



The EarthWISE Bulletin

The Sustainable Business Bulletin

Marion County

Volume 3, Issue 1

Winter 2012

Important dates:

- Dec. 21 Winter Solstice
- Dec. 25 Christmas
- Jan. 1 New Year's Day
- Jan. 16 Martin Luther King Day
- Jan. 17 Green Award nominations deadline
- Jan. 20—22 Mid-Valley Home Show at Oregon State Fair
- Feb. 20 President's Day
- March 3 Mid-Valley Green Awards at Salem Conference Center
- March 12 Salem-Keizer Sustainability Summit at Salem Conference Center
- March 26—30 Spring Break

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Getting the dirt on a sustainable landscaper

2009 EarthWISE Business of the Year co-winner shares some of their practices

By Beth Casper



Dean and Ken DeSantis

DeSantis Landscapes is a pioneer in the business of helping people keep their yards green in the most sustainable ways possible.

It's not just in their offering of organic fertilizers and pesticides, native plants that need less water and irrigation systems that gauge the need for water. DeSantis clients benefit from these practices with healthy soil and air, and a lower water bill.

But their sustainable practices are also found behind-the-scenes.

A landscaping company cannot do business without a fleet of vehicles and equipment, but DeSantis has taken extra measures to make sure that its fuel use is as minimal as possible and its equipment is as healthy for its employees as for the environment.

Sales and management staff drive hybrid vehicles instead of trucks. The company now has four hybrid vehicles, replacing the trucks they drove before and resulting in an estimated \$10,000 savings in gasoline annually from the switch.

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2012 MID-VALLEY GREEN AWARDS

NOMINATIONS SOUGHT

The Friends of Straub Environmental Learning Center, Marion County Public Works - Environmental Services, and Garten Services, Inc. are seeking nominations for the 3rd annual Mid-Valley Green Awards. Nominations are being sought for individuals, businesses, and organizations located in Marion County and the greater Salem area. Winners will be announced at a Green Awards event to be held March 3rd, 2012, at the Salem Conference Center.

CATEGORIES:

- **Recycler of the Year:**
with separate awards for an individual/family and a business
- **Sustainable Organization of the Year:**
small and large business categories
- **EarthWISE Certified Business of the Year:**
must have EarthWISE certification by 1/11/2012
- **Green Building of the Year:**
new or retrofitted
- **Green Apple Award:**
an educator who leads in teaching environmental/sustainable curricula

Nomination forms and category descriptions are available online at midvalleygreenawards.org or you may call Friends of Straub at (503) 391-4145 to request a copy be mailed to you.

NOTE: NOMINATIONS MUST BE RECEIVED NO LATER THAN MIDNIGHT JANUARY 17, 2012 TO BE ELIGIBLE FOR CONSIDERATION.



Two managers telecommute from Portland, eliminating the need to use fuel for the two-hour commute to Salem and back. Over the course of a year, its telecommuting policy saves an estimated \$7,000 a year.

As DeSantis replaces old or broken equipment, new equipment is purchased that is more efficient and more environmentally friendly. For example, the company replaces old trucks with diesel trucks, which run on a cleaner fuel: 20 percent biodiesel.

Landscaping equipment that used inefficient two-stroke engines has been replaced with four-stroke alternatives. The result: a quieter and more efficient machine. The older-model leaf blowers, for example, ranged from 80 to 90 decibels. The new ones are quieter – at 60-70 decibels. And the newer ones reduce emissions by as much as 80 percent. The more efficient machines cost no more than the two-stroke ones, but DeSantis also switched to buying fuel for this equipment in bulk, which saves the company 50 percent in fuel costs.



DeSantis Landscapes uses bulk fuel for its landscaping equipment

Even though DeSantis Landscape was practicing sustainability before the certification programs even started, the certifications help to verify to customers what DeSantis stands for.

With a fleet the size of DeSantis', oil changes are a weekly task. In addition to recycling the used oil through ORRCCO, DeSantis purchases re-refined oil at a 30 to 40 percent savings.

In keeping with its effort to reduce fuel use, DeSantis purchased solar panels to offset its use of electricity from coal-fired power plants or natural gas. The solar panels installed on the company's State Street roof offset 15 percent of the electricity use.

Recycling and reusing also have played a role in DeSantis' sustainability.

