cast-iron Abbot's squirrel scurrying up and down the trees. This mammal species are so closely tied to a particular tree as the squirrel is to its ponderosa pine. The bushy-tailed squirrel uses the tree for nesting, shelter, and food. Feeding on the ponderosa's seeds and the tree's inner bark, Abbot's squirrels can be quite acrobatic, sometimes jumping 40 feet or more to the ground unharmed.

ABOTSON FIVE-BELLIES
Mountain five-bellies are common in healthy ponderosa pine forests that are high tree densities have unlogged and disease-free infestations.

Boulder County Parks and Open Space

NEEL VALLEY RANCH

A Haven for Wildlife

The mix of grasslands, shrublands, forests, streams, and canyons at Neel Valley Ranch Open Space provides abundant food, cover and space for a wide variety of wildlife.

LIVING ON THE EDGE
Look to your right down this valley and you can see a classic example of forest-to-meadow edge habitat. This habitat is more varied and therefore increases wildlife diversity. Ponderosa trees in mountain forests and canyons use the cover of the forest to hide their prey – cottontail rabbits, prairie dogs, mule deer, and elk that graze in the open meadows. This valley also serves as a travel corridor for black bear, deer, and even an elk herd that migrates all the way from the Indian Peaks Wilderness for the winter.

WINGS OVERHEAD
The varied topography and vegetation at Neel Valley Ranch support an abundance of wildlife. For example, 57 breeding bird species were observed during a one-season survey of this area. Mountain chickadees, chickadees, and yellow-rumped warblers dominate ponderosa pine forests, scissor-tailed woodpeckers and vesper and bark sparrows populate the meadows. Several raptor nests were also found, including northern hawk, golden eagle, osprey, falcon, and Cooper's hawk nests.

Most of the western portion of this open space is protected as a conservation area and is not open to the public. These closures provide critical excluded space for mountain lions, bears, and other large mammals.

Boulder County Parks and Open Space

ILLUSTRATIONS COURTESY BALLANTINE ENVIRONMENTAL RESOURCES INC.



"Solar power has been a ray of sunshine in Colorado's economy, but no industry is immune to the economic slowdown," said Eriks Brolis of Boulder-based Namaste Solar Inc. "Gov. Ritter and the Legislature are making the right decisions to prewire Colorado for solar powered jobs to ensure that we keep on growing."

BCBR FILE PHOTOGRAPH

GREEN RECOVERY caps legislative session

Solar, transit and efficiency investments to spur jobs, development as state climbs out of economic recession

BY BUSINESS REPORT STAFF
news@bcbr.com

The Colorado Legislature kept a razor sharp focus on building the New Energy Economy as a strategy for spurring green jobs and economic development amidst the economic recession according to advocates and businesses at a state capitol briefing today.

Proponents hailed the leadership of Gov. Bill Ritter and the Colorado Legislature for passing more than a dozen

bills to advance a green economic recovery. At the same time, Ritter and Tom Plant, director of the governor's energy office, were key players in the national push to put clean energy investments at the core of federal stimulus spending to help Colorado grow green jobs.

"In the midst of tough economic times, the Legislature and Gov. Ritter have shown leadership and foresight in passing green policies that will create jobs and local investment right here in Colorado," said Carrie Doyle, executive director of Colorado Con-

servation Voters.

SOLAR BILLS

The Legislature passed a suite of solar bills, including legislation to make solar a standard option on all new homes, a bill to create a low-interest loan fund for schools to make investments in renewable energy improvements such as solar and wind, and the extension of a sales and use tax exemption to solar hot water systems.

➤ see **Recovery**, page 12

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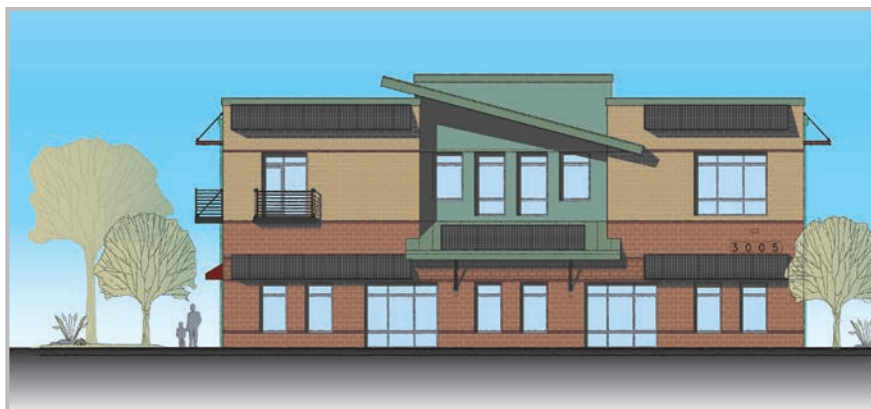


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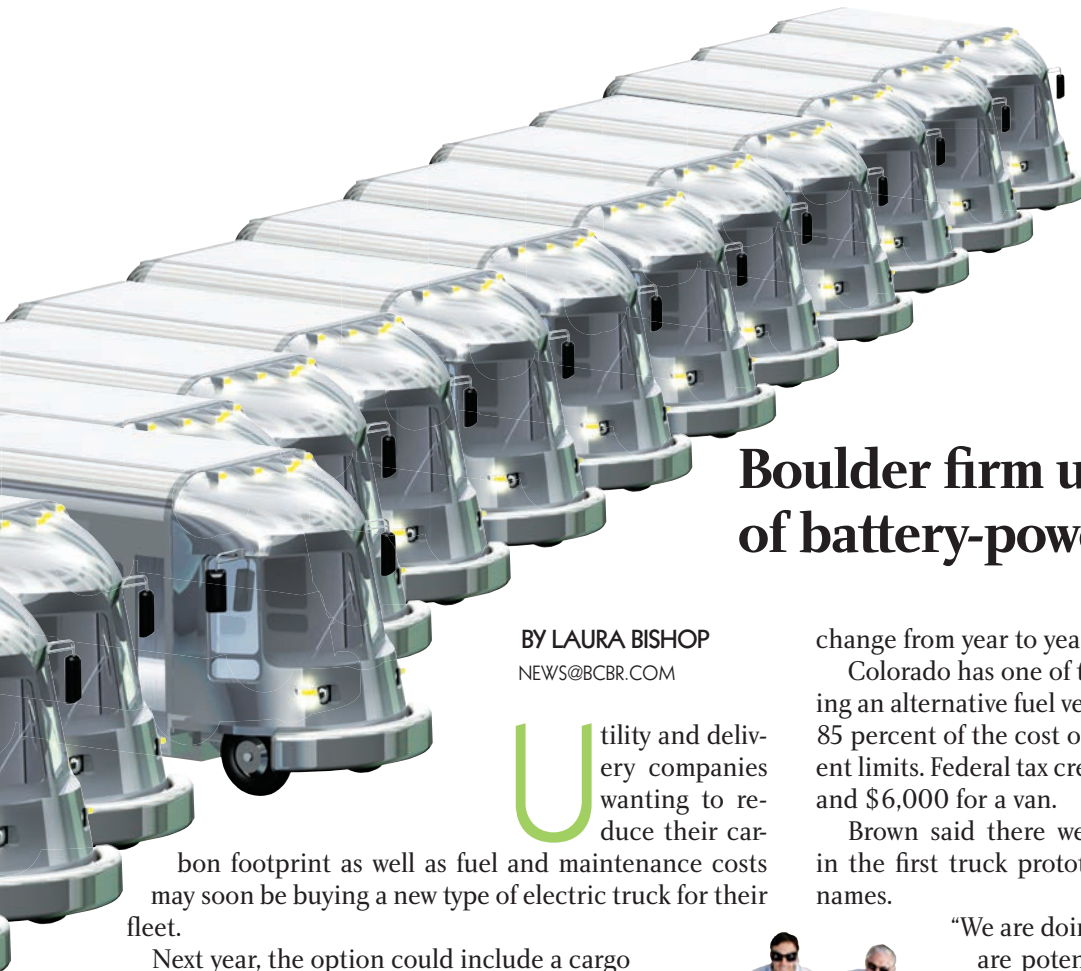
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COURTESY BOULDER ELECTRIC VEHICLE LLC

Carter Brown, chief executive of Boulder Electric Vehicle, hopes utility and delivery companies fill their fleets with his new electric truck that runs on lithium-ion batteries. The company began showing its prototype in June.

Facing page, the crew at Boulder Electric Vehicle stands on the chassis of the company's electric truck prototype.



Boulder firm unveils prototype of battery-powered cargo van

BY LAURA BISHOP
NEWS@BCBR.COM

Utility and delivery companies wanting to reduce their carbon footprint as well as fuel and maintenance costs may soon be buying a new type of electric truck for their fleet.

Next year, the option could include a cargo van that also runs on a battery charge.

Boulder Electric Vehicle LLC rolled out its first prototype full-size electric truck in June. The Boulder-based company, which has been in business since August 2008, plans to sell delivery trucks that could go for 100 miles to 120 miles before the lithium-ion battery needs charging. The batteries are expected to last 12 years or 300,000 miles.

