



# The Sustainable Business EarthWISE Bulletin

Marion County Public Works – Environmental Services EarthWISE Business Program

## 2010 Green Award Winners

The 2010 Green Awards, held on March 13th, were attended by over 200 people at a fundraiser for the Friends of Straub Environmental Learning Center. Attendees witnessed a variety of individuals and organizations receive a plaque commemorating their efforts to promote recycling and/or sustainability within the Mid-Willamette Valley.

And the winners are:

Recycler of the Year: Steve Depina



Recycling Educator of the Year: Linda Nishioka



Recycling Business of the Year:

Mid-Willamette Valley  
Habitat for Humanity  
ReStore



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Green Retrofit  
Building of  
the year:  
Travel Salem

Green Building  
of the year :  
16th &  
Nebraska by  
Bilyeu Homes,  
Inc.



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## 2010 Green Award nominees list

### Recycler of the year: Individual

Steve DePina  
Greg Craven

### Recycler of the year: Education

Linda Nishioka  
Jon Yoder

### Recycler of the year: Business

Cascade Baking Company\*  
Habitat for Humanity ReStore  
Hillyer Ford\*  
Sabroso\*

### Green retrofit building of the year:

Travel Salem\*

### Green building of the year :

16th & Nebraska residence by Bilyeu Homes, Inc.  
City of Keizer Community Center  
Kroc Center

### Sustainable business of the year: Small:

Advantage Pre-Cast, Inc.\*  
Cascade Baking Company\*  
First Impressions Last  
Illahe Vineyards  
Pringle Creek Community  
Willamette Valley Fruit Company\*

### Organization

Oregon State Capitol\*  
Oregon Department of Energy\*

### Large:

DeSantis Landscaping\*  
Grand Hotel Salem\*  
Green Acres Landscape\*  
Heritage Seedlings  
Hillyer Ford\*  
LifeSource Natural Foods  
Performance Health Technology\*  
SAIF Corporation\*  
South Town Glass  
Willamette Ear, Nose, & Throat\*

### EarthWISE business of the year:

All of the above EW certified organizations with an \* were automatically eligible for this award.

The Friends of Straub Environmental Learning Center (FSEL) raised over \$20,000 dollars from the Green Awards event, chiefly through silent and live auctions. According to Lisa Olivares, Executive Director of the Center, the funds go to support community programs such as a lecture series, adult amateur naturalist classes, after-school "Nature Kids" classes, Family Nature Nights, week-long summer camps for elementary and middle-school children, and a variety of educational workshops and activities throughout the year. Almost all, including the summer camps, are free to the public.

### **Sustainable Not for Profit of the Year: Oregon Department of Energy**



**Sustainable Small Business of the Year: Pringle Creek Community**



**Sustainable Large Business of the Year: LifeSource Natural Foods**



**Certified EarthWISE Business of the Year:  
SAIF Corporation**



**Certified EarthWISE Business of the Year: DeSantis Landscaping**



## Spring Waste Reduction Grants available now!



Do you have an idea that could reduce waste in Marion County but lack the funding to implement it? Good news: The Marion County Waste Reduction Grant Program is back!

The grant program uses funds set aside from out-of-county medical waste fees and is available for organizations with ideas on ways to effectively reduce waste in Marion County. The objectives of the program are to:

- Reduce the amount of waste generated in Marion County.
- Reduce the amount of waste disposed of at Marion County disposal facilities through appropriate diversions.
- Encourage the development of products made from recovered materials from Marion County, markets for recovered materials and the use of products containing recycled materials.

Two general categories of proposals will be considered: waste reduction projects that directly reduce waste going to Marion County facilities, and promotion and education programs.

For the Spring 2010 offering, a possible \$100,000 in grants is available through the Program. All grants that satisfy any of the program objectives listed above will be considered. Individuals, companies, governments and non-profit organizations with creative ideas for waste reduction are eligible to apply. Application deadline is May 28, 2010. Visit the following website for complete details -

[www.co.marion.or.us/PW/ES/specialprograms/](http://www.co.marion.or.us/PW/ES/specialprograms/)

## Performance Health Technology Goes Solar

Performance Health Technology (PH Tech) has completed installation of a state-of-the-art 27.3 KW photovoltaic system along with a monitoring system at its facility located on Fairview Industrial Drive SE in Salem.

