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GREENING NEWSLETTER

CLUNKERS SEQUEL

The cash-for-clunkers program was so successful in getting Americans to buy new cars that it ran out of money early. Now, a sequel, dollars-for-dishwashers, is coming to an appliance store near you.

The $300 million program, funded through the federal government's economic stimulus plan, is certain to lack the same pop. The program's intent is to spur sales of energy-efficient appliances, but its small size will provide just a minor boost for struggling appliance makers. States will use their share of the $300 million to give out rebates to buyers of energy-efficient appliances like freezers, refrigerators, furnaces and central air conditioners.

The new program allows each state to pick qualifying models and tailor rebate amounts. Ohio might decide one washing machine qualifies for a $100 rebate, while California picks another for $125. The Department of Energy, which designed the program, wants states to focus on just 10 categories of appliances carrying the federal Energy Star seal of approval for efficiency.

Unlike the clunker program, you probably won't have to drag your old stove into the store to get money for a new one.

States had to send letters saying they wanted to participate to the Department of Energy by August 15. During the first week of September, they'll start to receive 10% of their funding allotments. Plans for the programs—including which products qualify and how much the rebates will be worth—are due back to the federal government by October 15. The Department of Energy estimates that the full $300 million will be awarded by the end of November. Consumers should start to see the rebate programs in stores later this year or early next year. The allocation to states and territories is based on population, working out to roughly $1 a person per state.

Details are still uncertain. States could ask to include up to 46 other types of products, ranging from light bulbs to computers. The program will provide consumers a unique opportunity to save money on energy-efficient appliances. Some states are considering standards that exceed Energy Star requirements, a move General Electric opposes. The stricter proposals underscore criticisms that the Energy Star program is not tough enough in raising energy efficiency. The EPA is looking at revising the program's standards. If it does so after the states set their rules, the rebates could end up subsidizing some appliances that are not as energy efficient as they could be.

Appel, Timothy and Paul Glader, "'Clunkers' Sequel Rattles Appliance Producers," The Wall Street Journal, August 27, 2009
Fredrix, Emily, Associated Press, "That clunker in your kitchen could pay," Houston Chronicle, August 31, 2009

FLAT LIGHTS

Someday, our ceilings and walls might radiate light, illuminating indoor spaces as brightly and evenly as natural daylight. Though that possibility remains years off, the Dutch electronics company Philips is letting people tinker with the technology that would enable it.

The world's biggest light maker has begun selling do-it-yourself kits with little glowing wafers called "Lumiblades." They come in red, white, blue or green for anyone who wants to pay nearly $100 per square inch. It's one of the first chances people outside research labs have had to get their hands on lights made from organic light emitting diodes, or OLEDs. The company's aim is to get designers, architects and other creative types thinking about how these flat lights can be used, and to start collaborating on early products.

General Electric Co., Siemens AG and Royal Philips Electronics NV, which are developing OLEDs, believe the technology will be more efficient than traditional incandescent bulbs, energy-saving compact fluorescent lights and even the LED lights just now reaching the market. OLEDs have a key advantage: They emit light evenly from a whole surface, rather than a single point. That eliminates the need for lampshades and other coverings that scatter light and protect eyes from glare. Creating light and then immediately shading it is an inefficient way of doing things, from an engineering standpoint.

Random International, a trio of London-based artists, used 1,024 Lumiblades to make an art installation called "You Fade to Light." As people walk past the structure (9' wide x 4.25' high), a camera and computer turn off the lights on panels opposite the passersby, mimicking their motion, like a giant monitor. "Having worked with the OLEDs, I see it as far more of a material than a light source," said one of the installation's designers. The diffuse light cast by the OLED panels makes them "stunning, and utterly different" from other kinds of light," he said.

Lumiblades run from about $100 for a small square to $700 for a piece the size of a mobile phone. The bigger the piece, the brighter it is.

When switched off, Lumiblades resemble small mirrors, with an aluminum backing inside two glass plates. When switched on, a microscopic layer of organic material inside begins to emit light, and the Lumiblade glows. Only the faintest hint of warmth is perceptible. When used at the recommended current, the lights in the kit last for 10,000 hours, at which point they will have faded to half of their original brightness.

The company is seeing interest from artists, architects, jewelers and some industrial applications where even lighting is necessary. Separately, Philips and other companies are working with vehicle makers on using OLEDs in display pan-

els, where their thinness and coolness would be valuable. TVs with OLED-based displays are also starting to emerge.

