



# Keep it GREEN



Join the Santa Cruz green community on Wednesday, Dec. 9th at the Del Mar Theater for the pre-screening of: **No Impact Man**

The story of a guilty, New York liberal who decides to practice what he preaches for ONE YEAR (turns off the electricity, stops making garbage, gives up TV, taxis and take out & becomes a walking, bicycling, composting, tree hugging, polar bear saving, local food-eating citizen), all while taking his baby daughter & retail-obsessed, television-addicted wife along with him.

Nubius Organics will be hosting this fun and entertaining pre-holiday screening to remind us all that the choices we make this holiday season will have an impact on our environment. Join the No Impact movement with information from Save Our Shores and Ecology Action, and community discussion lead by Dr. J. Wallace Nichols. Contact us today for details! [elizabeth@nubiusorganics.com](mailto:elizabeth@nubiusorganics.com). 831-479-7744 Watch the Trailer Below at [http://noimpactdoc.com/index\\_m.php](http://noimpactdoc.com/index_m.php)

**Early reviews give this film 2 (green) thumbs up!**

*"Terrifically entertaining. Compelling and extremely funny."* —Betsy Sharkey, Los Angeles Times  
*"Proof that 'eco' and 'entertainment' aren't mutually exclusive."* —John Anderson, Variety

### Prize-based incentive program promotes your business, and greens the commute



Does your business provide gift certificates for your products or services? If so, you may be interested in the RideSpring program. RideSpring is a program that rewards employees for using alternate transit to work such as biking, carpooling, public transit or walking to work. RideSpring has been providing alternate commute services to the City of Santa Cruz and the County of Santa Cruz since 2006, as well as at companies in Silicon Valley and throughout the US.

How the program works: RideSpring provides a variety of gift certificates, for prize drawings every month at each of its client organizations. Employees can earn chances to win every time they use an alternative commute. In this way, RideSpring transforms the daily commute into a fun game between co-workers. By providing gift certificates to RideSpring your business can be promoted to over 3,000 employees in Santa Cruz, as well, as helping to reduce traffic congestion, air pollution and global warming emissions. Current organizations promoted through RideSpring include: Shakespeare Santa Cruz, Clouds Downtown, Spokesman Bicycles. For more information check out: [www.ridespring.com](http://www.ridespring.com).

Also, if your workplace has 200 or more employees you may be interested in using RideSpring. For more information please send an email to: [contact@ridespring.com](mailto:contact@ridespring.com)



For a complete list of Green Businesses and to learn how to promote your business as being GREEN go to [www.montereybaygreenbusiness.org](http://www.montereybaygreenbusiness.org)

### Commuting accounts for 50% of the greenhouse gas emissions in the Bay Area<sup>1</sup>

Every day, Santa Cruz commuters on Hwy. 17 collectively put out 430 tons of CO<sub>2</sub>.

Today, though, we have the tools to significantly reduce this harmful impact through remote work, and an important startup in the field is in Felton. Satellite Telework Centers just opened the first neighborhood-based professional workspace, with more sites planned. Members can avoid the exhausting and polluting two hours a day in their vehicles while still having an efficient, business-like environment, away from the distractions and isolation of working from home or trying to work in a coffee shop.

The Satellite offers 24/7 access to private offices, connected workstations, open workspace, professional conference rooms, video-conferencing, business-quality equipment and phones, free coffee and WiFi.



The technological advances in remote work tools have been astounding. From laptops to smart-phones to virtual private networks (VPNs) to cloud computing, people can now work anywhere. But the productivity gains to employers frequently come at great expense to employees, who are trying to work around children, in ergonomically harmful settings, and with the difficulty of separating work and home.

The founders envisioned the power of technologically advanced remote tools to build the 21st Century village: people can be connected to co-workers anywhere in the world while being physically and socially in their own communities. Many can walk or bike to work. Centers are sited to enhance shopping locally (walking distance to coffee, shops, and restaurants), foster

vibrant small town and neighborhood life, and reduce vehicle-miles.

The Satellite in Felton is in the process of green certification. The building was completely renovated with sun tunnels for natural lighting, T8 fluorescent bulbs to reduce glare and energy use, LED lighting, photo-cell and motion-sensing electrical devices, on-demand water to reduce water use, zero-VOC paint, and re-purposed furniture. If you remember Union Bank in this 1895 building, come see the creative re-use of some of the bank fixtures!

The Satellite offers recycled content paper for almost all uses, china cups and metal utensils to reduce plastics, indoor bike racks and green cleaning products. The company is working to enable small and home-based businesses housed at the Satellite to be green certified under the center's certification.

Come by and see the Satellite. Or visit and work free on First Fridays, the first Friday of every month. We're at [www.thesatelliteinc.com](http://www.thesatelliteinc.com)

### Intuit Helps Businesses Go Green

Intuit is working on a program to connect small businesses who want to learn to be green with businesses who have already taken steps to help the environment. We have over 4 million small business customers using QuickBooks and TurboTax who are interested to know the specific things you've done to be green and how they've helped your business.



We would like to highlight green certified businesses on Intuit's green small business website to convince other businesses to be green. This is an opportunity for you to share your environmental commitment with other businesses around the country while teaching them what they can do to be green.

We'd like to share one or two things that your business has done to be green, get your comments on how to do it, and how it helped your business, alongside contact information for your business, if you'd like.

Please let me know if you're interested. I can be reached at (650) 814-8967 or [john\\_joseph@intuit.com](mailto:john_joseph@intuit.com) for more information.