Mike Rohwer, Chief Executive Officer of PH Tech said: "Generating and using renewable energy created by solar panels advances our goal to be an environmentally responsible citizen." "Further, the financial incentives including an Energy Trust Grant and federal and state tax credits made deciding to "go solar" an excellent business decision."

Factoring in energy cost savings, PH Tech calculates that it will recover its investment in five years. After that, the solar PV system will produce electricity for an additional 25 years with a dollar value exceeding \$60,000.00.

The project started when PH Tech's "Green Team" scheduled a solar seminar with local solar consultant David Smedema. That led to a review of yearly electrical consumption, a solar site analysis and a presentation to PH Tech's Leadership Team.

EC Company of Portland designed and installed the solar power system. Their design included maximizing the solar potential of PH Tech's roof while fabricating a panel-mounting system that, with a minimum number of roof attachments would exceed all calculated wind loads.

PH Tech is a third party administrator of public and private health plans and self-funded employers and has been an EarthWISE certified business since 2008.



## Sustainability Factoids

Oregon's **SAIF Corporation** reduced paper use in 2009 by 4.8 million sheets, which translates into about 576 trees worth of wood. They also cut their hauling fees by over \$700 a month.

Nationwide, paper recycling hit a record 63.4%— over 50 million tons—last year, reports the **American Forest and Paper Association**.

The **Steel Recycling Institute** reports that recycled steel rate hit a record high in 2008, topping over slightly more than 88%.

The **Mid-Willamette Habitat for Humanity ReStore** recycles over 3,500 lbs. of scrap metals a month

More records. The U.S. wind industry broke all previous records by installing nearly 10,000 MW of new generating capacity in 2009, says the **American Wind Energy Association**.

U.S. electricity consumption is predicted to rise by 1% annually over the next 25 years.

The Rose Garden Arena , home of the **Portland Trail Blazers**, received Leadership in Energy and Environmental Design (LEED) Gold for its recent retrofit, earning the highest LEED certification of any sports stadium in the United States.

Marion County's **DeSantis Landscapes** reports that they save \$5000 a year on disposal costs by composting yard debris materials themselves on site.

Looking for a green job? San Francisco, Boston, Detroit, Portland, and New York City are the five top spots to find one, according to **Climate Progress**.

## **A reflection on one waste reduction strategy...**

### **Coming Together**

**By Rob Watson**

I'm stuck indoors here in Shanghai with the flu (getting better, thank you . . .) and one of my concerned staff members went out shopping for food and cooked me a delicious meal "to help you get rid of your extra fire." I was really touched by his concern and it dawned on me that helping one another is really the way things get done green-wise, and the only way we will solve our "you bet your species" proposition of unmanageable climate change.

As the Zen master once admonished his student: Everything you need is right in front of you. Let's call it the Grasshopper Principle.

Don't get me wrong; I'm not suggesting everyone get all dewy-eyed and kumbaya all the time (just occasionally). Rather we should foster a "coopetition" where people work together to beat a target, which is exactly what the Green Schools Alliance's Green Cup Challenge does with K-12 schools.

PepsiCo's now zero-waste Walkers plant in Leicester, England, is a great example. In just over a year, the site eliminated or diverted over 30 tonnes of waste per month. How, you might ask? Quite simply, plant management engaged the staff to work toward this very challenging goal and gave them responsibility, appointing "waste marshals" from within their ranks. As PepsiCo notes, "The enthusiasm of front-line employees has been a key driving force for reducing absolute landfill waste."

When I was a grad student at UC Berkeley's Energy & Resources Group, I learned about the "Art Rosenfeld effect," where Art would go around after hours and shut off lights – obviously this was before the age of occupancy sensors. The amount of energy he saved each year paid for his salary and more! I did the same thing in the New York office of NRDC and you could really tell from the energy bills when I was in the office and when I was traveling in Russia and no, it didn't cover my salary, thank God.

Here's a radical idea for your workplace: Appoint someone to regularly hunt for energy waste and with the monthly savings treat everyone to pizza and beer - or wheatgrass and mochi on the West Coast.