Carter Brown, chief executive, said he is targeting company fleet sales with a minimum order of 10. The delivery trucks could carry up to 6,000 pounds of cargo. While the trucks will cost around \$100,000, there are a number of federal and state tax incentives to offset the price.

"There are very good tax incentives for customers to buy our vehicles during the next three to five years after which the tax incentives start expiring," Brown said. "This year a government-related entity can buy one of our trucks for \$100,000 and only have to pay \$5,000. Those incentives

change from year to year."

Colorado has one of the highest tax credits for purchasing an alternative fuel vehicle. The credits can go as high as 85 percent of the cost of the vehicle. Every state has different limits. Federal tax credits are around \$10,000 per truck and \$6,000 for a van.

Brown said there were a couple of interested parties in the first truck prototype, but he couldn't disclose the names.

"We are doing a lot of conferences where there are potential buyers," he said. "I am trying to get sales going on the delivery truck this year."



COURTESY BOULDER ELECTRIC VEHICLE LLC

The company is taking orders for trucks this year with deliveries in 2010. Boulder Electric is designing an electric work utility vehicle, or WUV. The cargo van could carry up to 4,500 pounds. The van's lithium-ion battery is estimated to go 200 miles

before it needs recharging. Van orders will be taken in 2010 for 2011, but the price hasn't been set.

Brown hopes to sell the vehicles to companies like United Parcel Service of America Inc. (NYSE: UPS), FedEx Corp. (NYSE: FDX) as well as other utility and delivery companies. The fleet sales will operate on 50 percent down and 50 percent on delivery.

All electric trucks and cargo vans will operate with three fluids – brake, gear oil and wiper. Brown said the vehicles would average 3 cents to 8 cents of electricity per mile – reducing the cost per mile driven by 40 percent to 70

✦ see Fleet, page 14

Due to the low noise, companies might be able to use the vehicles during expanded hours when noisy trucks aren't allowed.

RECOVERY, From 8

Already, renewable energy and energy efficiency improvements have created upwards of 88,000 jobs in Colorado. Clean energy businesses hailed the commitment by state leaders as essential to ensure the upward trend in

“Colorado is starting to turn the corner by investing in a 21st century transportation system. Transportation solutions create good, green jobs while improving our energy security and cutting our dependence on oil.”

Elise Jones

executive director,
Colorado Environmental Coalition

green jobs.

“Solar power has been a ray of sunshine in Colorado’s economy, but no industry is immune to the economic slowdown,” said Eriks Brolis of Boulder-based Namaste Solar Inc. “Gov. Ritter and the Legislature are making the right decisions to prewire Colorado for solar powered jobs to ensure that we keep on growing.”

The Legislature had mixed success advancing energy efficiency solutions. Energy efficiency plays a key role in green recovery efforts because investments create jobs while cutting energy use for homes and businesses, allowing for more money to go into local economies.

RURAL COOPERATIVES

The Legislature passed a bill allowing rural electric cooperatives to create tiered electricity rates, which allows the cooperatives to create market-based in-



BCBR FILE PHOTOGRAPH

Known as FASTER, Senate Bill 108 created a dedicated revenue stream of funds to repair and maintain Colorado’s road and bridge infrastructure for the first time in 17 years. FASTER also marked a turning point for state transportation policy by dedicating \$15 million annually to transit and multimodal safety.

centives to help drive smarter energy use, save customers money, and cut energy use from one to five percent.

But a bill that would have required large rural electric cooperatives to create energy efficiency programs similar to those already offered by Xcel Energy never made it out of the House chamber. The bill failed due in part to lobby efforts by Intermountain Rural Electric Association, the state’s largest electric co-ops. The bill would have saved an estimated \$85 million and created 200 new jobs.

“Energy efficiency investments were

the cornerstone of the federal stimulus effort,” said Pam Kiely, legislative program director of Environment Colorado. “So it is a huge disappointment that for the second year in a row the Colorado Legislature dropped the ball on a bill that would have created millions in savings for cash-strapped Coloradans. We are a leader in the New Energy Economy, but we still have a patchwork of regulations covering the rural electricity providers.”

Energy efficiency and weatherization programs did see a big boost from federal investment dollars receiving

\$130 million under the American Recovery and Reinvestment Act.

TRANSPORTATION

Colorado also made important steps toward modernizing and maintaining a 21st century transportation infrastructure.

"A modern and sustainable transportation system is critical to a healthy economy. Laying rail line or building a transit stop puts people to work," said Holman Carter, President of Amalgamated Transit Union Local 1001.

Known as FASTER, Senate Bill 108 created a dedicated revenue stream of funds to repair and maintain Colorado's road and bridge infrastructure for the first time in 17 years. FASTER also marked a turning point for state transportation policy by dedicating \$15 million annually to transit and multimodal safety. The federal economic stimulus package is also expected to bring more than \$500 million in transit and trans-

portation projects.

"Colorado is starting to turn the corner by investing in a 21st century transportation system," said Elise Jones, executive director of the Colorado Environmental Coalition. "Transportation solutions create good, green jobs while improving our energy security and cutting our dependence on oil."

DRILLING IMPACTS

Colorado also passed landmark legislation to protect Colorado's air, water, wildlife, and communities from ever-increasing impacts of oil and gas drilling in the state. The legislation marks the end of a two-year long effort that included support from sportsmen, conservationists, local government officials, public health advocates and rural landowners.

"The new wildlife, public health and drinking water protections are critical to creating a healthier oil and gas industry, one that protects our natural

resources and a diversified economy," said Suzanne O'Neill, executive director of the Colorado Wildlife Federation.

Ensuring that impacts by oil and gas drilling are minimized is essential to preserving local tourism and service-based economies as well as the state's \$10 billion a year outdoor recreation industry, including more than \$3 billion in wildlife related activities.

The national and state investments in clean energy and green transportation and the protections from oil and gas drilling impacts represent a comprehensive energy strategy for Colorado that both builds the New Energy Economy and promotes a healthy energy industry.

Advocacy organizations stated that the year was a success in promoting "green recovery" policies, but more opportunities lie ahead on state energy efficiency goals, federal legislation to make Colorado a clean energy exporter, and state policies to grow the New Energy Economy.

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“There are very good tax incentives for customers to buy our vehicles during the next three to five years after which the tax incentives start expiring.”

Carter Brown
chief executive,
Boulder Electric Vehicle LLC

FLEET, From II

percent. With an electric motor, there would be no oil changes or valve adjustments. A program to lease batteries is under discussion.

Due to the low noise, companies might be able to use the vehicles during expanded hours when noisy trucks aren't allowed.

Boulder Electric Vehicle is working on raising \$21 million this year to move the company into manufacturing. Brown declined to disclose how much has been raised so far for the prototype phase. He is working on raising the money for manufacturing through the government as well as angel and individual investors.

Through the U.S. Department of Energy as well as other federal and state programs, the company is working to obtain grant money through the stimulus bill and other government packages.

Boulder Electric Vehicle currently employs eight people, but that number could increase significantly once manufacturing ramps up. Brown said

his company could bring 2,000 jobs to the Front Range in five to seven years. The main office is likely to remain in Boulder, but the manufacturing site is still to be determined. “One of the keys is the speed to get to manufacturing,” Brown said. He has met with the Colorado Economic Development Commission to discuss manufacturing locations and other potential incentives.

There are two other companies in England trying to enter the same industry and one American company Brown has heard of. He said the companies in England aren't manufacturing in big quantities.

Brown, who has a background in the laser display industry and owned a kayak company in the 1970s, believes the vehicles have the potential to pay for themselves.

“Over the life of the vehicle, they pretty much save \$100,000 using electricity instead of gas,” he said. “If gas prices go up, this pays for itself sooner.”

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EDUCATION, From 7

tive, also causes many of the environmental challenges facing the region, Todd said – urban wildlife problems such as prairie dog overpopulation and mountain lion attacks; conflicts between different user groups on the trails; and the cost of maintaining the vast tracts of land during a budget crunch.

Todd volunteers as a naturalist, and he believes that recruiting more volunteers to maintain open space could help solve budget problems while also connecting the community to the land. “You can’t just pull the staff and let things grow or turn into a dust bowl,” he said. “It takes 10 times the work to bring a habitat back than to maintain it.”



COURTESY BALLANTINE ENVIRONMENTAL RESOURCES INC.

Unlike local municipalities and retail businesses, Ballantine Environmental Resources has not been hurt by the recession. “This is one of the busiest years we’ve ever had,” Marianne said. “But we don’t intend to grow beyond what we can manage.”

Stimulus funds and the new administration are opening up opportunities on federal public lands. “A lot of agencies have been under-funded for years,” she added. “I’m seeing a lot of new projects on the procurement Web sites.”

Todd and Marianne are the only employees of the company, although they often work with subcontractors. And, yes, they still enjoy those phone calls from eager environmentalists and recent graduates. To save time, however, Todd often refers callers to a career matrix he created on their company Web site.

