



The Earth WISE Bulletin

The Sustainable Business Bulletin

Marion County

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Important dates:

- Sept. 22 Autumnal Equinox
- Oct. 2 PGE Demand Response Seminar
- Oct. 11 Portland Go Green Conference
- Oct. 17 PGE LED Lighting Seminar
- Oct. 18-20 ReuseConex Conference (Portland)
- Oct. 31 Deadline for MC Waste Reduction grants
- Nov. 6 Election Day
- Nov. 12 Veteran's Day Holiday
- Nov. 22 Thanksgiving
- Dec. 1 Green Award Nominations available

Greenest grocer in Marion County?

Local grocer serves up healthy foods and sustainable practices at the same time

By Beth Casper

LifeSource Natural Foods is *the* place in Salem to get organic produce, healthy prepared foods, and packaged foods without artificial ingredients, preservatives or trans-fats. Shoppers can also pick up cleaning products without toxic chemicals; supplements for optimal health; and books for healthful meals and homes.

In a nutshell, LifeSource is looking out for the well-being of its community.

The Commercial Street SE store also is a perfect example of a business taking care of the well-being of the Earth.

As the sustainability coordinator, Michelle Suess analyzes the company's practices for ways to make them more environmentally friendly. It's not easy, she admits, because LifeSource has always been run with an eye toward energy conservation and eco-friendliness thanks to owner Alex Beamer.

Still, Suess has been able to find gains recently that have reduced water use and energy and—in the end—saved money.

At the start of 2011, LifeSource replaced old toilets in both of its bathrooms with dual-flush toilets that save at least a gallon of water on each flush. On nine sinks, aerated faucets replaced the old water-hogging kind – saving almost a gallon of water per minute. For the year, the store reduced its water use by 27 percent, saving 270,000 gallons of water compared to the previous year. The reduction saved LifeSource \$800 on its water bill.



By being able to include all food waste in the green yard debris bins, LifeSource has been able to reduce their garbage significantly. Produce often is packed in ice within waxed cardboard containers. Those containers often would end up in the garbage because they can't be recycled. Now, they



Sustainability coordinator
Michelle Suess

Local topics and trainings of interest for EarthWISE businesses

Oct. 2 – Understanding Demand Response Free for PGE commercial & industrial customers

Are you interested in saving energy with the emerging smart grid? Demand response, which PGE calls **Energy PartnerSM**, generally involves reducing energy use at your facility for a small block of time just a few days a year. Portland General Electric is currently piloting an Energy Partner program for Salem businesses; attend the seminar to find out how you can participate.

At this free **half-day** seminar you will learn:

- How demand response can be applied at your businesses to help achieve a sustainable community and corporate responsibility goals.
- Typical ways office buildings and manufacturing facilities can shed electric load without negatively affecting occupant comfort or productivity.

To register: PGE.Seminars@pgn.com

Oct. 17— LED Lighting: Changing all the Rules Free for PGE commercial & industrial customers

This free, half-day seminar provides attendees with a better understanding of LED characteristics and ways to reduce the risk of project failure. LED technology is changing the entire lighting world, from design to applications to language, creating a vast amount of confusion among the participants. Ever increasing numbers of building owners are demanding installation of solid-state lighting in their energy efficient renovations and new construction. Yet the confusion and misinformation that exists in the LED market create real risks for specifiers, installers, facility managers and end users. The seminar will feature tabletop exhibitors including local lighting trade allies.

To register: PGE.Seminars@pgn.com or call 503-464-8020 and press "1" for classes.

Note: both PGE seminars will be held in Salem.

Marion County Waste Reduction Grants Now Available

Do you have a great idea to reduce waste? Marion County Public Works is now seeking Waste Reduction Grant applications. For the Autumn 2012 offering, up to a \$100,000 is available for qualified projects to increase recycling and reduce waste in Marion County.

The objectives of the program are to reduce the amount of waste generated and disposed in Marion County. Two general categories of proposals supporting these objectives will be considered:

- Waste reduction projects that directly reduce waste.
- Promotion and education programs.

The application deadline for the current 2012 grant cycle is October 31st. To download a copy of the Waste Reduction Grant go to: www.MCrecycles.net or call 503 566-4159 for more information.

Save the date!

2013 Mid-Valley Green Awards is coming soon!



It's hard to believe but the 2013 Green Award are right around the corner. Now is a great time to be thinking about that person, business, educator, or organization that deserves a "shout" for all of their sustainable efforts.

Important dates to remember:

Dec. 1—Nomination applications available

Jan. 22—Nomination forms due

Mar. 2—Green Awards event held at the Salem Conference Center from 5 to 9 pm.

More info? www.mcEarthWISE.net

Greening a green business

What LifeSource does

Sell organic and other sustainably grown produce, food and goods

Going beyond

Lighting: Installed energy-efficient lighting in coolers and spotlights throughout the store and outside

Water usage: Installed low-flow toilets and sink faucets

Green energy: Solar panels offset about \$3,700 of its electricity bill and wind power supplies the rest.