Rob Watson is the Executive Editor for GreenerBuildings.com    [www.greenbiz.com/buildings](http://www.greenbiz.com/buildings)



*Mid Valley Mentors invites you:*  
**Brilliant Rubbish Fundraiser 2010**  
Featuring the 3rd Annual  
Recycled Art Auction  
plus Local Wine & Microbrew Tasting

*Details:*  
Friday April 23, 2010 6:00 - 8:00 pm  
Mission Mill Spinning Room

All proceeds go to benefit mentoring programs in Marion & Polk Counties.

For more info: [www.midvalleymentors.org](http://www.midvalleymentors.org)

**COME ENJOY THE FESTIVITIES, GOOD FOOD AND GREAT MUSIC!**



**A HUNDRED ACTS OF GREEN**

EARTH DAY 2010

100401-01c

**SATURDAY, APRIL 17, 2010 • 10:00 A.M. – 4:00 P.M.**

Marion County Public Works – Environmental Services and Moonstone Hotel Properties invite you to the Earth Day Fair at the beautiful Oregon Garden in Silverton featuring over 20 exhibitors and a full day of workshops and activities to help you live a healthy, low-impact lifestyle.



**FREE ADMISSION**  
Donations of canned food for the Marion Polk Foodshare Accepted  
Parking is \$5.00 • Free Shuttles from Robert Frost School and Safeway in Silverton.

**VISIT [WWW.OREGONGARDEN.ORG](http://WWW.OREGONGARDEN.ORG) FOR MORE DETAILS**

**SPONSORED BY:**



OREGON GARDEN



Marion Soil & Water  
Conservation District



Moonstone



OREGON  
DEPARTMENT OF  
ENERGY



Marion County



Mid Valley  
Mentors  
MENTORING  
FOR LIFE

## Does your business have used oil/antifreeze to donate? Free collections offer savings and other benefits

An award-winning oil recycling program that enables Marion County businesses to donate their used petroleum or antifreeze to help local families is now available from Oregon HEAT, the largest independent non-profit that raises funds to provide energy assistance to Oregon families in economic crisis.



More than 435,000 households in Oregon are at risk of having their heat and lights shut off or not meeting other basic needs. Oregon HEAT's primary objective is to prevent disconnection of utility service by providing bill payment assistance to low-income households in emergency situations.

Oregon HEAT launched the oil program in November 2007 in collaboration with Oil Re-Refining Company (ORRCo), an Oregon-based firm that has been recognized internationally for its petroleum recycling expertise, to pick up donations of used petroleum products from businesses as well as home-heating oil to have them recycled. Oregon HEAT receives proceeds from collected petroleum products which are refined by ORRCo. These funds are then distributed to Oregon HEAT's affiliated agencies to provide vital energy assistance to low-income residents in the donor's local community.

In 2008 Oregon HEAT was awarded the prestigious Victorine Q. Adams Award of the National Fuel Funds Network (NFFN) which honors institutional innovation and achievement among nonprofit agencies. The oil program was hailed by the NFFN as a pioneering effort and the first of its kind in the nation.

Businesses can easily participate in the program by donating the used petroleum and antifreeze they are already collecting and storing. Oregon HEAT and ORRCo will work with the business to set up a regular collection schedule. The used petroleum is then re-refined into high-quality lube stock that can be used in products such as motor oil instead of ending up dumped in our environment or burned.

Businesses can benefit from participating in many ways:

- Businesses will be publicly recognized as organizations that care about helping their neighbors as their donations generate funds that assist families in critical need of heat and lights. Funds generated from Marion County oil donations help Marion County families.
- Donating used petroleum and antifreeze to Oregon HEAT is an easy way to reduce possible operating costs associated with having it picked up and hauled away.
- Re-refining is recognized by the EPA as the most energy-efficient and environmentally-friendly disposition for used petroleum products.

To find out more information about partnering with Oregon HEAT to recycle your business' used petroleum products or to donate your home-heating oil please call 503-612-3790 or email [info@oregonheat.org](mailto:info@oregonheat.org).