At their main office on State Street, DeSantis recycles hundreds of plastic nursery pots each month. Intact pots are picked up by a broker who resells them to nurseries. Plastics recycler Agri-Plas collects the broken ones.

Items such as PVC pipes are saved for one of several special collections Marion County offers each year.

DeSantis composts all leaves on site and then uses that compost in landscaping projects. The company saves about \$5,000 each year on its garbage service to not haul those leaves away.

In addition to making some of its own mulch, DeSantis employees tried their hand at brewing their own compost tea three years ago. Compost tea is an inoculant that introduces beneficial bacteria, fungi, protozoa and nematodes to the soil. DeSantis employees mix a 200-gallon batch about once a month for use on clients' properties. Switching to their homemade brew has saved the company 50 percent of the cost of the tea.



Broken and worn nursery pots are given to plastics recycler Agri-Plas

Silverton EarthWISE business “turns a new Leaf” with all-electric car

In October, local services provider Compex Two Computers broadened their commitment to green business practices with the addition of “Sparky,” their 2011 Nissan Leaf electric vehicle. Sparky was adopted at the Nissan dealership in Bend after being orphaned by her pre-order owner. The Zero emissions Leaf will be used for service calls within fifty miles of the Compex Two business office located in Silverton.

This is not Compex Two’s first eco-friendly mode of transportation. Sparky joins the company bike in local green transportation efforts. Technicians always attempt technical work remotely; however, the staff occasionally uses the company bicycle or on-foot transportation for local service calls. With the near doubling of contract clientele over the last year it was necessary to pursue greener transportation for travel outside Silverton city limits.

Compex Two staff report that Sparky is spacious, zippy and fun to drive. In addition to being made of recycled components, Sparky itself is also 99% recyclable. To jump-start green initiatives, the government has offered tax incentives to businesses in order to offset the cost of the vehicle. With the recent addition of more than 10 charging stations in Salem, the staff are more than excited to hit the zero emissions road.

Staff at Compex Two are open to questions from the curious—just give them a call at 503-873-0188.



Sparky’s home, at the corner of Oak and Second Streets in Silverton, is the site of the 2011 Leaf’s recharging station.



Electric cars vary on their recharging times—from a “quick charge” 30 minutes to a “home plug” 20 hours—depending on the station type. Sparky can go from empty to full in about six hours with this model.

Compex Two Computers was an early adopter of the EarthWISE program (certified in 2007) and has taken a variety of steps to promote a sustainable work environment. These include:

- Replacing paper towels with washable cloth towels in their kitchen and bathrooms.
- Composting food waste on-site.
- Purchasing a bicycle for in-town service calls.
- Shutting down all electronics at the end of the day.

COMPEX  TWO

Time to recertify already?

These EarthWISE businesses just did



Cascade Employers Association



AJ's Auto Repair



Barnwood Naturals



Complex Two Computers

More recerts!



Salem Fire Department



City of Salem—Information Technology



City of Salem—Urban Development Director's Office



Willamette Lutheran Retirement Community

And one more!

Willamette Ear, Nose, Throat and Facial Plastic Surgery celebrate their recertification and newly installed solar panels.



Monday
3-12-2012

Important DATE!

Salem-Keizer Sustainability Summit
Expanding business opportunities in a growing green economy
Salem Conference Center - 7:30 am to 2:00 pm - www.sustainabilitysummit.info 503.393.9111



Here are some ways for you to participate:

- Individual Summit Registration
- Attend Luncheon Only - Keynote Dave's Killer Bread founder Dave Dahl
- Trade Show Exhibitor
- Sponsor (Community/Monetary)

Supporters include:
Portland General Electric, Marion County EarthWise, City of Salem, City of Keizer, Salem Area Chamber of Commerce, SEDCOR, Keizer Chamber of Commerce, Dallas Chamber of Commerce, Energy Trust of Oregon, Oregon Peace Works, Willamette University, Salem-Keizer Mass Transit

Last year's Sustainability Summit was so successful that it just demanded an encore... and a bigger venue.

The line-up? How about Secretary of State Kate Brown kicking off the morning with news about statewide sustainability efforts. For lunch, we'll be hearing from Dave Dahl, whose journey from jail to organic bread entrepreneur will inspire and illuminate. In between, there will be several way-cool break out sessions that have something for everyone.