For further information, search for "lumiblade" online.

Sterling, Toby, Associated Press, "A bright idea: Philips lets flat lights out of lab," Houston Chronicle, July 26, 2009

GREEN LAUNDRY CONSULTING

ALLY MEMBER Water Energy Laundry Consulting offers ozone laundry, water reuse and turn-key green laundry services throughout North America and beyond.

We have more than a century of combined experience in layout, design, construction, operation, workflow, maintenance, wash programs and laundry chemicals for laundry facilities of all sizes including industrial-scale laundries at large resorts, casinos and convention center hotels.

We build affordable, efficient, practical, profitable and sustainable laundries. Water Energy has developed a "Green Laundry System" with ozone and water reuse that will accelerate workflow, dramatically reduce water and energy use, improve wastewater quality and reduce your Carbon Footprint. An efficient design, good workflow and resource savings are paramount to profitability!

Our design services offer contractor-ready CAD drawings for your architects. Our complete laundry plans will include all required information on equipment specifications, utility requirements, workflow diagrams, workforce requirements, maintenance schedules, recommended wash formulas and laundry chemicals. We also sell most of the major brands of laundry equipment, provide comprehensive construction services and supply a full line of laundry chemicals if you are looking for a turn-key solution.

Please call **713/464-2580** or visit our website for complete details on our people, products and services at **laundryconsulting.com.**

WELCOME FREY VINEYARDS!

ALLY MEMBER Frey Vineyards is America's first organic winery, founded in 1980. Still family-owned and operated, they pioneered organic and Biodynamic® winemaking, producing a full line of white, red and rosé wines without adding sulfites. Their innovative winemaking techniques compensate for the lack of this synthetic preservative (which can induce headaches, sniffles, and other allergic reactions in some people). Their philosophy is to make pure wines without synthetics and with minimal manipulation. The results are award-winning, full-bodied fruity wines that speak of pristine and green Mendocino County which you and your guests will enjoy immensely. Varietals are Chardonnay, Sauvignon Blanc, Zinfandel, Pinot Noir, Cabernet Sauvignon, Syrah, Sangiovese, Petite Sirah and Merlot.

Farming practices focus on building and preserving healthy soil. The vineyards are surrounded with native vegetation that supports biodiversity. The Freys tend 170 acres of grapes on their 1,000 acre property. The rest of the land is a Douglas fir, oak, madrone and redwood forest that is home to many species of plants, animals, birds and insects.

Frey Vineyards achieved Demeter Biodynamic® certification in 1996. This results in a portfolio of wines that are unique, delicious and mirror the richness and beauty of our land. Frey organic wines are vegan. For more information visit **freywine.com** or call **800/760-3739** TODAY!

Kimberly-Clark Sets the Bar Higher

ALLY MEMBER Kimberly-Clark Corporation, the maker of Kleenex, Scott and Cottonelle brands, announced stronger fiber sourcing standards that will increase conservation of forests globally and will make the company a leader for sustainably produced tissue products. "We are committed to using environmentally responsible wood fiber which enhances our industry-leading practices in this area," said Suhas Apte, Kimberly-Clark Vice President of Environment, Energy, Safety, Quality and Sustainability.

Kimberly-Clark has set a goal of obtaining 100% of the company's wood fiber for tissue products, including the Kleenex brand, from environmentally-responsible sources. The revised standards will enhance the protection of Endangered Forests and increase the use of both Forest Stewardship Council (FSC) certified fiber and recycled fiber. By the end of 2011, Kimberly-Clark ensures that 40% of its North American tissue fiber—representing an estimated 600,000 tons—is either recycled or FSC certified, an increase of more than 70% over 2007 levels.

Also by the end of 2011, Kimberly-Clark will eliminate the purchase of any fiber from the Canadian Boreal Forest that is not FSC certified. This forest is North America's largest old growth forest, providing habitat for threatened wildlife and a sanctuary for more than one billion migratory birds.

For more information about Kimberly-Clark Professional, its products and its sustainability program, visit **kcprofessional.com** TODAY!

10 Cheap Ways to Raise Morale

It's a really good time for making excuses. Each week seems to bring new highs, but not highs that make us happy. Instead, we hear about the high unemployment numbers, the high rate of foreclosures, and the high price of gas.