Recycling: Offers recycling in public areas; recycles all food waste, including inedible food

Bulk purchasing: In addition to switching to bulk for their own cleaning supplies, LifeSource encourages consumers to eschew packaging by offering an extensive bulk food selection

Waste: Shifted 360 gallons of garbage per week to compost; all food waste donated to charity or farmers; works with companies that use little packaging



are flattened and composted. This change alone has allowed LifeSource to shift 360 gallons of garbage to compost a week. All of the paper towels used in the deli area – some of which may be smeared with food – can now go in the compost bin as well.

A store as large as LifeSource needs to be well lit, but all of those lights are an enormous energy drain.

LifeSource has investigated upgrades that will include a system to eliminate some overhead lighting and rely more on focused lighting directed toward individual shelves.



In the meantime, between 40 and 50 spotlights were replaced with LED (light-emitting diode) spotlights outside and inside the store. Old coolers were replaced with new, more efficient coolers complete with LED lighting. Suess estimates the switch will save the company about \$850 a year in electricity costs.

The LED switch comes on the heels of an already amazing commitment to energy reduction and clean energy at LifeSource. In 2008, LifeSource installed solar panels that offset about \$3,700 a year of its electricity bill. The remainder of

the electricity purchased by LifeSource is wind power.

Their recycling system is no less comprehensive.

In addition to sorting all of their paper, cardboard and plastics, LifeSource separates materials that have special recycling needs.



The film plastic – from shrink wrapped yogurt containers, for example – is picked up by plastics recycler Agri-Plas.

All edible items pulled from shelves in the deli or produce department are offered to staff and then given to several area nonprofits. All inedible food such as moldy bread, vegetable scraps and rotten produce gets picked up by local chicken or pig farmers or home compost enthusiasts.

While LifeSource recycles comprehensively, Suess understands that not generating the material in the first place is the most environmentally friendly option. LifeSource works

with buyers to ensure that the companies that supply the store have solid environmental practices and little packaging. If there is excessive packaging, LifeSource simply doesn't carry it.

Almost all of their paper products and cleaning supplies are purchased in bulk to eliminate unnecessary packaging. A 2011 switch in the all-purpose cleaner used by LifeSource employees saves 28 plastic spray bottles per year and about \$20 for every five gallons ordered. Eggs, milk and some produce are delivered in reusable tubs that LifeSource later returns to the company.

Bulk purchases extend to the customers as well. LifeSource showcases a bountiful bulk department partly to help customers reduce the amount of packaging brought into their own homes.

To encourage customers to bring reusable bags, LifeSource offers a 5- or 10-cent per bag credit. In keeping with their community commitment, that credit can be donated to a variety of nonprofits featured by LifeSource.

"We are a family here," Sues said. "And we are a family within the family of the community. We need to take care of each other and our customers and the community we live in."

The **EarthWISE Bulletin** routinely highlights EarthWISE members who are leaders in sustainability leaders in Marion County. If you have a suggestion for a business you think should be highlighted, please send it to: EarthWISE@co.marion.or.us.

Marion County rolls out new PVC collection program

Business can now safely dispose of hard-to-recycle pipe

Each year more than **7 billion pounds of PVC** are thrown away in the U.S., and only 18 million pounds – barely one-quarter of 1 percent – is recycled.



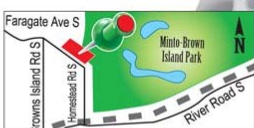
PVC Collection Site

NEW!
Free year-round collection of PVC pipe and other rigid plastics at Brown's Island Demolition Landfill.

PLEASE SORT INTO 3 CATEGORIES:

- 1. PVC pipe**
- 2. Other pipe**
- 3. Other rigid plastics including plastic furniture, vinyl windows, plant pots, kid pools, pick-up truck liners, etc.**
No plastic with metal, or tires.

Brown's Island Demolition Landfill
2895 Faragate Street
Salem OR 97302
8 am - 5 pm Mon - Sat
(Mon - Fri after Oct 31)



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

120415-PL

Why? The number of additives used in the production of PVC pipe and vinyl inhibits most large-scale recycling. PVC also inadvertently interferes with the recycling of other plastics when commingled, due to its unique chemical makeup. Few plastic recyclers can process it.

However, we are fortunate that there is a processor in Marion County—Northwest Polymers—that can do just that. To facilitate recovery, a permanent collection site opened at Marion County's Brown's Island Landfill this spring that allows businesses and residents to recycle up to 10 cubic yards each day for free.

If you have other recycling questions, be sure to check out the Recycling Guide at www.MCrecycles.net.

Ask Mister Sustainability

Question: One of the EarthWISE certification options is to establish and post a mandatory monitor and/or computer turn-off policy. Our stuff is pretty energy efficient and set to power down when not in use. Will that suffice?

