



The EarthWISE Bulletin

The Sustainable Business Bulletin

Marion County

Volume 5, Issue 1

Spring 2015

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Important dates:

- March 20 Vernal equinox
- March 23-27 Spring Break
- April 11 Upcycle Oregon at State Capitol
- April 11 Earth 411 at Riverfront Park
- April 18 Earth Day Fair at the Oregon Garden 
- April 22 Earth Day (Nationally)
- May 10 Mother's Day
- May 25 Memorial Day
- June 9/10 Schools out
- June 21 Father's Day

Green Award winners announced

Annual event acknowledges unsung heroes

By Beth Casper

How do you help a humanitarian problem while contributing to the solution of an environmental problem?

That's exactly what **Dana Canning** does through her Salem Sleeping Bag Project, where volunteers crochet mats and sleeping bags for homeless people from recycled materials and plastic bags. The project has put to good use 108,000 plastic grocery bags to make 180 sleeping mats.



Jeanne Collins accepts award on behalf of Dana Canning

Canning earned the **Individual Recycler of the Year** Green Award at the sixth annual Mid-Valley Green Awards March 7th.

OSU Extension Agent **Dan Hoynacki's Green Apple Award** also recognized a dual purpose: the engagement of almost 3,000 at-risk youth and the establishment of several environmental education programs that teach students ecological principles, community gardening and natural resource management.



Dan Hoynacki (L) with presenter Dave Smedema



Logan Blanco and Millie Estrin with Jim Green

The first-ever unique **Green Bookend Awards** was given to **Logan Blanco**, an 8-year-old from Gubser Elementary, and **Millie Estrin**, 90, a local Master Recycler. Logan undertook a project to collect hundreds of bottle caps to keep this item out of the waste stream. Meanwhile, Millie has volunteered hundreds of hours and has educated thousands of people about recycling for over three-quarters of a century.

South Salem CycleWorks, winner of the **Business Recycler of the Year**, hasn't had garbage service in 25 years of business, collects compost, refurbishes old bikes, scavenges unusable bikes for parts, and recycles the rest.



South Salem Cyclework's Michael Wolf accepts award from Beth Casper



Ben Deumling (L) of Zena Forest with Alan Pennington

Zena Forest Products, winner of the **2015 Green Product Award**, is also in the business of education. The company sustainably harvests its oak resources to create durable hardwood flooring with a third-party Forest Stewardship Council certification.

Nathan Good Architects, winner of the **Green Service Award**, designs homes and businesses to be 20 percent more energy efficient than required by Oregon building codes and has had more than 15 homes certified by one of four green programs in the past decade. It's not just the company's designs that make an eco-difference, it is also its education and advocacy.



Nathan Good and Lydia Jesse Peters



Keith Beckman accepts award for BrucePac

The remainder of the Green Award winners proves that sustainability is synchronous with profitability. In fact, their sustainability is partly why they are profitable.

BrucePac, winner of the **Large Sustainable Business of the Year Award**, operates a thriving meat-processing business while redesigning its processes to reduce energy by 22 percent, save more than 2 million gallons of water annually, and recycle 1.3 million pounds of cardboard last year.

Rafns', a restaurant and specialty grocery store supplying local and responsibly raised products, won the **Small Sustainable Business of the Year Award**. The Rafns' efforts include using every part of food scraps—chicken bones for broth and pork fat for rendering. Every item in the business—from menus, paper tickets, and food containers to wash water, wood pallets, and glass jars—is reused as many times as possible before being recycled.



Rochelle Rafn accepts Sustainability Award



Karen and Mike Weddle

A **Lifetime Achievement Award** was given to Mike and Karen Weddle for their many years of service in environmental education. Mike, a longtime teacher and a founder of the Jane Goodall Environmental Middle School, and Karen, who have contributed countless hours of support to students and the school, continue to work even in retirement.