There are plenty of reasons to argue that it's not time to be ramping up incentive tactics, when we are really just paranoid about survival.

But I see it all differently. As someone who lost a successful company overnight in a fire, survived, and eventually thrived, I say that hard times are just the time to worry about motivating your employees. More than ever, you need their morale to keep your business afloat.

So here are some incentive tips that won't cost you much. In some cases, they might even save you a few dollars.

1. Run a weekly contest with a small prize. Find out who has the **ugliest baby picture or the most out-of-character hobby**. Make it interactive and fun and allow the staff to vote. Keep the prize small, but sweet—a free lunch, a $50 gift certificate or 30 minutes of free time.

2. Allow your employees to **work at home one or two days per week**, if possible. Set up instant messaging so you can keep in touch online. Not only does this allow staff to work in their pajamas, but it also saves them money on gas.

3. Host a **monthly potluck for employees** to get to know one another and network. Have a theme for each event—such as Retro '70s—and encourage people to title their dishes to match, like Betty's Bell-Bottom Beans.

4. Provide blank name labels, and allow everyone to make up their new "**name for the day**." Call each person by his or her chosen title, for just eight hours.

5. Ask each staff member to **compliment another staff member** of his or her choice, each day, in writing, for a month. No one may compliment the same person twice until having complimented everyone once. This gets everyone thinking positively about those around them.

6. **Be open to input** from everyone in the company. Too often, I see situations where an employee who is low on the totem pole has some of the most brilliant ideas, which never get heard. Also, when staff members feel like their input is valued, they are more apt to outperform expectations.

7. **Be funny**, even if you don't think you have it in you. Humor in the workplace is like spaghetti to a marathon runner. Add your own authentic flair and don't be afraid to be laughed "at," rather than just "with."

8. **Bring in marshmallows** and allow staff to roast them over the stove at lunch.

9. **Create a blog** for your company and allow each person to provide one (monitored) entry per month (or week or quarter) on any subject.

10. **Be available, and show empathy**. If one of your staff has lost something due to the economy, listen and accommodate them whenever possible by providing flex time or creative solutions. Show you care, and your employees will too.

Glenn, Sam, "10 Cheap Ways to Raise Morale," Successful Meetings Magazine, August 2009, p. SM 17

InnoWare Offers Go-Green Packaging!

ALLY MEMBER InnoWare Plastic, Inc. is a leading manufacturer of upscale foodservice and to-go containers. Well known for delivering innovative designs and reliable functionality, InnoWare is an ally of foodservice operators looking for earth-friendly containers that make a green statement with designer appeal.

Under their "ECO-Return to Nature" brand, InnoWare's ECO products are made from sustainable Ingeo™ bio-resins made from plants, which reduces fossil fuel use and greenhouse emissions. ECO containers will biodegrade in a commercial compost facility within 60-180 days.

InnoWare was the first to market a dual-color, hinged ECO container. The ECO OctaView® is an eight-sided container with an earth-toned base and clear lid that showcases food. The line features full perimeter sealing with secure stacking in three sizes. The patented OctaView® design is proven to assist with portion control.

The ECO Expressions® two-piece line is a stylistic favorite. Available in single and three-compartment bases, Expressions® containers are versatile performers. The plate-like bases can be used for straight-to-the-table food service and the clear lids can be added for to-go or grab-and-go applications.

Among its family of products, InnoWare offers PETE OctaView®, Expressions® and To-Go Boxes for cold food applications. All InnoWare PETE containers are made from at least 50% post-industrial recycled PETE plastic and carry the #1 recycling mark.

Based in Georgia, InnoWare products are customizable and embossable, and are manufactured in the USA. Call **800/237-8270** or visit **innowareinc.com** TODAY!

NATURAL PESTICIDES: Death by Mint Oil

Pests are more often dying of more natural causes. Colonies of wasps are being neutralized by shots of mint oil. Cabbageworms shredding broccoli plants are being done in by an ingredient culled from seeds of trees native to India. Fire-ant compounds are being annihilated by enticing them to eat bait packed with a soil-dwelling bacterium that fries their tiny nervous systems.

None of these products are hard to find. Increasingly, well-known insecticide manufacturers, retailers and even professional pest-control services are rolling out solutions derived from natural materials like animals, plants, bacteria and minerals, many of them considered potentially safer to humans, pets and the environment than their synthetic-chemical counterparts. Fueling the move is increased governmental scrutiny over what pesticides we spray in our environment as well as a bid to satisfy more health-conscious consumers.

