

GREEN AWARD WINNERS

Mid-Valley Businesses, Organizations, & Individuals Show They Can Mix Business With Sustainable Efforts

By Beth Casper

Special to the Salem Business Journal
The Mid-Willamette Valley's Green Award ceremony honored exceptional environmental practices by unique businesses and individuals, and it also brought a few surprises.

The sixth annual Mid-Valley Green Awards ceremony was Saturday, March 7. The ceremony was presented by the Straub Environmental Center, Marion County Public Works Environmental Services and Capitol Subaru.

Logan Blanco and Millie Estrin brought a roar of approval from the crowd as they took home the first-ever "Green Book-end Awards," which prove that inspiring others in green practices can be done at any age. Logan Blanco, 8, and Millie Estrin, 90, are each doing what they can to change the world.

Blanco, who attends Gubser Elementary, collected bottle caps for recycling and enlisted the help of several coffee shops, which now understand the importance of keeping this item out of the waste stream. He puts his work this way, "I'm saving the world, one bottle cap at a time!"

Millie Estrin, 90, has volunteered more than 250 hours as a Master Recycler and has educated thousands of people about recycling. Her nominator said, "She is kind and curious about her direction, but make no mistake, Millie, a pint-sized 90 year old, is a force to be reckoned with!"

Dana Canning, who earned the Individual Recycler of the Year Award, tackles two problems with her efforts: homeless-

ness and the proliferation of plastic bags. Through her Salem Sleeping Bag Project, 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.

Ten other people or businesses were honored with Green Awards and the Lifetime Achievement Award was given to Mike and Karen Weddle. Mike, a longtime teacher and founder of the Jane Goodall Environmental Middle School, continues to volunteer at the school teaching French, leading hands-on stream restoration efforts, and serving on the Charter Board. Karen, a retired industrial chemist, has assisted at the school with many behind the scenes efforts such as tutoring students, field trips, and countless administrative details that helped get the school off the ground.

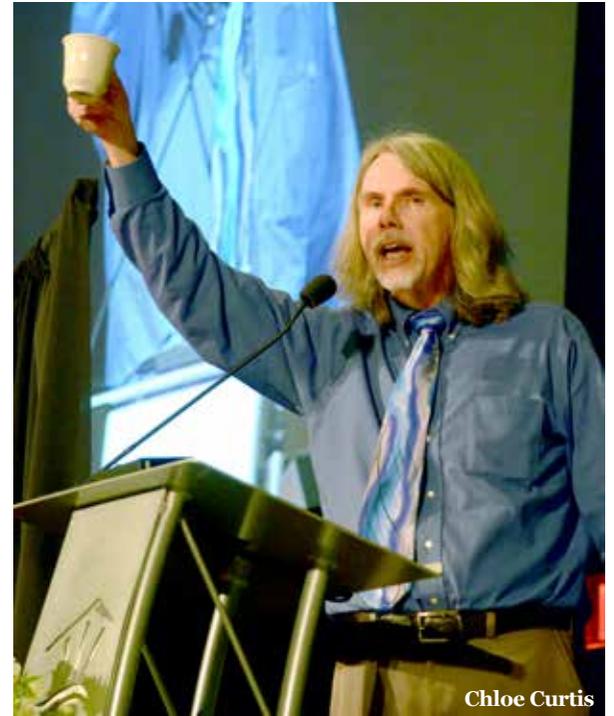
The Green Apple Award recognized Dan Hoynacki's engagement of almost 3,000 at-risk youth and the establishment of several environmental education programs that teach students ecological principles, community gardening and natural resource management. Hoynacki's students have provided more than 130,000 hours of service to the community.

Zena Forest Products, winner of the 2015 Green Product Award, sustainably harvests its oak resources to create durable hardwood flooring with a third-party Forest Stewardship Council certification. The company works hard to maintain and expand the rare Oregon white oak ecosystem, which has only about 5 percent of the

original pre-settlement area left intact in the valley, by providing an economic incentive for forest landowners to responsibly manage their oak ecosystems. The durable hardwood flooring that is produced from these forest lasts longer than any other flooring alternative, reducing the pressure on our valuable natural resources, and ensuring that these forests will be maintained.

Rafns', a restaurant and specialty grocery store supplying local and responsibly raised products, won the Small Sustainable Business of the Year Green 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. As Rochelle Rafn said after receiving her award, "Nothing is thrown away before talking to Nate (Rafn)."