## Events and What-not

# FREE PVC COLLECTION EVENT

**SATURDAY, APRIL 17TH**

PVC and vinyl plastic is a versatile form of plastic often used for pipes, lawn furniture, vinyl siding and flooring and other items designed to withstand wet conditions. Because PVC contains chlorine, the best way to dispose of it safely is to bring it to our FREE one-day-only collection event.

On Saturday April 17th, Marion County Public Works Environmental Services will accept PVC/vinyl plastics for FREE from 8:00 a.m. to 5:00 p.m. at these locations:

- Salem-Keizer Recycling and Transfer Station
- North Marion Recycling and Transfer Station
- Brown's Island Demolition Landfill

For more information about this FREE event, please call or visit our website.



**PUBLIC WORKS ENVIRONMENTAL SERVICES**

[www.mcrecycles.net](http://www.mcrecycles.net)  
503.588.5169 Se habla español

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### KITCHEN COMPOST COLLECTION PAILS

AVAILABLE FOR \$5.00 AT  
SALEM LOCATIONS ONLY!

# ONE-DAY-ONLY COMPOSTER SALE!

**SATURDAY, MAY 1ST**  
**9:00 A.M. - 4:00 P.M.**

South Salem  
**ROTH'S VISTA MARKET**

Stayton  
**WILCO FARM STORE**

East Salem  
**FRED MEYER**  
(Lancaster & Market)

Silverton  
**WILCO FARM STORE**

Keizer  
**COPPER CREEK  
MERCANTILE**

Woodburn  
**COASTAL FARM  
STORES**

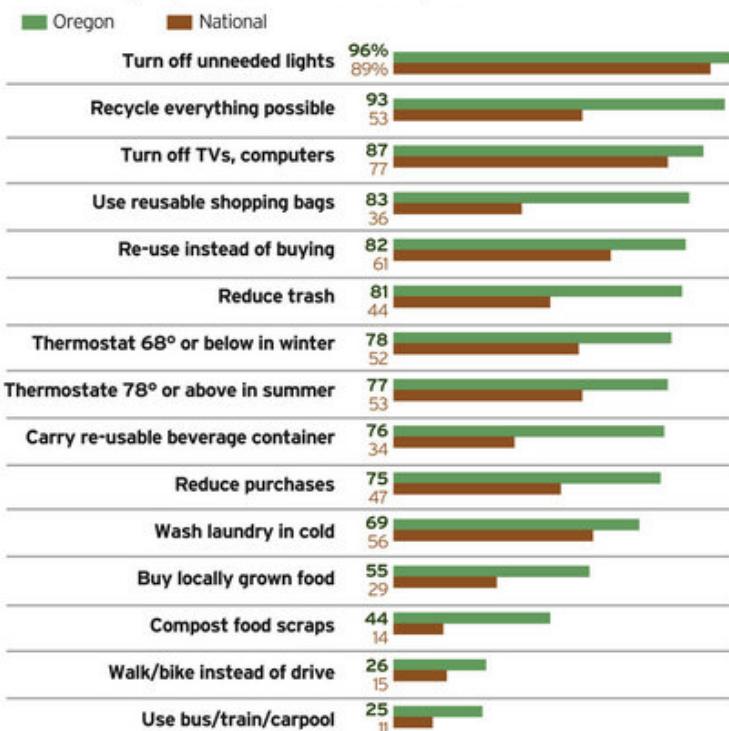
While you are out stop by the **Fresh Start Market** at 3020 Center St. NE for their Spring Plant Sale. Friday 4/30 7am - 7:30pm, Saturday 5/1 7am to 6pm, Sunday 7am to 5pm. Call (503) 585-4956 for more details.

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503.588.5169 Se habla español

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Percent of people who often or always...



Sources: Oregonian reader survey, Survey by Yale and George Mason University

STEVE COWDEN/THE OREGONIAN

The Oregonian Newspaper recently ran a story about the greenness of its readers compared to national averages. Here is a summary of their findings.



### Save the date!

The Association of Oregon Recyclers is having its annual conference in Salem this year.