Targets include everything from carpenter ants and mosquitoes to the slugs, caterpillars and mites that feast on fruit trees and vegetable plants. For instance, Terminix, a large professional pest-control company, is introducing its first consumer product called Safeshield. The $10 indoor insecticide spray contains active ingredients thyme oil and "geraniol," a substance found in geranium, rose, lemon and other plants. Senoret Chemical Co. is expanding its line of Terro brand ant- and bug-bait products using a mineral containing the element boron, which is generally considered low in toxicity to humans and animals. Woodstream Corp. last year bolstered its Safer product line with an organic mosquito- and tick-control concentrate made in part from chrysanthemum flowers.

The biggest bellwether came earlier this year when lawn and garden giant Scotts Miracle-Gro Co. introduced a seven-product "EcoSense" line under its home pest-defense Ortho brand sold in major retailers such as Home Depot and Wal-Mart. Included in the EcoSense arsenal are an indoor insect-killer spray made from soybean oil and an insecticidal soap for vegetables and plants. EcoSense is on track to meet or exceed sales expectations.

Efficacy is tantamount to survival. Manufacturers know there's often disconnect between what consumers say we want (natural products) and what we really want (dead bugs, now!). Plus, pests can transmit illnesses such as West Nile virus and Lyme disease that can be more harmful than some potential side effects from pesticides. Spectrum Brands offers a lemon-eucalyptus version of its Cutter mosquito repellent without DEET (a common chemical repellent) but says it doesn't sell very well.

Still, the category continues to draw investment dollars. Next year, Spectrum plans to launch a natural indoor bug killer to go along with its Hot Shot and Spectricide insecticides.

Meanwhile, sales of organic and natural products in the past 18 months have risen 30% to 40% at the website DoMyOwnPestControl.com, run by P&M Solutions LLC. Best-selling natural items include "MotherEarth C," a powder made of diatomaceous earth (ground fossils) that triggers dehydration and death in bugs, as well as an "EcoExempt IC-2" spray made from botanical oils such as spearmint and rosemary. The latter targets a wide range of pests from mosquitoes to bedbugs.

Even the $6.6 billion professional pest-control industry, where efficacy directly affects profit margins, is adopting more natural alternatives. For instance, Bulwark Exterminating LLC, with 11 branches in 8 states, uses only botanical sprays and boric-acid products (also derived from boron) whenever customers request all-natural solutions and often includes them as part of an overall treatment plan even when they don't.

The EPA registers pesticides—an umbrella term for products that kill insects, fungi and weeds—for use in the US. The agency says general health issues from exposure to pesticides may range from simple skin or eye irritation to hormonal and endocrine disruption, cancer and other illnesses.

For instance, a study published in 2000 in the Journal of the American Medical Association found that in-home use of insect-killing chemicals was associated from a 70% increased risk of Parkinson's disease, compared with no use of pesticides.

Over the years, the EPA has banned some insecticides considered too risky from use in the home market, such as diazinon and chlorpyrifos. It also now maintains a list of active ingredients used in what it dubs "minimum risk" pesticides. It's a pretty good bet it's a safe product if it's on that list, says a Beyond Pesticides official.

Today, the most commonly used synthetic residential insecticides fall into a broad category called pyrethroids—common names include permethrin, cypermethrin and tetramethrin—which are essentially juiced up, longer-lasting human-made versions of the natural chrysanthemum "pyrethrins" used in some natural products. Both affect an insect's central nervous system; both can be harmful to aquatic life and honeybees.

To be sure, natural products can trigger health concerns as well. Citric sprays, for instance can hurt the eyes, and there have been questions about the safety of inhaling powders made from diatomaceous earth or boric-acid powders. There are plenty of things from nature that can hurt us—like nicotine.

In general, though, the EPA says biopesticides are usually "inherently less toxic" than conventional pesticides and decompose more quickly, thereby resulting in lower exposures and largely avoiding pollution problems caused by conventional pesticides. What's more, they often primarily harm only target pests, which can help protect beneficial bugs and other animals.

Bounds, Gwendolyn, "Death by Mint Oil: Natural Pesticides," The Wall Street Journal, July 30, 2009

Natural Ingredients

More than 20,000 pesticide products are marketed in the US, including nonchemical alternatives derived from natural materials. Here are some of the most common active ingredients:

- ***Bacillus thuringiensis (B.t.)*** – A micro-organism producing chemical that interferes with insects' digestion, causing them to die from hunger or infection. Targets moths, mosquitoes, beetles and worms, among others.