The Ballantines want to encourage more people to follow their hearts into careers in the environment. “This is beautiful and meaningful work,” Todd said. “Not only do we work on conserving places, we interact with people who really care. It’s really uplifting; I’ll do this as long as I can stand up.”



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BY RYAN DIONNE
RDIONNE@BCBR.COM

Since his college days at Cornell University, Scott Rodwin has been an advocate for sustainable living whether it's green design, green building or green education. "We're kind of covering it from all sides," said Rodwin, founder and principal of Boulder-based Rodwin Architecture Inc. "Over the years we've cultivated a reputation for designing sustainably."

His architecture firm, which is celebrating its 10th anniversary in June, focuses solely on sustainable design and building from single-family or multifamily residential homes to schools, churches and other commercial buildings.

Rodwin won't even hire someone without insuring the candidate has the same fundamental sustainability beliefs he does—a belief in environmental social responsibility that revolves around taking care of the ecosystem that supports us.

When designing an eco-friendly building, Rodwin and his team of four focus on making it an Energy Star-rated, net-zero energy structure, which includes passive and active solar, high-efficiency appliances and windows, high levels of insulation, preventing thermal leaks and more.

In spring 2009 his firm received its first Leadership in Energy and Environmental Design platinum rating for a single-family home in Boulder. It's the second single-family home with that rating in the state, Rodwin said.

Besides designing and building sustainable buildings, Rodwin organizes monthly green workshops targeted at homeowners, Realtors, builders, designers and anyone else interested in learning how to make a building greener.

"Helping other people to do it (is) equally important," he said.

He's also actively involved with Blueprint Boulder, the Sierra Club, Boulder Green Building Guild and more.

In everything he does, Rodwin oozes green.

PHOTOGRAPH BY JONATHAN CASTNER

ECO  HERO

SCOTT RODWIN

BY BETH EDWARDS
BEDWARDS@BCBR.COM

Kathy Leonard is making a difference in the world of investing.

A graduate of the University of Colorado, Leonard founded and managed The Center for Responsible Investing, which provided advice to clients on integrating socially responsible investing into their portfolios. She closed the business in 2005 and joined UBS Financial Services Inc. in Boulder.

Early on she was influenced by Amy Domini, an investment adviser who helped create the Domini 400 social index, a stock market index selected according to a set of social and environmental standards. Domini encouraged Leonard that Boulder was the right place to make a difference in socially positive and environmentally sustainable investing.

"This thinking isn't happening only in smaller, more progressive companies," Leonard said. "This is happening in some of the largest companies in the world. Wal-Mart is the largest seller of organic cotton. McDonald's is selling fair trade coffee. If you look at where we're going in the world, these issues are becoming central."

"I've been doing this for 26 years," Leonard said. "The catalyst for me is the catalyst for everything I do. I had a background even growing up looking at social justice issues and social change issues. To integrate that into my investment work made great sense to me."

At UBS, she formed the Leonard Social Investment Group, assisting individuals, businesses and nonprofits in integrating social and financial goals. Her clients have committed more than 8 percent of their portfolios to socially responsible companies and she has helped to increase the number of sustainable investment options for UBS investment advisers nationwide.

Growing up, Leonard volunteered in her neighborhood and was involved in school projects helping people in her community. Both her family and high school had a strong commitment to social justice issues.

"I was lucky," Leonard said. "I think more and more people embrace this kind of product because the underlying tenants are so important. We recycle. It's just as important when talking about your trash as it is your portfolios to affect change and use all the tools you have to help make that happen."

Leonard says it's a myth that integrating these investments into your portfolio means you'll have to accept a lower rate of return or select from a limited pool of options.

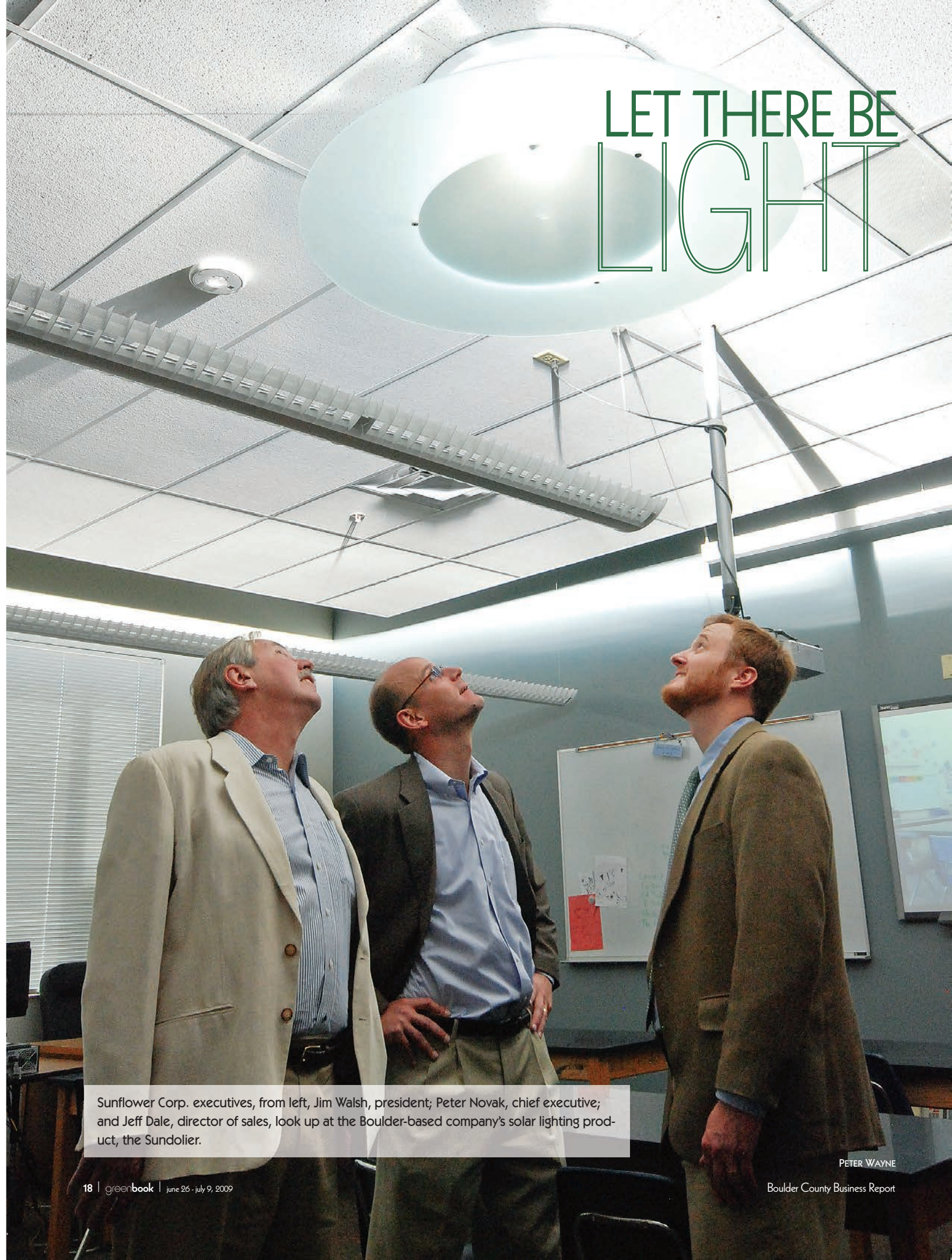
PHOTOGRAPH BY JONATHAN CASTNER

KATHY LEONARD

ECO  HERO



LET THERE BE LIGHT



Sunflower Corp. executives, from left, Jim Walsh, president; Peter Novak, chief executive; and Jeff Dale, director of sales, look up at the Boulder-based company's solar lighting product, the Sundolier.

PETER WAYNE

Boulder company's 'chandelier' harvests sun's rays to provide brightness to interior spaces

BY BARBARA HEY
NEWS@BCBR.COM

Peter Novak stands in the middle of the 2,000-square-foot gymnasium in the Washington Elementary School building in Boulder looking up. On the ceiling is his company's product, a tiered, saucer-shaped metal fixture: the Sundolier, which fills the vast expanse of the gym with soft, natural light.

Novak is the chief executive of Sunflower Corp., founded in 2004 to bring the light of day to dim interiors, and the benefits of natural light – enhanced productivity, learning and well-being – to those who spend most of their waking hours in what otherwise would be artificially lit spaces.

In May, Sunflower officially launched the Sundolier, its patent-pending daylighting system made of two parts: a harvester installed on the roof that collects the sun's rays and a ceiling fixture to disperse the light to the interior space. The system can brighten rooms up to 3,000 square feet, and in structures of two, potentially three floors.

The system is being marketed to schools, offices, retail and industrial spaces, which often — because of building size and design — have internal rooms without access to natural light.

"As much as 40 percent of offices, 60 percent of K-12 schools and 80 percent of retail and industrial buildings are blocked from the outdoors," Novak said. "That's a tremendous amount of real estate devoid of daylight."