Annie Gorski presents award to WVV's Jacob Sembler

Willamette Valley Vineyards, the **Sustainable Wine Producer of the Year**, has launched numerous sustainability initiatives within their business. One example: to encourage recycling, the vineyard offers a 10-cent refund for returned wine bottles.



Kerr's Oscar Torres accepts award from Griselda Puga

Kerr Concentrates took home the **EarthWISE Business of the Year Award**. The fruit and vegetable concentrate processor switched to tankers for most of its raw and finished goods, which meant about 240 fewer truck loads in 2014. Kerr also recycles virtually everything—even its plastic pails are donated to Marion County's paint recycling program. It has been EarthWISE certified since 2009.



Tune into the latest stories about the 3R's

Waste Matters: On the Air



Tune in on the second and fourth Thursday at 1:00 pm as hosts Jessica Ramey and Alan Pennington chat with guests about their interesting and innovative waste reduction programs! The show broadcasts on **88.5 FM** in the S. Salem/ Turner area and **100.7 FM** in the rest of the Salem area. The show streams live online at www.kmuz.org and podcasts of all our shows are available. Check out our stories about various EarthWISE businesses. Yours could be next!

Time to recertify already?

These EarthWISE businesses did



BrucePac Woodburn Plant
2010 - 2015



BrucePac Silverton Plant
2010 - 2015



Allied Video Productions
2011 - 2014



Complex
2007 - 2015



Dr. Holly Chamberlain D.D.S.
2008 - 2015

Time to recertify already?

These EarthWISE businesses did



**City of Salem Civic Center
2011 - 2015**



**Law Office of Eden Rose Brown
2011 - 2015**



**LCG Pence, LLC
2011 - 2015**



**City of Salem Willow Lake Water Pollution Control Facility
2010 - 2015**



**Oregon Department of Energy
2008 - 2015**

Ask Mister Sustainability

I have two questions. I'm still not sure what a 3rd party certified cleaner is and why they're necessary and I can't find any disinfectants that are certified. OK, I guess that's three.

Let's take this one at a time. **First**, a third party certification is one in which government or non-profit organizations have created environmental standards by which a product may be judged. For a cleaning product, we want standards that address product safety, toxicity, and performance to ensure that what the manufacturer sells us really is the least harmful to human health and the environment. Commonly cited **3rd party** certifiers include Green Seal, Ecologo, UL Certified, SCS, and Design for the Environment.

Second, because we live in an imperfect world and can't always believe what we are told, there is a need to seek out institutions or organizations that do not stand to profit by our gullibility. With a little luck and a lot of scientifically validated studies, we can easily narrow down those products that we can feel reasonably certain meet established criteria for safety. One big note: Good Housekeeping does not certify environmental safety; any claims of "all natural" are meaningless without scientific documentation; and, be wary of companies that certify their own products and slap their "feel good" label on it. Hmm.... Now why would they do that?????

Thirdly, disinfectants, by their very nature, are manufactured to kill microbes and innately contain toxic, sometimes very toxic, chemicals. To avoid confusion with products that measure health and environmental safety, the U.S. Environmental Protection Agency declared that disinfectants are forbidden to receive 3rd Party endorsements and/or labeling.

So...what to look for? Here's what EarthWISE currently recognizes:



And what, you might ask, is this cryptic item on the left?



It's an advertising agency's description of the healthy, wholesome ingredients associated with an unnamed sports drink. 3rd-party certification, anyone?

Factoid Department

New York City's ban on single use service Expanded Polystyrene (EPS) foam articles—packing peanuts, cups, trays, plates, or clamshells—begins this summer on July 1st.

Marion County recycled 10 tons of Styrofoam in 2013, probably a small fraction of the stuff that's out there.

The Seattle Mariners won a sustainability award in January for being the first major league baseball team to install LED lighting, compost/recycle 90% of their waste, & saved over \$114,000 in waste disposal costs. Play ball!

