



BEST PRACTICES REPORT 2007



2007 BEST PRACTICES AWARD WINNERS

The Business Environmental Alliance (BEA) was proud to present the first ever Best Practices Awards to fourteen Sonoma County businesses at the annual Business Breakfast in February 2007. Nominated by the Allies of the BEA, these businesses were chosen for their dedication to profitable environmental practices and for the role they have played in spearheading this important effort.

Each of the BEA Allies (trade groups, chambers of commerce, and strategic partner agencies) was invited to participate by choosing one of their members to be acknowledged for improving their bottom line through employing good environmental practices.

The businesses chosen represent a variety of industries, business strategies, and motivations, but have one thing in common: each has implemented environmental practices that serve as an example for businesses around Sonoma County. The motivations behind these policies vary, and there is no simple way to standardize motivations. However, each business has improved their bottom line and developed more concrete resource efficiency because of their improvements.

The benefits of these sound environmental practices have also come in different forms for each of these businesses, highlighting the myriad opportunities for economic and environmental improvements. The BEA recognized these businesses not only for the cost reductions but also for the value added to their product, their workspace, and their daily operations.

For more information on the 2007 Best Practices Award Winners, go to www.sonomabea.org/best_practices.htm.

Agilent Technologies

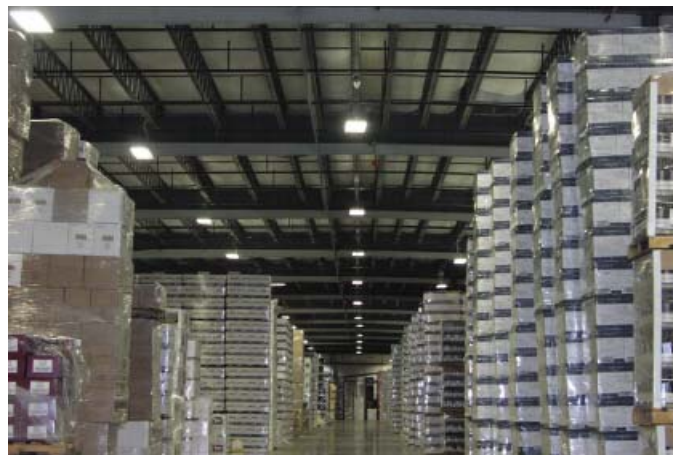
North Bay Leadership Council



Committed to being environmentally responsible in operations, products, and services, Agilent has implemented environmental best practices which save more than \$1.5 million annually. Some features include installing a computerized system to monitor and control energy use, upgrading lighting systems to be more efficient, reducing the amount of water used in industrial processes, and recycling industrial waste water for landscaping.

Beam Wine Estates

Pacific Gas & Electric



Beam Wine Estates replaced 225 metal halide light fixtures with high bay fluorescent fixtures and occupancy fixtures for a savings of 300,000 kilowatt hours, and a \$42,000 cost avoidance. They also received a \$23,700 PG&E Energy Efficiency rebate. This project will pay for itself in 9 months, and will reduce CO₂ emissions by over 164 tons, which is the environmental equivalent to removing 21 cars off our Northern California roads.

Benziger Family Winery

Sonoma Valley Vintners and Growers Alliance



Benziger Family Winery has saved significantly on their energy bills by installing solar-powered pumps and parking lights and insulating fermentation tanks. Their water-recycling program with constructed wetlands is actively sustaining the ranch's water supply. These practices are contributing to the Benziger label's success as a biodynamic winery, as well as saving them money on operating costs.

Codding Enterprises

Rohnert Park Chamber of Commerce



Codding Enterprises saves more than \$23,000 each month and produces a 15% internal rate of return from the 1.14 megawatt solar array on the roof of Sonoma Mountain Village. Lighting retrofits and waterless urinals further improve their bottom line. Codding Enterprises is also working to reduce greenhouse gas emissions, is retrofitting outdated incandescent fixtures, and is installing waterless urinals and dual-flush toilets.