- ***Boric acid*** – Derived from boron, which is found in rocks, soil and water. Often used in ant, mite and spider control.

- ***Diatomaceous earth*** – Finely ground fossils of diatoms, a type of hard-shelled algae. Kills household and garden pests like cockroaches, ants, slugs, fleas and beetles. Wear a dust mask when applying.

- ***Neem oil (azadirachtin)*** - Derived from the natural oil found in seeds of the neem tree, native to regions of India. Target pests include whiteflies, moth larvae, mites and aphids. Interferes with insects' feeding, molting, mating and egg laying.

- ***Potassium salts of fatty acids*** - Also called soap salts, they cause insects to dehydrate and die. Derived from fatty acids in animal fats and plant oils. Typically aimed at soft-bodied insects such as aphids, whiteflies and mealybugs.

- ***Pyrethin*** - Botanical insecticides derived from chrysanthemum flowers. Causes paralysis in a wide range of pests, including mosquitoes, ticks and ants, eventually killing them.

- ***Spinosad*** – Derived from a naturally occurring soil-dwelling bacterium. Used to target fruit flies, caterpillars, thrips and fire ants among others. Kills by over-stimulating a pest's nervous system.

- ***Other*** - Cinnamon, citric acid, citronella, cloves, garlic, geraniol, peppermint, rosemary, sesame, soybean oil, thyme and white pepper. Used in some "minimum risk" pesticides the EPA has exempted from registration so long as they don't include claims they protect health.

Sources: EPA, National Pesticide Information Center and WSJ research

Pesticide Industry "Shudders" over White House Garden

In March, Michelle Obama helped turn a patch of the South Lawn into a 1,100 sq. ft. White House vegetable plot—the first since Eleanor Roosevelt's WWII Victory Garden. The garden features 55 varieties of vegetables grown from organic seedlings in White House greenhouses and is nourished by White House compost. The country's organic food activists were clearly delighted. Less delighted was the Mid America CropLife Association (a regional chapter of the international pesticide trade association), which sent its members an e-mail attacking the Obamas' decision to go chemical-free, adding "the thought of it being organic made [us] shudder." CropLife, which represents Dow, Monsanto, DuPont and the rest of the agrichemical industry, spends lavishly to promote the idea of agrofuels and agrichemicals in US schoolrooms. CropLife has sent a pointed letter to the Obamas asking them to consider using their "crop protection products."

"Pesticide Industry 'Shudders' over White House Garden," PAN North America Magazine, Summer 2009, p. 3

Share the gift of a garden from Botanical PaperWorks

In today's increasingly electronic world, it's a special treat to give or receive a beautiful card or letter from friends, loved ones or business associates. ALLY MEMBER Botanical PaperWorks makes it easy with eco-friendly greeting cards and stationery made from plantable paper embedded with pure North American wildflower seeds. The seeds will grow into colorful wildflowers such as Bird's Eye, Clarkia, Poppy and Snap Dragon. The flowers provide natural habitats for bees, butterflies and birds.

Botanical PaperWorks now boasts a full product line-up including announcements, thank you cards, favors for eco-conscious types, wedding stationery, response cards, confetti, greeting cards, gift tags, business cards and promotional items to demonstrate their environmental commitments. Botanical PaperWorks' plantable paper is made by skilled papermakers making a living wage, most of the products are tree-free and are made from 100% post-consumer waste.

With Botanical PaperWorks, you don't have to have a green thumb to be a green gardener. On your windowsill or in your garden, with their plantable paper, it's easy to grow beautiful wildflowers and create a lasting memory of a special occasion. Products start at 99 cents and are available online at **botanicalpaperworks.com** or in select stores across North America.

Lawsuits Over "Green Cement"

The largest US-owned cement company filed a federal lawsuit accusing a Dallas suburb of unconstitutional discrimination for favoring the purchase of cement made in a more environmentally friendly process.

Plano is the latest of several local governments, including Dallas and Fort Worth, to be sued by Ash Grove Cement Co. over "green cement" laws. Ash Grove claims purchasing policies that give preference to cement from "dry kilns" that typically pollute less than older "wet kilns," violate state competitive bidding laws and don't clean up the air. Ash Grove has only wet kilns at its operation south of Dallas.