Speaking of summer and Seattle... Seattle will become the first U.S. city to fine residents who throw away compostable food. Until then, it's using public shaming to change behavior; people who don't separate their garbage are getting their bins tagged with a big, red warning letter for all to see.

Time to dust off the old copy of [The Scarlet Letter](#).

Meanwhile...

Levi Strauss, famed maker of jeans, has switched its production to eliminate 96% of the water used in its finishing process.

For consumers, Levi's recommends washing less frequently, in cold water, hang dry, and donate when not needed.

Not bad advice...not bad at all.

EarthWISE Member Directory

* Denotes new EarthWISE business

Automotive

AJ's Auto Repair, Inc.
Brooks Automotive
Capitol Auto Group
Sanford Automotive

Construction

Advantage Precast, Inc.
Arbuckle Costic Architects, Inc.
Barnwood Naturals, LLC
Carlson Veit Architects, P.C.
CB|Two Architects
Cherry City Heating
dalke Construction
Day Heating & Cooling
Fluent Engineering, Inc.
Jet Industries
LCG Pence Construction, LLC
Modern Building Systems, Inc.
Pence Northwest Construction, LLC
Studio 3 Architecture, Inc.
White Oak Construction

Education

Chemeketa Community College
Chemeketa Center for Business & Industry
Straub Environmental Center

Financial

Country Financial^{*}
FPS, Inc.
SELCO Community Credit Union

Food

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

Government

Champoeg State Heritage Area
Marion County Dog Shelter
Marion County Public Works—Silverton Road Campus
OR Department of Administrative Services- 20 Buildings
OR Dept. of Corrections (DOC) CDC/Warehouse
OR DOC Gath Road Range
OR DOC Mill Creek Correctional Facility
OR Santiam Correctional Facility
OR State Corrections Institution
OR DOC State Penitentiary
OR Department of Energy
OR Exposition Center
OR Dept. of Public Safety Standards & Training
OR Lottery
OR DAS - Salem Motor Pool
OR State Capitol
Salem Center 50+
Salem Civic Center
Salem Fire Department
Salem Housing Authority
Salem - Information Technology
Salem - Public Works Willow Lake WPCF
Salem Shops
Salem - Urban Development's Airport Division
Salem - Urban Development's Director's Office
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.
Rural Metro Ambulance
Willamette E.N.T. & Facial Plastic Surgery, LLP

Not For Profit

Assistance League of Salem - Daue House
Assistance League of Salem - Encore Furniture
Family Building Blocks
Garten Services, Inc.
Habitat for Humanity of the Mid-Willamette Valley
Marion-Polk Food Share

Not For Profit (Continued)

SAIF Corporation
Temple Beth Shalom
Unitarian Universalist Congregation of Salem
United Way of the Mid-Willamette Valley
Willamette Lutheran Retirement Home

Personal Services

Designer Cut
Phiz Spa

Professional/Services

AAA Cleaning Service - Metro, Inc.
ABC Window Cleaners & Building Maintenance
Allied Video Productions
Cascade Employer's Association
Collier Law
Compex Two Computers
Lancaster Mall Operations
VanNatta Public Relations/Spire Management

Real Estate & Commercial Properties

The Epping Group/Creekside Corporate Center
Pringle Creek Community
Wildwood | Mahonia

Recycling/Solid Waste

Agri-Plas, Inc.
Covanta Energy, Marion Facility
D & O Garbage Service Inc.
Loren's Sanitation & Recycling Services
Marion Recycling Center
North Marion Recycling & Disposal
Pacific Sanitation

Retail/Wholesale

Cooke Stationery Co.
Habitat for Humanity ReStore
One Fair World

Tourism

Grand Hotel in Salem
Salem Convention Center
Travel Salem

Transportation

South Salem Cycleworks
Salem Keizer Transit

**DIY Studio's Trashion Show
wows Green Award crowd**

Below are a few of the creative reuses for discards that we saw at the 2015 Green Awards:



For more trashion photos, go to our Facebook page: www.facebook.com/MCEnviroServices

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