BrucePac, winner of the Large Sustainable Business of the Year Green 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. Employees even worked to redesign a ma-



Alan Pennington of Marion County Green Awards Host

gor supplier's cardboard box so that it could be recycled.

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

Good's consulting services for their sustainable design.

South Salem Cycle-Works, winner of the Business Recycler of the Year, hasn't had garbage service in 25 years of business, collects compost, refurbishes old bikes using as many used components as possible for those unable to invest in a new bike; scraps unusable bikes for parts, and recycles other parts. The shop also focuses on education—encouraging Bike Safety Classes for the elementary schools, helping provide sheltered bike parking for the elementary and middle schools, and participating in (and winning!) the statewide Bicycle Commute Challenge.



Kerr Concentrates,
EarthWISE, Business of the Year Award
Oscar Torres and Griselda Puga

Rafns' Restaurant,
Small Sustainable Business Award
Rochelle Rafn and Beth Casper

Nathan Good Architects,
Green Service of the Year Award
Nathan Good and Lydia Jesse Peters

Coldwell Banker Mountain West Real Estate Takes Lead On Health Issue

Coldwell Banker Mountain West Real Estate, Inc. announced today that they are taking the proactive lead on the issue of unsafe levels of formaldehyde in manufactured wood floor products. "Recent information on 60 Minutes, and continuing stories lead us to believe that this could be a major health issue," says Peter L. Rogers, President. "We have decided to offer a safe and healthy alternative to manufactured flooring products to all of our clients, and at the same time offer a much higher quality product to replace them with."

“Recent information featured on 60 Minutes”

Coldwell Banker Mountain West will offer 100% New Zealand wool carpeting, and 100% natural reclaimed wood flooring, at a price greatly below market rates. Wool carpet is hypoallergenic, fire resistant, renewable, and very long lasting, as well as very luxurious. "We have developed a local Oregon source to provide the wood flooring,

and have a very experienced company on board to do the installation work," says Jeri Scott, Executive Vice-President of Coldwell Banker Mountain West. Reclaimed wood floors can be finished to any level, and they greatly enhance the beauty and value of a home, while providing a safe, long lasting floor that outlasts any manufactured product, according to the National Homebuilder's Association.

The prices Coldwell Banker Mountain West have placed on these floor products will be extraordinary low due to volume purchasing. "We will pass these products on to our clients, at the price we pay, so that our clients can have a choice as to the quality of materials they put in their home", says Rogers. "Our goal is to offer peace of mind, quality, beauty and value to our customers' homes." Wool carpet retail prices begin at \$65.00 per yard; Coldwell Banker will offer it at \$27.95, installed. The wood floors

will cost around \$9.95 per foot with natural finish. Contact your Coldwell Banker Mountain West agent for more details.

Coldwell Banker Mountain West Real Estate, Inc. is located at 235 Union St NE, Salem, OR 97301, and can be reached at 503-364-9596 or online at ColdwellBanker-MountainWest.com. Coldwell Banker Mountain West has been serving Salem, Keizer, and the Willamette Valley since 1977 and has been a part of the Coldwell Banker franchise since 1982. Coldwell Banker Mountain West has distinguished itself in the market by offering its Lifetime Handyman Repair Service which provides handyman repairs to anyone who has bought or sold a home with the company.



Peter L. Rogers, President, Coldwell Banker Mountain West

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Willamette Valley Vineyards, the Sustainable Wine Producer of the Year, launched a sustainable wine-casking technology five years ago that saves 1,300 bottles for each bio-cask, which is refilled 15 times a year. It has been certified sustainable through LIVE and Salmon Safe since 1997, offers a 10-cent refund for returned bottles, recycles corks so that they can be made into high-value products, offers 50 gallons of biodiesel a month to each employee at no cost, installed solar panels, and waters half the vineyard with water runoff stored in a tank under the production facility.

Kerr Concentrates took home the EarthWISE Business of the Year Green 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. Customers benefit from Kerr's recycling program too: The company provides customers with credit when they return empty plastic poly drums. It has been EarthWISE certified since 2009.

"The Green Awards ceremony was an inspiration to the 400-plus people who attended," said Alan Pennington of Marion County. "Their energy and commitment is making the mid-Willamette Valley a better place to live and garnering national attention."

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