When: June 17–19

Where: Salem Conference Center

More Info: 503-223-8633 or  
[www.aorr.org](http://www.aorr.org)

## EarthWISE Member Directory

\*denotes new member

### 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

### Financial

Bank of the Cascades - Hawthorne Branch\*  
 Oregon Community Credit Union  
 Wilshire Credit Corporation

### Food

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

### Government

Champoeg State Heritage Area  
 Marion County Public Works—Silverton Campus\*  
 Oregon Department of Energy  
 Oregon Dept. of Administrative Services -19 Buildings\*  
 Oregon State Capitol  
 State of Oregon—Salem Motor Pool  
 City of Salem Fire Department  
 City of Salem Housing Authority\*  
 City of Salem—Information Technology  
 City of Salem—Public Works Willow Lake WPCF\*  
 City of Salem - Urban Devolpment's Airport Division\*  
 City of Salem - Urban Development's Director's Office  
 Salem Public Library  
 Woodburn School District

### Landscaping

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

### Medical

Holly Chamberlain D.D.S., L.L.C.  
 Chiropractic Physicians, P.C.  
 Oregon Center of Cosmetic and Family Dentistry  
 Willamette E.N.T. & Facial Plastic Surgery, LLP

### Not For Profit

Garten Services, Inc.  
 SAIF Corporation  
 Saint Edward Catholic Church  
 United Way of the Mid-Willamette Valley  
 Willamette Lutheran Retirement Community

### Professional/Services

AJ's Auto Repair, Inc.  
 Cascade Employer's Association  
 Compex Two Computers  
 Kristin LaMont, Attorney at Law P.C.  
 Lancaster Mall Operations  
 Performance Health Technology  
 T-Mobile

### Real Estate

Coldwell Banker Commercial/Mountain West Real Estate,LLC  
 Sperry Van Ness Commercial Advisors

### Recycling/Solid Waste

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

### Retail/Wholesale

Hillyer's Mid-City Ford  
 Power Equipment Systems\*

### Tourism

Grand Hotel in Salem  
 Salem Conference Center  
 Travel Salem

# Marion County's EarthWISE Program salutes the State of Oregon DAS Facilities Division

Striving to operate sustainably, 19 Department of Administrative Services (DAS) buildings have met the criteria to become EarthWISE Certified. Some of the environmental practices they follow include:

- Comprehensive recycling in all buildings.
- Switch to green cleaning products.
- Upgrade lighting and HVAC systems.
- Purchase copy paper with a minimum of 30% recycled content.
- Follow extensive water and energy conservation policies.
- Develop Green Teams and outreach for building occupants.
- Use biodiesel for State vehicles whenever possible.



## EARTHWISE CERTIFICATION

Agriculture, 635 Capitol St. NE  
 Archives, 800 Summer St. NE  
 Commerce, 158 12th St. NE  
 Employment, 875 Union St. NE  
 Executive, 155 Cottage St. NE  
 General Services, 1225 Ferry St. NE  
 General Services Annex, 1257 Ferry St. NE  
 Human Services, 500 Summer St. NE  
 Justice, 1162 Court St. NE  
 Labor and Industries, 350 Winter St. NE  
 Maintenance Shop, 1240 Ferry St. NE  
 North Mall Office, 725 Summer St. NE  
 Print Plant, 550 Airport Rd. SE  
 Property Distribution Center,  
 1655 Industrial Dr. NE  
 Public Service, 255 Capitol St. NE  
 Real Estate, 1177 Center St. NE  
 Revenue, 955 Center St. NE  
 State Data Center, 530 Airport Rd. SE  
 State Library, 250 Winter St. NE

EarthWise is a free business environmental assistance program through Marion County's Public Works. Certification recognizes businesses and agencies committed to environmentally friendly practices. For more information about how we can help your business become more sustainable and save money, give us a call.



## PUBLIC WORKS ENVIRONMENTAL SERVICES

[WWW.MCRECYCLES.NET](http://WWW.MCRECYCLES.NET) | [EARTHWISE@CO.MARION.OR.US](mailto:EARTHWISE@CO.MARION.OR.US)  
 503.365.3188 SE HABLA ESPAÑOL



## Marion County Public Works – Environmental Services EarthWISE Business Program

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WE'RE ON THE WEB!  
[WWW.MCRECYCLES.NET](http://WWW.MCRECYCLES.NET)