Pilot Sundolier systems have been in place since last fall at a public library and three area schools: the Phillip S. Miller library in Castle Rock, Boulder's Southern Hills Middle School, Longmont High School and Fox Ridge Middle School in Cherry Creek.

Alice Madden, climate change coordinator for Colorado, commended the integration of daylight into the classroom at the unveiling of the Sundolier system at Southern Hills. "The Sundolier reduces greenhouse gas emissions and changes the whole quality of learning," she said.

Students and teachers who've spent the day in a Sundolier-brightened room concur, and note a decided difference from life under fluorescent fixtures.

Mary Patt is an academic interventionist at Southern Hills. "The natural light creates more positive energy, and, combined with the fresh air from windows, clearly motivates, raises mood levels and improves productivity," she said. "Moreover, often I am in the room late due to paperwork demands, and I have felt a noticeable improvement in my vitality, both physically and emotionally."

Given the opportunity, humans — like sunflowers — are drawn to sun light. Artificial illumination does the trick, but doesn't deliver the subliminal boosts to mood and concentration. "We evolved under natural light, and our systems have adapted to it," Novak explained.

Research has confirmed that people feel, think and work better in spaces brightened with natural light. A study conducted of 21,000 students in three school districts by the Heschong Mahone Group, a California energy efficiency consulting firm, found that test scores improved up to 18 percent in rooms with the most daylight. Other studies found that daylight can improve productivity at work by as much as 23 percent, and increase sales in retail outlets dramatically, up to 40 percent.

Daylight has environmental bonuses as well, since its source is the sun, not the power grid. In the sunny Southwest, the target for Sundolier's sales because of the number of blue sky days, the system could decrease a building's carbon footprint by 60 percent, according to Novak.

"Since installation of the Sundolier we rarely turn on the lights, and never on sunny days," said Chris Congedo, consumer and family studies teacher at Southern Hills. "The kids get it right away — high-quality daylight that has no carbon footprint."

Wonderland Hills, the developer of the soon-to-be Washington Village co-housing community at Washington Elementary, allowed Sunflower to use the closed-down structure to test the Sundolier in extreme conditions common in many older schools.

In the gym, nine sensors placed around the room continuously measure the light at desk level, where in real-life settings illumination is needed most. Across the hall, a Sundolier was installed in a classroom with low, 8-foot ceilings, another difficult-to-light configuration.

The information gathered will guide further evolution of the product, available in a standard fixture and a customizable version to suit needs of specific spaces. The system can be retrofit into existing buildings or incorporated into the design of new construction. Also in the works is a hybrid system that combines natural and electrical lighting.

Other means of bringing sunshine inside — windows and skylights — let light in but in an all-or-nothing fashion. On one

✦ SEE Chandelier, page 32

“As much as 40 percent of offices, 60 percent of K-12 schools and 80 percent of retail and industrial buildings are blocked from the outdoors. That's a tremendous amount of real estate devoid of daylight.”

Peter Novak
chief executive,
Sunflower Corp.

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ECO HERO

BARBEE JAMES

BY DOUG STORUM
dstorum@bcbr.com

From childhood to college to motherhood, Barbee James has been at the lead of the environmental pack. Now, as a businesswoman, you could say she lives what she sells.

As owner of Details Design Studio in Boulder, she has created what she believes is Colorado's first 100 percent sustainable interior design studio. Her 1,400-square-foot studio uses energy from solar photovoltaic panels to power everything from computers and lights to the heating and air-conditioning system.

She also incorporated sustainable flooring, used green-certified paint and recycled products were used to finish and furnish the studio, which she bought in 2007.

Her services to residential and commercial customers include a broad selection of green finish materials such as tile, flooring, fabric and surface materials.

And she's not a greenie-come-lately.

"You could say it started when I was a child. My mother taught me to not be wasteful."

It carried over to her college days in the late 1970s

when she developed an admiration for protecting the planet when she worked at a recycling center while studying design and sociology in the San Francisco Bay Area.

She also was one of those few moms who shunned disposable diapers and wrapped her two children in cloth diapers.

While a Prius may be the fashionable ride these days, she chooses to drive a Mini-Cooper and gets pretty good mileage with 40 miles per gallon on the highway and 25 to 35 miles in the city. But the key for her choice is the disposing of batteries. "They don't know yet how to dispose of all the batteries it takes to power a Prius," she said. "But a Mini Cooper has just one battery."

Whether it's trying to keep car batteries or disposable diapers out of landfills, James has the green bug.

"I've always been interested in the environment, and when I got the chance to buy part of a commercial building, I wanted to remodel it." She estimates it will take about six years to recoup the cost of installing the solar photovoltaic panels but believes it's worth it.

"I care about the environment, and I believe in the future. We need to take care of it for our children and our grandchildren."

PHOTOGRAPH BY JONATHAN CASTNERR

BY DAVID CLUCAS
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When Ed Self gained his masters in ecological restoration and volunteer program management about a decade ago, he envisioned working for a nonprofit doing just that – volunteer ecological restoration.

But when Self looked for such a nonprofit in the Boulder Valley and Northern Colorado, he couldn't find one with that specific focus. So, like many others in this area with the entrepreneurial spirit, he created a new organization in his basement.

Today, Wildlands Restoration Volunteers has more than 1,200 volunteers working on 40 ecological restoration projects a year in the Boulder Valley and Northern Colorado. Three years ago, the successful nonprofit finally moved out of Self's basement and now employs four full-time, and two part-time people at an office in Boulder. It recently opened a second office in Fort Collins.

Self is seeking even more growth. As he sees it, he has attracted only 1 percent of the local population to volunteer for the land that we live off of. His goal is to reach five percent of the population, and then help other communities do the same.

The concept of Wildlands Restoration Volunteers is simple and effective – provide a highly organized volunteer effort for a wide variety of ecological restoration projects, and make sure people have fun doing it, so they're willing to come back for more. Volunteers can sign up easily at www.wlr.org, viewing upcoming projects and participating as much as they want.

Wildlands Restoration Volunteers works on a wide variety of projects – from restoring streams, wetlands and prairielands to removing old roads and invasive plants – but it is not a trail building group, Self said.

"Sometimes we'll work on existing trails – to prevent erosion around a stream – but we never build a new trail where there wasn't one before," Self said. "Our niche is wild land restoration."

Self's formula for volunteer outdoor restoration has not only helped the nonprofit grow, but also attracted attention of other communities looking to do the same thing.

"People are asking if they can create chapters of Wildlands Restoration Volunteers, or at least have us provide training on how they can create their own group," Self said.

PHOTOGRAPH BY JONATHAN CASTNER

ECO  HERO

ED SELF

The GREEN retrofit

Upgrading old commercial buildings
huge untapped market

But property owners need reasonable return on investment

BY JEFF THOMAS
NEWS@BCBR.COM

Green energy and energy solutions are what the Obama Administration promised the nation, and a Boulder environmental research firm believes green retrofitting of existing commercial space will go far beyond the effects of this year's stimulus package.

"The energy efficiency retrofit market recently received a major boost from the American Recovery and Reinvestment Act, which will provide substantial funding for renovations to federal buildings," states the "Energy Efficiency Retrofits for Commercial and Public Buildings" report from Boulder's Pike Research.

"However, this segment pales in comparison to the total U.S. commercial building market, which includes 70 billion square feet of space and represents one of the largest opportunities for energy savings, reduction of carbon emissions, and increased property values."

There is not a great rush to green retrofit the approximately \$400 billion worth of

commercial space currently in need of repair or equipment updating, according to Clint Wheelock, the managing director and founder of Pike Research. However, the report, a full version of which is only available for purchase, did find that national green efficiency retrofits would hit \$2.1 billion this year, with the stimulus funds, and triple, to \$6.6 billion, by 2013.

Comprehensive green retrofitting, which often includes major renovations to mechanical systems for heating ventilation and air conditioning, or HVAC, runs about \$20 per square foot on the high side, Wheelock said. Of course, there's a wide spectrum of retrofitting that can occur, from improvements to basic lighting, insulation and windows, from as low as \$1 or \$2 per square foot, to dramatic improvements to HVAC systems system or the addition of solar and other renewable energy solutions.

Variable energy markets often make green retrofitting problematic when owners begin to calculate an actual return on investment, but Wheelock said it wasn't a strict number crunching of ROI that accounted for a tripling of green renovation. The study, which assumed a moderate economic recovery for 2010, also holds that high-performance green building space experiences lower vacancy rates and commands a premium price, compared to conventional space.

"Our sense is in the early going, in a very tough commercial real estate market, if they can see a way to make it more attractive, they are going to do that," he said. "We're already nearing a point where virtually all new building is going to be LEEDS (Leadership in En-

There's a wide spectrum of retrofitting older buildings that can occur, from improvements to basic lighting, insulation and windows to dramatic improvements to HVAC systems or the addition of solar and other renewable energy solutions. Here, solar panels were added to a Boulder County building in downtown Boulder to improve efficiency.

DOUG STORUM

ergy and Environmental Design) certified or (EPA Energy) Star certified.”