- The Green Business Program is brought to you by:
- County of Santa Cruz
  - County of Monterey
  - City of Monterey
  - City of Santa Cruz
  - City of Scotts Valley
  - City of Watsonville
  - San Benito County Integrated Waste Management
  - Soquel Creek Water District
  - Pajaro Valley Water Management Agency
  - Ecology Action

- Program Partners include:
- Monterey Bay National Marine Sanctuary
  - California Department of Toxics Substances Control
  - California Integrated Waste Management Board

## Say Hello to Ecocoupons.org and Goodbye to Printed Coupons!



Want to advertise your business without using wasteful print materials? Worry no more! Use ecocoupons.org to display your coupons which can be sent to your customers' cell phones, thereby eliminating the need for printed, and wasted, coupons.

Ecocoupons is committed to helping save the planet's resources by providing an easy-to-use, eco-friendly resource for coupons. Coupons can be searched for by category, keyword, or store. Shoppers can subscribe to their favorite businesses to receive real-time updates for newly-listed coupons.

Sign up today and get:

- A custom page for your business with your logo, map of your location, link to your website, photo gallery, and contact information
- Post and manage your coupons at no cost
- Detailed visualized statistics for your business and coupons - track the effectiveness of your coupons easily
- Mobile coupons - shoppers send your coupons to their phone to eliminate paper waste

If you sign up before we launch on December 12th, you get the first 3 months for only \$10 - no setup fees, no commitments, and no gimmicks. After 3 months, if you like what you get, renew your membership at only \$10 per month.

Ecocoupons was founded on two principals: helping to save the environment and helping to save the local community businesses in this difficult economic time. Working together we can reduce paper waste, save trees, and help keep business local.

Help Ecocoupons save the planet one coupon at a time! 🌱



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## Four Businesses in San Benito County were Recognized for Going Green

San Benito County recognized three "Green Businesses" at the City of Hollister council meeting on August 17, 2009 and one "Green Business" will be recognized at an upcoming County Board of Supervisor meeting.

### GREEN BUSINESS CERTIFICATIONS FOR SAN BENITO COUNTY:

#### Hansen and Co., Inc.

245 Dry Creek Rd.  
San Benito County  
Real Estate Consulting & Appraisal  
Jerry Hansen, Owner

#### Wastewater Solutions

City of Hollister  
Service & Maintenance Provider for  
Septic Systems  
Gwen Millwe, Owner

#### San Benito County Chamber of Commerce

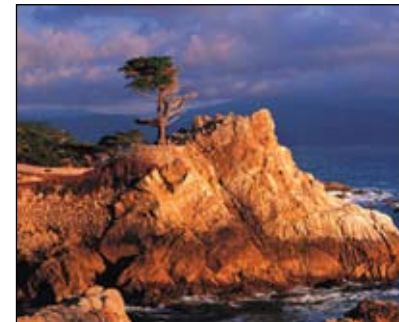
650 San Benito Street  
City of Hollister  
Chamber of Commerce for Businesses in Hollister and unincorporated San Benito County  
Jessiva French, President/CEO

#### Vista Notes

1278 Morningside Circle  
City of Hollister  
Custom Note Cards, Calendars and Specialty Framed Items  
Rochelle Fischer, Owner

## The Green Business Program in Monterey County

Congratulations to all 48 of Monterey County's newly certified Green Businesses of 2009! To date, Monterey County has more than doubled the number of newly certified Green Businesses this year compared to 2008, bringing the total number of certified Green Businesses in Monterey County to 83! For a complete list of certified Green Businesses, visit [www.MontereyBayGreenBusiness.org](http://www.MontereyBayGreenBusiness.org).



Among the newly certified Green Businesses is the Monterey Bay Area's first certified green winery. **Hahn Estates**, located in Soledad, is one of the few wineries in the area to receive the Central Coast Vineyard Team's Sustainability in Practice (SIP) award. Similar to the audit process of the Green Business Program, SIP certification is a third party verified certification that ensures environmentally conscious,



## Hahn Estates

*Similar to the audit process of the Green Business Program, SIP certification is a third party verified certification that ensures environmentally conscious, economically feasible, and socially equitable farming operations that protect human and natural resources.*



economically feasible, and socially equitable farming operations that protect human and natural resources. With SIP certification for their vineyard, Hahn Estates was well on their way to Green Business certification of their winery. Hahn Estates has also joined with a Bay Area certified Green Business, Portocork, to be the sole provider of their wine corks. It's definitely great to see certified Green Businesses collaborating for a common cause!

**Pebble Beach Company** has also joined the Green Business Program certifying 34 of their facilities, including all hotels, retail shops, vehicle services, salon and restaurants. Pebble Beach Company is also unique as all four of their golf courses, Links at Spanish Bay, Pebble Beach Golf Links, Spyglass Hill Golf Course and Del Monte Golf Course, received certification through Audubon International's Cooperative Sanctuary Program for Golf Courses. This certification recognizes golf courses that protect the environment, conserve natural resources, and provide wildlife habitats. Pebble Beach Company has also implemented a very extensive waste reduction program, continually earning the California Integrated Waste Management Board's Waste Reduction Award for over a decade. Pebble Beach Company implements various programs to divert as much waste from landfills and finding means of reusing products not typically accepted in curbside recycling, such as wine corks. Nearly 3,000 wine corks were collected during the Food & Wine event this year and were provided to a recycled cork supplier to turn the used corks into cork flooring.

For more information on the certification programs mentioned above, please visit:

Sustainability in Practice: [www.vineyardteam.org/certified\\_sustainable/](http://www.vineyardteam.org/certified_sustainable/)

Audubon International Cooperative Sanctuary Program for Golf Courses: <http://acspgolf.auduboninternational.org/> 🌱