Environmentalists said the suit and others like it are simply ploys designed to stop other cities from taking action. "Ash Grove has no hope of winning this lawsuit," said a representative of the environmental group Downwinders at Risk that closely monitors the cement plants. "What they do have hope of is putting this in the freezer so long that nobody passes any more green cement rules. It's hard to convince a city council or any governmental body to run headlong into a federal lawsuit." The rep said Ash Grove filed its first suit in November after local governments repeatedly and overwhelmingly adopted the green laws.

McFarland, John, Associated Press, "Company sues Plano over 'green cement,'" Houston Chronicle, July 29, 2009

INDIA'S POWER STRUGGLE

Seven years ago, more than 50% of the power distributed by North Delhi Power Ltd. wasn't paid for by customers. Today, the company has cut that to 15%, signaling that one of India's biggest infrastructure problems can be solved, if tackled aggressively.

Power theft by rich and poor customers as well as businesses has plagued India for decades, hindering foreign and domestic investment that could spark the increase in generating capacity the nation desperately needs. A key challenge for power companies is reducing theft by India's poor. Many have come to view free electricity as a right, something that politicians have done little to counter in a bid to win votes.

Two neighbors in New Seemapuri, an impoverished area of Delhi, say they don't pay for power they use at home because it is too expensive. Among their neighbors, a typical household power bill runs between 600 rupees ($13) and 700 rupees a month, while their household monthly income is between 3,000 and 4,000 rupees. Tapping into the network by attaching wires to power lines, they use the electricity to run water heaters, refrigerators and other appliances.

North Delhi Power trains its staff to coax individuals to expose neighborhood power theft, and doles out rewards to those who report it. For large industrial customers, the utility introduced automated meter-reading, turning to wireless technology in a bid to curb the opportunity for customers to bribe meter readers.

Backed by the Central Industrial Security Force, a government agency that is part of the police, North Delhi Power conducts occasional raids in neighborhoods where its intelligence indicates many residents may be stealing electricity. The company obtains information through individuals' reports of suspected theft as well as spot checks in areas where losses are high.

To school its employees in antitheft tactics and other aspects of the business, North Delhi Power runs a training center. Employees learn how meters can be manipulated—powerful magnets can deactivate the meter's mechanism—and how to safeguard against the practice. To keep thieves from tapping power directly from overhead lines, employees learn to replace wires with insulated cables.

For India as a whole, those technical and commercial losses—which include power lost through inefficient transmission, as well as power unpaid for due to bills going astray—are running at about 38%. About 20% of all power is stolen.

Range, Jackie, "India Has Its Own Kind of Power Struggle," The Wall Street Journal, August 7, 2009

NEW JERSEY'S SOLAR POWER SHINES

New Jersey outshines 48 of its peers in solar power. Lacking California's sunshine and deserts, the state is capitalizing on utility poles and flat industrial roofs to claim the No. 2 spot. New Jersey's biggest utility is outfitting 200,000 utility poles with solar panels, part of the state's embrace of a try-anything strategy that has made it the nation's second-biggest producer of solar energy behind California.

Instead of bemoaning what it doesn't have—bright sunshine, high winds, empty land—New Jersey has looked for places where solar capacity can be squirreled away inconspicuously. In addition to utility poles, the state is pushing solar panels for industrial locations with many flat roofs.

FedEx said it will begin installing solar panels atop its distribution hub in Woodbridge, NJ in August. Covering about three acres and capable of generating 2.42 megawatts of electricity, it is expected to be the largest rooftop solar facility in the US when completed in November. The solar array will satisfy about 30% of the facility's electricity needs. Other states may adopt NJ's practical approach, if Congress pushes ahead with plans to create a national renewable-energy mandate.

When solar energy is scattered on rooftops, it's literally sitting right on top of customers, so there is no need for major new transmission lines. The Garden State's generous financial incentives for solar installation are helping to generate interest.

California is also on a solar tear. It wants "a million solar roofs" a decade from now, and is spending $3 billion on subsidies, hoping to get 3,000 megawatts installed. More than 158 megawatts of grid-tied solar power were installed in California in 2008, double that installed in 2007. Since the 1980's, California has installed nearly 500 megawatts of grid-tied solar power, equivalent to one large power plant, but still a tiny fraction of the 4,000 megawatts the state needs on a summer day.