Details:

March 12
7:30 am—2 pm
Salem Conference Center

Registration:

Preregistration \$45 Day of Summit \$55 Lunch included!
EarthWISE certified businesses and students receive \$10 discount.
503-393-9111 or www.sustainabilitysummit.info

Green Awards - Nominations
2012 MID-VALLEY GREEN AWARDS



Nominations Sought
 Do you know a person, business, or organization that acts, thinks and does green? Then you need to nominate them today!

Green Award categories include:

- Recycler of the Year
- Sustainable Organization of the Year
- EarthWISE Certified Business of the Year
- Green Building of the Year
- Green Apple Education Award

Nomination forms and category descriptions are available at www.midvalleygreenawards.org or you may call Friends of Straub at (503) 391-4145 to request a mailed copy.

NOTE: Nominations due by midnight January 17, 2012 to be eligible.

 **Public Works Environmental Services**
 503.588.5169 *Se habla español*
mcrecycles.net

Thinking of making a nomination? Here are three good reasons why you should

1. Someone, or some team, worked very hard to make their organization more sustainable. They deserve a public pat on the back.
2. Many green companies and individuals have come up with innovations that could be shared with the greater community. We might not learn about them if their story is not told.
3. All nominees will receive publicity and recognition both before and during the day of Green Awards. Even if they don't win the award, their work will be noted.

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All of DeSantis' practices fall under a term coined just for them, by them: EarthSense. Customers understand the value in using a local company that offers sustainable products while also running a sustainable operation.

Their EarthSense strategy also extends to the health of their employees. A monthly wellness program educates their 58 employees about health care issues and safety concerns on the job.

In addition to EarthWISE certification, DeSantis Landscapes has also received Eco-Biz certification from the Portland metropolitan area.

Even though DeSantis Landscapes was practicing sustainability before the certification programs even started, the certifications help to verify to customers what DeSantis stands for.

Vice-President Ken DeSantis says, "It is a stamp that says you guys do what you say you can do."



The EcoBiz certification program for landscapers is offered by Oregon Dept. of Environmental Quality.

**Ask
Mister
Sustainability**

Question: Sometimes I think that my company and I are the only ones who see the value of “going green.” How come others don’t get it?

Be ye of good cheer! There are more of ya than you knew...would you believe that 69% of American businesses are promoting some type of green effort in the workplace? That’s almost 7 out of 10!

And who says so? Buck Consultants, A Xerox Company, that’s who. This spring they completed their third annual survey of over 100 organizations in the United States, representing a wide range of industries including financial services, manufacturing, health care, and non-profits.

So what kinds of things are folks doing out there? Here are some more numbers to chew on:

- Recycling and paper reduction (97%)
- Web and/or teleconferencing (95%)
- Healthy living and wellness (85%)
- Internal green communication program (81%)
- Light sensors (75%)

And what else did they find? Bucks reported that 78 percent of organizations consider cost savings as the leading motivator for green programs, while the creation of community goodwill (58 percent) and employee engagement/morale (56 percent) round out the top three motivators.



For more info about this report and Bucks Consultants go to: www.bucksconsultants.com

Factoid Department

Here’s a big number—the U.S.E.P.A. reports that Americans generated 250 million tons of trash in 2010. That’s nearly 4½ lbs per person per day.

Oregonians’ share was about 2 million tons...about 3½ lbs per person each day.

Are we just better people? Not sure about that, but we do throw away less than most.

How? We recycle more. The national recycling average is 1½ lbs per person per day; ours is over 3 lbs.

Of things we recycled or composted, paper was the biggest commodity (29%), followed by yard debris (20%) and metals (19%).

Worldwide paper demand is up significantly but demand in the U.S. is declining. Conversely, we are recycling paper at record amounts. 40% of recovered paper is exported, mostly to China.

The OR Dept. of Environmental Quality reports that one ton of old broken crayons were recycled in 1994 but nothing measurable this year.

How did Marion County do in 2010? We dropped from the highest recycling rate in the state to 3rd place (56.2%). Metro (57.9%) and Lane County (57.4%) are now #1 and #2 respectively.

As lifelong Cub fans would tell you, “Wait ‘til next year.”

EarthWISE Member Directory

Construction

Advantage Precast, Inc.
Barnwood Naturals, LLC
Carlson Veit Architects, P.C.
CB | 2 Architects
Cherry City Heating
Cherry City Remodeling
dalke construction
Jet Industries
LCG Pence Construction
Modern Building Systems, Inc.
Studio 3 Architecture, Inc.