Even in the Boulder commercial development scene, however, such an assumption about the green retrofitting scene drew mixed reviews.

“We’ll have to see,” said Lou DellaCava, the owner of LJD Enterprises of Boulder, which specializes in commercial property. “The important thing is there’s an awful lot of hype, and there’s a lot of people who are skeptical of whether they are actually making fundamentally sound business decisions.

“It’s a punishing system – you make a dumb decision and suddenly you don’t have a lender anymore,” DellaCava continued. “You need to serve your lender, serve your tenants, serve your family and serve the environment – put those in proper order.”

Not that DellaCava is afraid of investing green – to the contrary. Recently his company put solar arrays on three of its buildings – the Bank of Boulder, a two-story office building directly behind the bank and the former Louisville Public Library building – to the tune of about \$500,000. Converting solar to electricity is one move that seems to make the most fiscal sense, DellaCava said, and is also supported by government subsidy.

On the other hand, Wheelock said Pike Research expects most of the retrofitting to occur at mid-price ranges, sort of a bell curve between \$1 and \$20 per square foot. “I would think the middle would be somewhere in the \$7 or \$8 dollar region,” he said.

But that’s exactly where government doesn’t subsidize, said DellaCava, commenting on Boulder’s Carbon Tax.

“Imagine, if you had used that \$9 million (received by the tax) to rebate people to change equipment,” he said. “We are all economic animals. If you want people to do something, give them an economic reason to do so.”

From a supplier side analysis of the equation, the situation is also favorable, Wheelock said.

“From the technological side, it’s a very established market,” he said. “From a technology and systems standpoint, there are very good resources to draw upon.

“Where I do think there’s a gap is in



“The important thing is there’s an awful lot of hype (on green retrofitting), and there’s a lot of people who are skeptical of whether they are actually making fundamentally sound business decisions.”

Lou DellaCava
owner,
LJD Enterprises

the contractor side of the business. There are not enough businesses to effectively execute on these retrofits, and there’s tremendous opportunities there.”

Almost all new commercial construction in the Boulder Valley has LEEDS or some other environmental certification these days. And in these economic climes, you can bet hardly anyone in the construction industry is turning down a good retrofit, either.

Golden Triangle Inc. of Longmont, specializes in commercial and government buildings, and has 10 LEEDS accredited employees, said Senior Vice President Brian Laartz. “If you look at project managers and estimating folk that means probably close to half are LEEDS accredited,” he said.

Laartz said there’s been a good deal of green retrofitting by government agencies and schools, even though he



“Where I do think there’s a gap is in the contractor side of the business. There are not enough businesses to effectively execute on these retrofits, and there’s tremendous opportunities there.”

Clint Wheelock
managing director,
Pike Research

has yet to see a bid come in through the stimulus package. On the private side, however, Laartz said that sort of remodel has been a lot more slow.

“We’ve seen a lot of with new buildings that owners have sought Silver or Platinum (the highest LEEDS certifications),” he said. “I think you will continue to see more and more of that work – at some point it will be all the work.”

Although most of the work has come from the government side, that’s not to say there hasn’t been some innovation worthy of the private sector, said Laartz about his company’s ongoing work. The city of Golden turned a remodel of its public works building into a showcase of sustainable buildings with Golden Triangle’s help, using cold water from Clear Creek to help cool the building and excess heat from the server room to help heat other rooms.

NEW HOMES FOR OLD STUFF

Office equipment entrepreneur Kathey Pear figures way to prolong life of sturdy furniture

BY KEELY BROWN

NEWS@BCBR.COM

Filing cabinets, desk chairs, computer desks and cubicle partitions — they're an indispensable part of one's daily working life. But what happens to office equipment when a business dismantles its operations?

The Environmental Protection Agency said each year more than 8 million tons of furniture makes its way into America's landfills. And it's certain that a large percentage of this furniture is made up of those filing cabinets, desk chairs, computer desks and workspace partitions that we take for granted every day.

For Boulder businesswoman Kathey Pear, this scenario was not only environmentally appalling, but completely unacceptable, and she came up with a plan to remedy it. With the help of staff member Mark Walton, who suggested the idea, Pear developed an online recycling network, www.facilitycycle.com, thus creating a business model unique in the nation's recycling industry.

"It's a sort of 'match.com' for office furniture," Pear said. "People who need these things can find them on the Web site. Every time there's an economic downturn, people tend to switch from buying new to buying used. And this way, these really good, usable things can find a good home."

In order to solicit membership for the new network, Pear e-mailed clients, facility managers, building owners and

Kathey Pear of Louisville pondered how to prevent used office furniture from ending up in a landfill. The result was the formation of FACILITY-cycle, an online network that matches old office furniture with new owners.

MICHAEL MYERS

anyone else related to commercial real estate in the area. Soon, FACILITYcycle had reached 2,000 members.

Pear also made sure that nonprofits had an opportunity to benefit from FACILITYcycle as well. In recent months, the nonprofit client list has included groups such as the Boys and Girls Clubs, the Junior League of Fort Collins, and Imagine Foundation.

According to Pear, the most in-demand used items for startup businesses are “comfy” chairs and sofas for lounge use, and nice quality, free-standing desks. The items least in-demand are cubicle partitions, of which she says there are millions in landfills and warehouses throughout the country, and — of course — gray metal filing cabinets.

While FACILITYcycle continues to get new members every day, Pear isn’t content to rest on her laurels. For her next project, she hopes to discover a way to recycle finished wood products.

“I’ve been talking to members of the U.S. Forestry Service, and I found out that there’s no where in the country where finished or treated wood is being recycled,” she said.

“This would be a huge coup, if we could come up with a solution for this. And if anyone has any suggestions, I would love to hear from them,” she added.

FROM NEW TO USED

As an entrepreneur in the office furniture industry, Pear was haunted by the idea of “planned obsolescence” — the process of a product outliving its usefulness in a way already planned and envisioned by its manufacturer.

“From my very first week working in the office furniture business, I noticed everyone jumping on it trying to prove how strong it was and how it never wears out, and my first question was, what happens when it’s old?” she said. “It’s an innocent enough question, but I never got it answered, and I soon found out that no one addresses this in our industry.”

Motivated by her concern for the environment, as well as a desire to help struggling new business owners, Pear came up with the idea of selling used office furniture as a sideline to her own business,

By this time, Pear had already spent

decades as an office furniture retailer, thanks to a career change that began after grad school when Pear took a contract job as a home interior decorator — and found that she liked it.

“I realized I liked making easy money — and that this was certainly easier than teaching at a university,” she recalled.

After working as an interior designer for several years, she moved to the commercial arena, and eventually ended up at a major office furniture company, where she put her talents toward making the working environment more attractive.

“I get no pleasure out of selling 100 gray chairs and filing cabinets,” she admitted. “That’s why I encourage people to do something with color and angles

order to recover, but nevertheless stayed on to help out with the company until 1998. When her physical rehabilitation was complete, she decided it was time to start her own business again — this time, a Louisville-based comprehensive office furnishings center, Citron Workspaces, employing 17 and occupying 21,000 square feet at the Colorado Technology Center in Louisville.

While maintaining a full-time commitment to her business, Pear continued to ponder the problem of used office furniture — and even began to purchase it as a sideline.

“I knew there was this accumulation of old desks and chairs all over the Denver area, and I was intrigued by the fact

“An hour later, I realized that it was me who was going to be in the used office furniture business. It was such a good opportunity.”

Kathey Pear

owner
Citron Workspaces

and different textures, something that’s a little bit of a stretch for them.”

During those years of economic downturn in the early 1980s, Pear found that a number of her clients were closing their Boulder locations. One of them asked her if she wanted to help them sell their office furniture. Fueled by this novel idea, she went to her boss, who told her that he wasn’t in the used office furniture business. That’s when she walked out.

“An hour later, I realized that it was me who was going to be in the used office furniture business,” she recalled. “It was such a good opportunity.”

She turned that opportunity into a \$25,000 profit — sufficient seed money to realize her dream of opening her own startup office furniture company. And in 1984, Pear Commercial Interiors was born.

In 1995, just after giving birth to her daughter, Pear learned that she had breast cancer. She sold her by-now highly successful company in 1996 in

that no one could figure out what to do with this stuff,” she said. “I saw people set up used furniture dealerships, but these are always kind of understaffed and fly-by-night, and that wasn’t appealing to me. I wanted to start a real business to take care of this, with a regular staff.”

By summer 2008, Pear had acquired so much used office furniture, storage was becoming a problem. That’s when she began researching recycling methods used in other industries.

“We discovered that there were several hundred auto shredders in the country that can separate and shred materials from an entire car, so it seemed obvious that you could do that with office furniture,” she said.

Along with the idea of shredding large-scale items such as cubicle partitions, Pear realized that smaller items such as used chairs and computer desks, made to withstand years of use, should be made available to startup business owners who can’t afford new equipment.