NJ's $514 million program will double its solar capacity to 160 megawatts by 2013, and will be funded by utility customers. Costs will be defrayed slightly by a 30% federal tax credit, roughly $1 million a year in proceeds from the sale of solar renewable energy credits. In addition, solar energy fetches higher prices in the state's deregulated market, because it's produced at peak times.

PSEG will get more than electricity from the pole-mounted systems, which cost about $1,000 apiece. The solar units will have a radio capability, so they can alert the utility to outages and relay other grid data.

Beginning August 1, renewable-energy companies can get cash grants from the federal government, instead of a credit against taxable income, for 30% of the cost of projects. The change will make it easier to finance projects.

Even though panel prices have fallen amid abundant supplies of polysilicon, the primary material used to make panels, the electricity still costs more than power generated from conventional fossil-fuel sources. "We've got to stop pretending solar power will lower the cost of energy. It's going to increase the cost and people have got to understand why it's worth more," said PSEG's Mr. Izzo. He listed the names of pollutants produced by coal or gas incineration that don't occur with solar technology.

New Jersey's goal is to garner 3% of its electricity from the sun and 12% from offshore wind by 2020, part of a larger effort to meet 30% of the state's electricity needs through clean sources.

Smith, Rebecca and Russell Gold, "New Jersey Outshines 48 of Its Peers in Solar Power," The Wall Street Journal, July 31, 2009

WATER-WISE CAR WASHING

Taking your car to the local car wash instead of washing it at home might seem like a guilty pleasure, but from an environmental perspective it is often the better choice. When you wash your car in the driveway or street, contaminants such as grease and brake dust (as well as the detergent itself) flow into storm sewers, which discharge directly into our waterways. Car washes, on the other hand, are required to drain their water into sanitary sewers (which direct sewage to treatment facilities) or to filter and reuse it on-site.

Water efficiency is also a benefit of many commercial car washes. An analysis by the Maryland Department of the Environment found that car washes use approximately 50 to 75 gallons of water per car (assuming the water is not being recycled); using the self-service bay consumes only 15 gallons. A typical garden hose, on the other hand, which has an average flow rate of seven gallons per minute, would exceed a car wash's water consumption after two minutes compared with the self-service bay or seven minutes compared with the automated wash if the hose were left running.

Here are some ways to clean your car in an ecological way:

► Wash on gravel, grass or another permeable surface. Grass and gravel help filter contaminants from your wash water so they don't end up in the storm sewer.

► Use a water-saving hose nozzle. A nozzle with adjustable spray settings and automatic shut-off can save as much as 70 gallons per wash.

► Use the right soap. Choose a biodegradable soap that is chlorine- and phosphate-free. Avoid dish soap, which could remove your car's wax finish.

► Use "gray" water. If you use biodegradable detergents in your home, and local regulations allow, you can wash your car with the water that drains from your washing machine or dishwasher. You can also use captured rain water.

► Dump your dirty soap bucket into a sink or toilet. These drain into the sanitary sewer instead of the storm sewer.

► Consider waterless wash products. Several companies have developed nontoxic car cleaners that require no water; they are designed to be sprayed on and wiped off with a soft towel.

"Water-wise Car Washing," Greentips, ucsusa.org/publications/greentips/water-wise-car.html, June 2009

Fireflies shine light on insect conservation

The fireflies we can see at night blink like Christmas lights. They're awesome! But, fireflies may be disappearing. Firefly Watch, based at the Museum of Science in Boston, began their program in 2008. During their first year, over 1,400

people provided their observations from as far away as Texas, Kansas and even India.

There's a lot to learn about fireflies. First of all, they're not flies, they're beetles. Although we only see them for a short time in the summer, fireflies are surprisingly long-lived, but they spend most of their lives—up to two years—as grubs underground. The nighttime lights that we see represent only about the last two weeks of their lives. The point of that magical display is all about producing more fireflies. They're using those flashes to attract a mate. The males are the ones flying around flashing. Females are perched on grass and they will respond with a female species-specific response.

It's in that "species-specific response" that things can get interesting. There's not just one "firefly," but a number of different kinds. There are some behavioral differences—how high they fly, how late in the evening they become active—but they look so similar physically that their flashes, which vary in color, length and pattern of repetition, are the main way to tell them apart. And they can use those flash patterns not only to attract a mate, but to fool each other. Some mimic the patterns of another species and then eat the hopeful mate. They're called femme fatales. The females of the species will flash and attract the males of other species.