Education

Chemeketa Community College
Woodburn School District

Financial

Bank of the Cascades - Hawthorne Branch
Financial Products and Services, Inc.

Food

Bentley's Grill
BrucePac - Silverton & Woodburn Plants
Cascade Baking
Jonathan's
Kerr Concentrates, Inc.
Kettle Foods
LifeSource Natural Foods
NORPAC Foods - Stayton, Brooks, & Salem Plants
Spring Valley Dairy
TreeTop
Truitt Brothers, Inc.
Willamette Valley Fruit Company

Government

Champoeg State Heritage Area
Marion County Dog Shelter
Marion County Public Works—Silverton Road Campus
Oregon Department of Energy
Oregon Dept. of Administrative Services - 20 Buildings
Oregon Exposition Center
Oregon Lottery
Oregon State Capitol
Oregon—Salem Motor Pool
Salem Fire Department
Salem Housing Authority
Salem—Information Technology
Salem—Public Works Willow Lake WPCF
Salem - Urban Development's Airport Division
Salem - Urban Development's Director's Office
Salem - Urban Development's Parking Services
Salem Public Library

Landscaping

DeSantis Landscapes, Inc.
The Garden Angels
Green Acres Landscape, Inc.

Medical

Holly Chamberlain D.D.S., L.L.C.
Chiropractic Physicians, P.C.
Miller Orthodontics
Willamette E.N.T. & Facial Plastic Surgery, LLP

Not For Profit

Assistance League of Salem - Daue House
Assistance League of Salem - Encore Furniture
Garten Services, Inc.
Habitat for Humanity of the Mid-Willamette Valley
Marion-Polk Food Share
SAIF Corporation
Temple Beth Sholom
United Way of the Mid-Willamette Valley
Willamette Lutheran Retirement Community

Professional/Services

AAA Cleaning Service - Metro, Inc.
ABC Window Cleaners & Building Maintenance
AJ's Auto Repair, Inc.
Cascade Employer's Association
Compex Two Computers
JoyRide Cycling
Kristin LaMont, Attorney at Law P.C.
Lancaster Mall Operations
Law Office of Eden Rose Brown
T-Mobile
VanNatta Public Relations/Spire Management

Real Estate & Commercial Properties

First American Title Insurance Company
Pringle Creek Community
Sperry Van Ness Commercial Advisors
The Epping Group/Creekside Corporate Center

Recycling/Solid Waste

Agri-Plas, Inc.
Covanta Energy, Marion Facility
D & O Garbage Service Inc.
Marion Recycling Center
Pacific Sanitation

Retail/Wholesale

Capital Sewing & Vacuum Center
Habitat for Humanity ReStore
Hillyer's Mid-City Ford
Power Equipment Systems

Tourism

Grand Hotel in Salem
Salem Conference Center
Travel Oregon
Travel Salem

The "Is That A Fact?" Department

What is Santa's carbon footprint? It's fairly large, but there is only so much one can do. However, here's one area you can help:

- The typical lump of coal found in a naughty child's stocking weighs six ounces. If 1/5 of the world's children are on the naughty list (and that may be a pretty conservative estimate), 37,111 million metric tons carbon dioxide equivalent will be released in the mining of that coal.



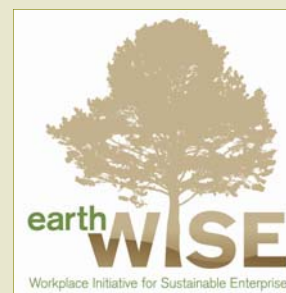
- Another 194,591 metric tons will be emitted should they choose to burn their coal on Christmas morning.

So what's your part to play in this?

A: Find a nearby disagreeable child and help him/her find the error of his/her ways in order to prevent the distribution of this potent climate-changing fuel.

B: Hermetically seal coal in a glass container as an instructive reminder to avoid negative behavior. Like all energy sources, the most efficient is the one we don't have to use.

Source: <http://www.ethicalocean.com/blog-issue/1949>



To learn more about the EarthWISE business assistance program, visit our website at

mcEarthWISE.net

or call: 503 365 3188

or email: EarthWISE@co.marion.or.us .