It's good that you have and use a down-mode setting, but staff can go one better by just hitting the off switch. While power-down does reduce electrical demand, it doesn't eliminate draw completely. As we've moved to an age of instant switches we've created a world where electrical consumption is happening when we aren't looking. For example, those darn cell phone chargers are burning power when they are plugged in **EVEN WHEN THERE IS NO PHONE PLUGGED IN**. How weird is that?

It's called phantom load (or the creepier "vampire energy").

If you want to check out your own office's consumption you can use the handy-dandy EarthWISE electronics audit at **www.mcEarthWISE.net**. You may just discover that your business is wasting a lot or very little....so what's the big deal in EarthWISE world if it's little??? It comes down to this:

If staff can be trained to be aware of the small wastes....the dime here, the penny there... then the importance of the bigger ones become even more apparent. Not only does energy conservation have big benefits for the environment, but it can play a huge role in an organization's bottom line. A 3% energy cost savings due to **not** using energy comes right off the **net margin**—in other words, a \$3000 annual savings in your utility bill equals \$100,000 in sales.

Again, not all organizations are equal in their impacts; your office may only have a few monitors and computers. But what if a really large entity—say a school district or a county government—switched off all their unused electronics. How many do they have? How much might they save?? A bettin' man might say "bunches."

Factoid Department

According to the American Forest and Paper Association, the United States consumes 25% of the world's paper products.

That means that you and me, the average American, use about 750 pounds of paper per year.

Hard to believe? Do you remember getting a mountain of receipts and coupons the last time you shopped at Fred Meyer or Safeway??

It's reported that we toss enough office paper to build a wall 12 feet high from Seattle to New York...every year. The Chinese were probably wise to build theirs with stone.

The good news? **Earth.911.com** tells us that in 2009 a record-high 63.4 % of the paper consumed in the U.S. was recovered for recycling, the highest rate ever.

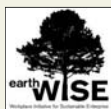
Is this Bulletin printed? Nope, it's electronical. But it can be recycled if you email it to others or retire your old computer at one of the hundred's of Oregon's E-Waste collection sites.

About 26 million pounds of the E-stuff was recycled last year in the state where "She flies with her own wings."

You knew that was the state motto—right?

Say hello to Marion County's newest EarthWISE businesses

What did you do on your summer vacation? This summer five new businesses/ organizations worked on becoming EarthWISE certified. Next time you run into one of them be sure to tell them "welcome."



- **Arbuckle Costic Architects, Inc.**
- **Designer Cut**
- **Oregon State Penitentiary**
- **SELCO Community Credit Union**
- **Wildwood/Mahonia**

Time to recertify already?

These EarthWISE businesses just did



Chiropractic Physicians, P.C.



City of Salem's Housing Authority



Oregon Department of Energy



**Marion County Public Works
Silverton Campus**



AAA Cleaning Service — Metro, Inc.

EarthWISE Member Directory

* Denotes new EarthWISE business

Construction

Advantage Precast, Inc.
Arbuckle Costic Architects, Inc.*
Barnwood Naturals, LLC
Carlson Veit Architects, P.C.
CB | Two Architects
Cherry City Heating
Cherry City Remodeling
dalke construction
Jet Industries
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.
SELCO Community Credit Union*

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

Government continued

Oregon Department of Energy
Oregon Dept. of Administrative Services - 20 Buildings
Oregon Exposition Center
Oregon Lottery
Oregon State Capitol
Oregon State Penitentiary*
Oregon - Salem Motor Pool
Salem Civic Center
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 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
Family Building Blocks
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.
Allied Video Productions
Cascade Employer's Association
Compex Two Computers
Designer Cut*
JoyRide Cycling
Kristin LaMont, Attorney at Law P.C.
Lancaster Mall Operations
Law Office of Eden Rose Brown
Sanford Automotive
T-Mobile
VanNatta Public Relations/Spire Management

Real Estate & Commercial Properties

First American Title Insurance Company
The Epping Group/Creekside Corporate Center
Facet Real Estate Investments LLC
Pringle Creek Community
Sperry Van Ness Commercial Advisors
Wildwood/Mahonia*

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

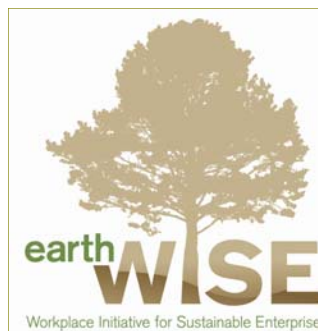
Getting your message out?



Whether it's communicating with your customers, your staff, or your own inner being, keeping the message honest and simple and direct just never goes out of style.

For example, when queried for a layman's explanation of his famous theory of relativity, Albert Einstein replied, *"When you are courting a nice girl an hour seems like a second. When you sit on a red-hot cinder a second seems like an hour. That's relativity."*

We couldn't have said it better ourselves.



To learn more about the EarthWISE business assistance program, visit our website at mcEarthWISE.net or call: 503 365 3188