Christopherson Homes

Sonoma County Alliance



Christopherson Homes has made a name for itself as the North Bay's first production green builder. Dedicated to resource conservation, energy savings, indoor air quality and health, and water conservation, Christopherson Homes is creating a product that appeals to eco-friendly home-buyers, and saving its clients money in the long run on energy and water bills.

Elder Creek Landscapes

Sebastopol Chamber of Commerce



Elder Creek Landscapes saves its clients an immeasurable amount of money by encouraging water wise gardening, local purchasing, and recycling programs. Through the use of these techniques, as well as biodiesel blends in company cars and a mobile solar generator, Elder Creek improves the quality of its product and attracts environmentally-conscious consumers.

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Heritage Salvage

Petaluma Chamber of Commerce



Heritage Salvage has worked hard to save money and resources and add value to their product through sound environmental practices. By reducing consumption of new building materials, Heritage Salvage diverts old materials from the landfill. This has allowed them to tap into a niche market of environmentally conscious consumers, has increased business, and has improved the quality of the product.

Medtronic Vascular, Santa Rosa

Santa Rosa Chamber of Commerce



Medtronic has reduced the cost of cleaning solutions by 87% by shifting to a water-based solution, conserved one-million gallons of water per year by changing the water-treatment systems, and saved more than \$40,000 in the first year by installing energy-efficient boilers. Medtronic also subsidizes two Wi-Fi enabled commuter vans with a total of 24 passengers, which takes approximately 60,000 commuter miles off the 101 corridor, reducing emissions by 3 tons per year.

Infineon Raceway

Sonoma County Waste Management Agency



Infineon Raceway is the only major motor sports facility in the country with a comprehensive recycling program. Since the raceway began its program in 2004, it has recycled more than 40 tons of materials (81,352 pounds), which is equivalent to 21 NASCAR NEXTEL Cup stock cars. Materials were collected at the raceway's major events in 2006, adding up to 36,179 pounds in one year.

Oliver's Market

Cotati Chamber of Commerce



Founded in 1988, Oliver's Market is a crossover supermarket that carries full-line of natural foods, gourmet foods, and conventional groceries. Motivated by monetary savings and social responsibility, Oliver's Market has made several modifications that save money and resources. Overall, these changes have reduced energy consumption (and thus the energy bill) by 10%; paper consumption has been reduced by 25%.

Osmosis Spa

Sonoma County Tourism Bureau



Osmosis Spa has created a name for itself as a leader in environmentally conscious tourism by installing a water filter to eliminate the purchase of bottled water, improving the insulation system to decrease heating and cooling bills, and recycling all used bath material by providing it as mulch to the community. Osmosis Spa is profitable and green- focused, offering a special experience to eco-friendly consumers.

Rodney Strong Vineyards

Sonoma County Vintners



Rodney Strong Vineyards is dedicated to crafting world-class wines that capture the essence of Sonoma County. A central value of this winery is the aspiration to conserve and protect the environment in all operations. In doing this, they will also save more than \$145,000 per year over the 25-year life of their solar panel system. By installing a T5 lighting system, they save more than \$70,000 per year in electricity costs.

Redwood Credit Union

Hispanic Chamber of Commerce



Redwood Credit Union recently completed a multi-million dollar renovation of a 40 year old building for the new corporate headquarters. With the recent completion of this project it is not yet possible to calculate total savings, but one of the most significant measures will be the savings of 1.5 to 2 million gallons of water per year with waterless urinals, dual low-flow toilets, and low-water consuming landscaping.

Vella Cheese Company

Sonoma Valley Chamber of Commerce



In business in Sonoma County since 1931, Vella Cheese is a family-owned specialty cheese producer and retailer, and intends to remain a hands-on cheese factory. However, Vella Cheese is developing with new technologies, and has saved approximately \$30,000 per year by installing a 30-kilowatt solar electric system, retrofitting their lighting for energy efficiency, and purchasing a high-efficiency water-tube boiler, which conserves both water and energy.