Traveling GREEN

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to help travel industry
lessen environmental impacts**



BY JENNIFER QUINN
NEWS@BCBR.COM

Sustainable Travel International, founded in Boulder, offers eco-tourism programs and a new eco-certification program used to verify sustainability practices in the travel industry.

STI is a global nonprofit 501c (3) organization promoting responsible tourism, supporting sustainable development and helping travelers and travel providers protect the environment.

"Sustainable tourism is good for the host community, traveler and tourism," said Ted Martens, director of outreach and development for STI. "We help make a connection with host communities and offer a richer experience for the traveler. We provide tools, expertise and programs that allow businesses to move down the path of sustainability."

Martens said eco-tourism is a small niche market, but more and more companies are getting involved. STI helps identify different partners who will increase sustainability by association. "Corporations that travel can demand businesses, such as hotels, must be engaged in

green initiatives if they want your business," he said. "This will in turn drive the demand for other hotels to get involved."

A myth Martens often dispels is it costs more for businesses to practice sustainability.

"Travel and company sustainability does not have to cost more," he said. "We help companies look at ways of having less impact, like reducing energy and water use, which means less cost. It creates a positive impact for their bottom line."

Martens said the greatest obstacle for businesses to become more sustainable is the increased human resources required to implement environmentally friendly practices.

STI provides education and outreach services designed to lessen the toll that travel and tourism takes on the environment and local cultures. Programs offered include Fair Trade in Travel designed to link travelers and tourism providers with local artisans and producers in developing countries to gain fair prices for their goods.

One of STI's most popular programs is its Carbon Offsets to help individuals and businesses balance their environmental impact by providing carbon management and reduction services. Businesses participating in the carbon-offset program include Coca-Cola, Marriott Hotels & Resorts and the University of Colorado.

Matt Kareus, director of marketing for Natural Habitat Adventures headquartered in Louisville, is a member of STI and uses its services to help offset carbon emissions

✂ see **Traveling**, page 30

A photograph of two men, Chris and Mark Heinritz, sitting at a bar. Chris is on the left, wearing a light green plaid shirt, and Mark is on the right, wearing a striped shirt. They are both looking towards the camera. The background shows a bar setting with a colorful mural on the wall.

CHRIS HEINRITZ MARK HEINRITZ

ECO  HEROES

BY DOUG STORUM
dstorum@bcbr.com

The Brothers Heinritz have made one of the oldest restaurants in Boulder into a green zone.

As co-owners of The Sink Restaurant and Bar on The Hill near the University of Colorado campus, Chris Heinritz and Mark Heinritz have made the switch to green practices over a period of time, having kicked it into high gear over the past two years.

They have made The Sink into a truly green eatery from recycling paper, glass and plastic, to composting food scraps and turning over fry oil for bio fuels on a daily basis.

They have switched nearly all of The Sink's lighting to compact fluorescents and have low-flow water devices including waterless urinals. "If we can do that with our volume, then other businesses should be able to make the switch, too," Chris Heinritz said.

The Heinritzes got many of their green ideas from Eco-Products Inc. and Western Disposal. "They were a great help," he said.

The brothers are passionate about protecting the environment. "It's just a way of life that needs to happen," Chris Heinritz said. "I believe many of the businesses that tout themselves as 'green' are simply doing it for marketing purposes. We believe in green because it is the right thing to do for the planet, and it generally makes good business sense in the long-term energy efficiencies."

For example, The Sink offers Wind-Powered Happy Hour featuring brews made by Fort Collins-based New Belgium Brewing Co., drawing attention to the fact that the two companies are 100 percent wind-powered.

"We don't do everything green," Chris said. "We don't serve all organic or locally produced products, because our customer base is not able to afford the additional cost. "We don't use organic lettuce, for example, but we do serve hamburgers and natural meats from locally, sustainably raised beef. Everybody can do something green and every bit helps."

PHOTOGRAPH BY JONATHAN CASTNER

created during travel.

"We are a travel company focused on wildlife and nature with a very strong conservation component to everything we do," Kareus said. "Part of our dilemma is traveling can be unsafe for the environment. We added a carbon calculator and we pay to offset people's carbon from vehicles and charter flights. People traveling feel better because their vacation is not having the same impact on the environment."

Natural Habitat Adventures sent STI a spreadsheet with the fuel type used as well as driving and air distances for its scheduled trips. STI calculated the carbon footprint and found projects for them to invest in to achieve their offsets.

STI has developed the Sustainable Tourism Eco-Certification Program, or STEP, a measurement and management tool for tourism businesses wanting to improve their existing sustainability programs. STEP works to lower business costs through enhanced resource productivity, increased energy efficiency and reductions in waste. The fee to apply for STEP is \$150 per application and includes a self-assessment.

Martens said there has been a lot of green washing because there was no verification to stand behind a business's claim to be environmentally sound. STI acts as a third-party independent verification provider for travelers. As businesses become more sustainable there is more opportunity to gain a growing segment of eco-conscious consumers.

STI offers advisory service to help businesses develop their own sustainability policies and programs. It has partnerships with 500 charities all over the world where business and individuals can contribute.

STI offers a membership program and creates an e-newsletter sent to 25,000 consumer and businesses. This allows businesses to market their sustainability practices and gain media attraction. The cost of an individual membership is \$25, supporting business level \$100 to \$300, depending on size, and premium level is \$500 per

“Travel and company sustainability does not have to cost more. We help companies look at ways of having less impact, like reducing energy and water use, which means less cost. It creates a positive impact for their bottom line.”

Ted Martens

director of outreach and development,
Sustainable Travel International

year. STI has 275 business members and 25 individual members from more than 60 different countries. Business members include airlines, travel agents and tour operators.

STI has experienced a 300 percent increase in gross revenue growth since 2006 and is projecting a 25 percent growth for 2009. Peter Krahenbuhl, vice president and Brian Mullis co-founded Sustainable Travel International in 2002 and have satellite offices in Washington, Spain and London. The Boulder office has four employees and a total of 10 employees worldwide.

Krahenbuhl said STI's Eco-Certification program helps companies manage a triple bottom line, which consists of environmental, socio-cultural and economic.

"Travelers and businesses want to use companies offering programs that are environmentally responsible and are from a credible entity," Krahenbuhl said. "This includes addressing flying regulations, climate change and greenhouse gas emissions. We try to address the travel and tourism industry as a whole in terms of knowing the issues and ways to reduce negative environmental impacts using tangible tools."



ECO-CERTIFICATION

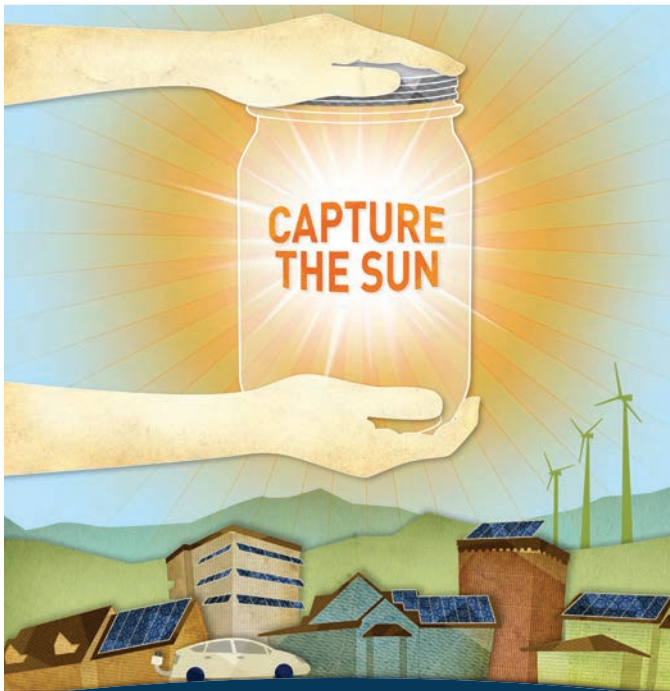
Key elements of the Eco Certification program:

The program is composed of a five-star rating system. Applicants receive one to two stars by providing evidence to demonstrate or verify that they comply with all of the required criteria.

Applicants receive a three- to five-stars rating with an onsite audit to verify they comply with a predetermined percentage of the available points.

Participants are required to document workplace practices including:

- Percentage of recyclables diverted from or going into the waste stream.
- Total annual volume of nontoxic biodegradable chemicals / cleaning products as a percentage of the total volume of chemicals / cleaning products used.
- Track the annual volume of potable water used.
- Total monetary value of recycled/eco-friendly products and the total monetary value of all products purchased.




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-  **Find and buy used stuff from other businesses**
-  **Donate used stuff to charities, startups, and other entities**
-  **Recycle used stuff with reliable, qualified local recyclers**

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* Estimate includes all furniture. Source: EcoCycle CHARM

Peter Novak, right, chief executive of Sunflower Corp., explains the operation of the Sundolier's parabolic mirror to Joe Czczyszczewski, chief sustainability officer of InfoPrint Solutions in Boulder, during a recent tour at Southern Hills Middle School in Boulder. The Sundolier is a daylighting system that harvests sunshine and disperses it into dim interiors.



PETER WAYNE

“Since installation of the Sundolier we rarely turn on the lights, and never on sunny days. The kids get it right away — high-quality daylight that has no carbon footprint.”

Chris Congedo

teacher,
Southern Hills Middle School

extreme, some rooms or cubicles are enclosed or too distant from exterior walls to get any light. “Thousands of classrooms have no windows or any access to the outside,” Novak said.

Skylights can let in direct, very bright light, creating heat and glare that makes the room ambience less-than-pleasant. “When the sun beams through, the area beneath will get hot,” Novak said, which on an August day can increase the demand for air conditioning and consequently energy consumption.

The Sunflower system tracks the sun as it shifts in the sky from sunrise to sundown, and captures the rays on the rooftop, then efficiently filters light through the chandelier-like fixture to the interior space. Because the harvesting device is outside, no heat is transferred to the interior, and the fixture is designed to

shine light at an even intensity that is easy on the eyes.

Sunflower is a privately financed company, and now has five employees. The Sundolier, after five years of gestation, development and testing, is ready to rollout. The hope is to place 100 systems in the quarter, and add to the employee roster to support that demand. “We’re receiving a lot of interest from schools, but also from office managers and retailers who understand the value daylight has to occupants of a building,” Novak said.

“The Sundolier improves lighting quality while conserving energy, but it also helps with productivity, retention and absenteeism, as well as increases sales for retailers,” he said. “The Sundolier is a truly sustainable system that brings daylight to interior spaces and does it elegantly.”

ALTERNATIVE ENERGY COMPANIES

(Solar, wind and geothermal companies in Boulder & Broomfield counties ranked by revenues.*)

| RANK | PREV. RANK | Company Address Phone/Fax | Revenues 2008 Revenues 2007 | Regional employees Companywide employees | Products/Services | Person in charge w/ title Year founded Web site |
|---------------|------------|--|--------------------------------|---|---|---|
| 1 | 1 | EYEON ENERGY LTD. 885 Arapahoe Ave. Boulder, CO 80302 720-565-4054/303-447-1392 | \$12,500,000 \$32,000,000 | 5 5 | Solar energy, solar energy financing, power purchase agreements. | Alex Kramarchuk, President 2006 www.eyeonenergy.com |
| 2 | NR | SOPRIS HOMES LLC 6420 Gunpark Drive, Suite D Boulder, CO 80301 303-527-0000/303-527-0001 | \$8,500,000 N/A | 5 5 | High Performance, energy efficient, built green luxury homes, remodels and additions. | John Stevens, Manager 1993 www.soprishomes.com |
| 3 | NR | AEONSOLAR P.O. Box 866 Boulder, CO 80306 720-427-6963 | \$6,000,000 \$3,000,000 | 7 7 | Commercial and residential photo-voltaics and solar water heating with up-front credit for rebates. Return on investment and payback calculations provided. | Rob Ashmore, Owner 2005 www.aeonenergy.com |
| 4 | 3 | SIMPLE SOLAR ELECTRIC SYSTEMS 3297 Walnut St. Boulder, CO 80301 303-541-1503/303-484-6021 | \$4,161,767 \$1,200,000 | 23 23 | Full-service provider of consultation, design, sales and installation of residential and commercial solar electric systems; grid-tie | Joe Callahan, CEO 1994 www.simplesolar.com |
| 5 | 6 | COLORADO CENTER FOR BIOREFINING AND BIOFUELS (C2B2) ① 523 UCB, University of Colorado Boulder, CO 80309 303-492-7736/303-492-4341 | \$1,500,000 \$1,000,000 | 3 3 | A cooperative research and educational center devoted to the conversion of biomass to fuels and other products. Research focuses on finding ways to make biofuels out of "cellulosic" feedstocks that are not edible. | Alan Weimer, Executive Director and Executive director 2007 www.C2B2web.org |
| 6 | 5 | BOUNDLESS CORP. 5735 Arapahoe Ave., Suite B Boulder, CO 80303 303-415-9029/303-415-0063 | \$1,200,000 \$1,500,000 | 13 13 | Designs, manufactures and integrates intelligent lithium-ion batteries and battery packs for electric vehicles and many other applications. | Phil Lyman, President 1995 www.boundlesscorp.com |
| 7 | NR | RANGE FUELS INC. 1101 W. 120th Ave., Suite 200 Broomfield, CO 80027 303-410-2100/303-410-2101 | N/A N/A | 85 85 | Commercializing low carbon fuels and clean energy from biomass including woody biomass, switchgrass and other agricultural waste. | Mitch Mandich, CEO N/A www.rangefuels.com |
| 8 | 10 | NAMASTE SOLAR 4571 Broadway Street Boulder, CO 80304 303-447-0300/303-443-8855 | N/A N/A | 55 55 | Provider of clean, reliable, and affordable solar energy to homes, businesses, and nonprofits. | Blake Jones, President 2005 www.namastesolar.com |
| 9 | | RENEWABLE CHOICE ENERGY 2500 55th St., Suite 210 Boulder, CO 80301 877-810-8670/253-679-8610 | N/A N/A | 50 50 | Offers renewable energy products to homeowners and businesses including wind power and carbon offsets. | Quayle Hodek, CEO 2001 www.renewablechoice.com |
| 10 | NR | ACOUSTIC VISIONS 1849 Cherry Street Louisville, CO 80027 303-440-1919/303-415-9488 | N/A N/A | 41 N/A | Design and installation of custom home theater, lighting systems, HVAC control systems, surveillance systems, alarm systems, whole-house audio, phone / intercom systems, computer LAN system and solar systems. | Adam K. Rubey, Owner 1995 www.acousticv.com |
| 11 | 11 | STANDARD RENEWABLE ENERGY 5757 Arapahoe Ave., Suite C2 Boulder, CO 80303 303-449-1965/303-440-7391 | N/A N/A | 40 182 | Residential and commercial photovoltaics (solar electricity); solar hot water (solar thermal); wind power; energy audits; high efficiency air conditioning and heating. | Dan Golden, Area Manager 2005 www.sre3.com/colorado |
| 12 | 12 | BELLA ENERGY 500 S. Arthur Ave., Suite 400 Louisville, CO 80027 303-665-2100/303-666-7467 | N/A N/A | 31 31 | Specializes in all types of solar projects, solar electric, solar thermal, grid connect, off-grid, residential and commercial. Now offering small wind and energy analysis services. | Jim Welch, President 1982 www.bellaenergy.com |
| 13 TIE | 13 | INDEPENDENT POWER SYSTEMS INC. 1501 Lee Hill Road, Suite 19 Boulder, CO 80304 303-443-0115/303-443-2173 | N/A N/A | 27 27 | Solar-electric systems. Full-electric design and installation. Master electrician and professional engineer on staff. | Tony Boniface, Owner 1996 www.solarips.com |
| 13 TIE | 12 | NEXT GENERATION ENERGY LLC 75 Waneka Parkway Lafayette, CO 80026 303-665-2000; 1-877-NGE4SUN/303-664-1268 | N/A N/A | 27 27 | Wholesale distributor of renewable energy products including photovoltaic and solar thermal products. Solar Product Manufacturer. Most products in stock for immediate delivery. | Dave Kreutzman, CEO 2003 www.ngeus.com |
| 15 TIE | 18 | INTEGRITY WIND SYSTEMS INC. 4855 Riverbend Road, Suite 100 Boulder, CO 80301 303-440-8799/303-577-9775 | N/A N/A | 25 50 | Marketing, sales and operations office for a leading manufacturer and distributor of commercial-scale wind turbines. | John Brown, Managing Director 2002 www.integritywind.com |
| 15 TIE | 17 | LIGHTHOUSE SOLAR 2438 30th St. Boulder, CO 80302 303-638-4562/30-449-5540 | N/A N/A | 25 50 | Designs and installs complete solar-electric and solar-thermal systems for residential and commercial customers and custom builds lighthouse solarscapes. Licensed plumbing and electrical contractors. | Scott Franklin, President 2005 www.lighthousesolar.com |

N/A: Not available.

If your company should be on this list, please request a survey by e-mailing research@bcbcr.com or calling our research department at 303-440-4950.

*Secondary ranking criteria is number of employees.

① Figure reflects annual budget, not revenues.

SOURCE: BUSINESS REPORT SURVEY
RESEARCHED BY Beth Edwards



ALTERNATIVE ENERGY COMPANIES

(Solar, wind and geothermal companies in Boulder & Broomfield counties ranked by revenues.*)

| RANK | PREV. RANK | Company Address Phone/Fax | Revenues 2008 Revenues 2007 | Regional employees Companywide employees | Products/Services | Person in charge w/ title Year founded Web site |
|---------------|------------|--|-----------------------------|--|--|---|
| 17 | 14 | ASTRALUX ENVIRONMENTAL SOLUTIONS 2500 Central Ave. Boulder, CO 80301 303-995-0891/303-413-1465 | N/A N/A | 23 23 | Specializes in energy efficiency and solar electric system design and installation for residential and commercial customers in the Colorado Front Range. | Rande Treece, President 2006 www.aessolarenergy.com |
| 18 | 16 | ALBEO TECHNOLOGIES INC. 3125 Sterling Circle, Suite 105 Boulder, CO 80301 720-407-4960 | N/A N/A | 20 20 | Developer and marketer of patent-protected, white light-emitting diode (LED) lighting systems for industrial and commercial applications. These fixtures eliminate maintenance, reduce energy consumption, and enable functionality unavailable with traditional lighting. | Jeff Bisberg, CEO 2004 www.albeotech.com |
| 19 | 4 | BLUE VALLEY ENERGY LLC 3075 75th St. Boulder, CO 80301 303-993-2645/303-993-2754 | N/A \$1,750,000 | 14 N/A | Markets, sells, designs and installs new cost-effective, high-efficiency energy systems for heating, cooling and hot water in residential and small commercial buildings. | David Petroty; Eldred Himsforth and Monte Schmidt, Founders 2001 www.bluevalleyenergy.com |
| 20 | NR | COOL ENERGY INC. 5541 Central Ave., Suite 172 Boulder, CO 80301 303-442-2121/303-442-0820 | N/A \$3,906 | 10 11 | Development of solar and photovoltaic technologies. | Sam Weaver, President 2006 www.coolenergyinc.com |
| 21 | NR | NATURAL CAPITALISM SOLUTIONS P.O. Box 398 Eldorado Springs, CO 80025 303-554-0723/303-554-6548 | N/A N/A | 9 9 | 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. | Hunter Lovins, Founder and President and Jeff Hohensee, CEO 2003 www.natcapsolutions.org |
| 22 | NR | ECOFUTURES BUILDING INC. 1025 Rosewood Ave., Suite 204 Boulder, CO 80304 303-415-9694/303-415-9332 | N/A N/A | 8 N/A | Specializes in building net-zero energy homes founded on principles of comfort, health, durability and value through ecologically sound practices. | Eric Doub, President 1982 www.ecofuturesbuilding.com |
| 23 | 20 | AQUA CARE Boulder, CO 80305 303-589-4428 | N/A N/A | 5 5 | Thermal solar heating, radiant floor heating, residential and commercial water heating. Tankless water heaters, high-efficiency gas boilers. Professional pool and spa service and repair including covers. | Steve Ruby, Owner 1992 www.aquacaresolar.com |
| 24 TIE | NR | AUTOMATIC SOLAR Boulder, CO 80305 303-447-3723/303-554-1723 | N/A N/A | 3 N/A | Radiant and solar heating, solar cooling, plumbing, HVAC, heat recovery ventilation, tankless water heaters, water COP flood prevention systems, custom radiant heating sculpture, modern style and cast iron radiators, solar-powered ventilation, geothermal heating and cooling, bioMass heating systems. | Robert DeAngelo, Founder 2003 www.AutomaticSolar.com |
| 24 TIE | 8 | BEN'JAMIN ELECTRIC INC. 4540 Keel Court Boulder, CO 80301 303-530-2211 | N/A \$267,000 | 3 3 | Solar PV sales, service and installation. | Mark Fuller, Owner 1993 N/A |
| 26 TIE | 21 | SOLORADO LLC 4945 Eldorado Springs Drive Boulder, CO 80303 303-875-9045 | N/A N/A | 2 2 | Renewable energy investment consulting and due diligence. | Darrell Laham, General manager 2005 www.solorado.com |
| 26 TIE | NR | SUNWIZE TECHNOLOGIES 1155 Flatbush Rd. Kingston, NY 12401 303-604-1125, 845-336-0146 | N/A N/A | 2 150 | Specializes in the manufacture of integrated solar electric power systems and the distribution of solar modules and components for industrial and commercial markets. | Charlie Bachman, Regional Sales Manager 1980 www.sunwize.com |
| NR | NR | COOL SOLAR INC. 2430 30th St. Boulder, CO 80301 303-442-2194/303-845-9269 | N/A N/A | N/A N/A | Solar electric and thermal installation for homes and businesses. | Sam Weaver, Founder and Owner 2007 www.coolsolarinc.com |
| NR | NR | RADIANT BARRIER OF COLORADO INC. 707 8th St. Boulder, CO 80302 303-918-2328/303-442-1379 | N/A N/A | N/A N/A | Sells an energy-saving product developed by NASA that reflects radiant heat from homes, keeping them cooler in summer and warmer in winter. | Chip Jackson, Owner 2005 www.energyresourcesco.com |
| NR | NR | SOLAR PRO-HYDRONIC HEATING SYSTEMS P.O. Box 790 Boulder, CO 80306 303-772-0005/303-772-0005 | N/A N/A | N/A N/A | Ultra high-efficiency radiant heating systems for new construction and remodels. Buderus, Viessmann, Stiebel-Eltron and Triangle Tube boilers and solar systems. | Manfred Peters, Owner 1990 N/A |
| NR | NR | ZERO ENERGY LLC 2770 7th St. Boulder, CO 80304 303-447-2530/303-544-0233 | N/A N/A | N/A N/A | Sustainable energy residential and commercial products; photovoltaic and thermal system design and installation; thermomax evacuated tube collector distributor; Cempo ICF wall forming distributor. | Davide Picard, Project Manager/Designer 1994 www.zeroenergyllc.com |

N/A: Not available.

If your company should be on this list, please request a survey by e-mailing research@bcbr.com or calling our research department at 303-440-4950.

*Secondary ranking criteria is number of employees.

SOURCE: BUSINESS REPORT SURVEY
RESEARCHED BY Beth Edwards

GREEN BOOK DIRECTORY

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: www.sustainablecolorado.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 989
Fort Collins, CO 80522
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.



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GREEN BOOK DIRECTORY

Person In Charge: Paul Hempel,
Executive Director
Year Founded: 1996
Web site: www.basin.org/bcwi

BOULDER EAST

2770 Arapahoe Road, Suite 132
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

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

2639 Spruce St.
Boulder, CO 80302
303-999-3820/303-440-0703
Products/Services: To empower our
community to conserve natural
resources.
Person In Charge: Keith Desrosiers,
Executive Director

Year Founded: 1976
Web site: www.conservacioncenter.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 SUSTAIN- ABLE 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.cafr.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 NATU- RAL RESOURCES

1313 Sherman St., Room 718

GREEN BOOK DIRECTORY

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: dhr.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.cdphe.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 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
303-592-4066/303-592-4061
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: Graham Russell, Executive Director
Web site: www.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
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. Helps local businesses, schools, community events, local governments and individuals work toward Zero Waste.
Person In Charge: Eric Lombardi, Executive Director and Marti Matsch, Communications Director
Year Founded: 1976
Web site: www.ecocycle.org

ECO-CYCLE INC.

1149 Telleen Ave.
Erie, CO 80516
303-444-6634/

GREEN BOOK DIRECTORY

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.

4665 Nautilus Court, Suite 300
Boulder, CO 80301
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: <http://ghici.org>

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

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: www.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 a0nd 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
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.
Web site: www.nrel.gov

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

GREEN BOOK DIRECTORY

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

1918 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 - RECLAIMED BUILDING MATERIALS

2665 63rd St.
Boulder, CO 80301
303-419-5418/
Products/Services: Open to the public seven days a week. ReSource accepts donations of and sells reclaimed building materials for 50 to 90 percent below retail. ReSource is an environmental program of the Center for ReSource Conservation.
Person In Charge: Shaun LaBarre, Program Manager
Year Founded: 1996
Web site: www.ReSourceYard.org

RHYTHM ON THE RAILS

P.O. Box 108
Boulder, CO 80306
303-449-3137/303-604-0203
Person In Charge: Boulder Creek Events
Web site: www.bcproductions.com

ROCKY MOUNTAIN ANIMAL DEFENSE

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

3100 Broadway Ave., Suite 106
Boulder, CO 80304
720-273-2975/
Products/Services: To promote responsible travel and provide programs that help travelers and the travel trade protect the environmental, socio-cultural and economic values of the places they visit, and the planet at large.
Person In Charge: Brian T. Mullis, President
Year Founded: 2002
Web site: www.sustainabletravel.com

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

717 Poplar Ave.
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 the West's land, air and water.
Person In Charge: Karin Sheldon, Executive Director
Year Founded: 1989
Web site: www.westernresourceadvocates.org

WILDLANDS RESTORATION VOLUNTEERS

3012 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

GREEN BOOK

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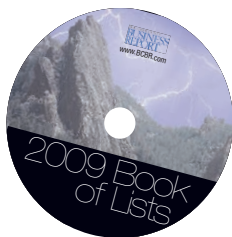
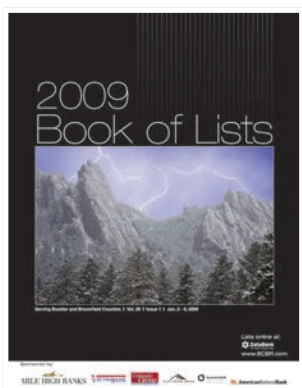
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BUSINESS
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