In areas where firefly populations have dwindled, it seems increasing development is to blame. Some species with aquatic larvae in Southeast Asia have declined by 70% in the last 3 years due to water pollution.

Fireflies are sensitive to habitat disturbance and to moisture levels in the soil, and other human activities may affect them as well. For example, researchers suspect that artificial light, like streetlights, has an impact on their ability to find each other and mate, which may affect either total numbers or the diversity of species.

The scientists involved in Firefly Watch, which was started by Tufts University graduate student Adam South, plan to compare the data collected to a range map from the 1960s. But the goals of Firefly Watch go beyond this one insect. There hasn't been a lot of attention on insect conservation. Because fireflies are charismatic, it's one way to get people thinking about conservation of insects in general. And, there's nothing that gets people involved like realizing that a fascinating creature lives right in their backyard.

If you'd like a firefly show, tend your landscaping carefully!

Because fireflies are beetles, not flies, avoid using anti-beetle products in your garden (even naturally derived ones like BT).

Because they spend most of their lives as grubs underground, they are affected by anti-grub pesticides and by any disturbance to the soil. The grubs eat other invertebrates in the soil, so other pesticides may affect their source of food.

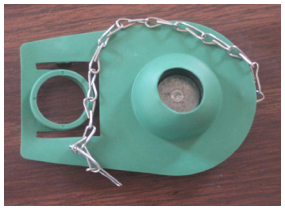
Don't mow the grass too short. Mature fireflies prefer tall grass, and frequent mowing contributes to drier, packed-down soil, which is bad for the grubs.

Minimize the use of outside lighting, which may affect their ability to communicate and find mates.

Lombardi, Linda, Associated Press, "Fireflies shine light on insect conservation," Abilene Reporter-News, Abilene, TX, June 15, 2009

WELCOME MITCH'S GREENFLUSH!

ALLY MEMBER MITCH'S GREENFLUSH's new toilet flush system can save thousands of gallons of water each year. This modified toilet tank system is designed to produce a full flush with only one gallon of water in approximately two seconds, and can replace any conventional flapper on any standard toilet. This new product saves water wastage whether on a septic system or municipal sewer system.



Mitch's Greenflush flapper works because extra weight inside the flapper acts as an early-close device. Simply hold the flush handle down for 2 seconds, and the flush will always be complete.

This new patent-pending flapper is now being offered so hotels and all businesses and homes can reduce water usage. New low-flow toilets that flush using 1.6 gallons of water can cost from $300-$500 or more. Another $100-$150 may be spent for a plumber to install it. Mich's Greenflush flapper can be installed by the consumer or maintenance personnel in less than 2 minutes with the simple instructions provided. No tools are required. Complete satisfaction is absolutely guaranteed.

A small leak in a toilet can waste approximately 20 gallons of water per day. To learn more, contact Mitch Hughes at **877/298-9690** or visit **greenflush.net** TODAY!

KEEP WHITES LOOKING NEW

Heloise, the household advice author and columnist, will keep you looking good if you follow her helpful hints regarding whites.

1. **Read care labels on clothing**. If they say do not use chlorine bleach, then don't use it. Many whites are made with an optical brightener in the fabric. Chlorine bleach can turn it yellow.

2. **After you pick up dry cleaning**, don't put garments anywhere in the car where direct sunlight can shine on them. White garments, especially, could yellow.

3. **To get a red-wine (or other colored drink) stain out of white**—especially delicate fibers such as silk, knits and linen—first dilute the stain with cold tap water. Place a wet white paper towel underneath, and with a wet white paper towel or terrycloth towel, pat the top of the stained area. Use tap water, club soda or seltzer water as you pat repeatedly. Rubbing breaks fabric fibers. Though the stain may disappear, the fabric will look different because fibers are raised.

4. **If you spill salad oil on your clothing** or gravy on a blazer or trousers, quickly sprinkle on an artificial sweetener. Like a magnet, the fine powder will absorb the stain.

5. **If you perspire a lot, always wear a white T-shirt underneath expensive shirts**. After a while when deodorant and perspiration combine, the underarm turns yellowy. Perspiration contains body salt, and when salt dries you've got a salt ring.

6. **When laundering, turn shirts and T-shirts inside-out to prevent pilling**. Wash whites with whites. Do not put in a pair of jeans or your favorite colored T-shirt; it'll bleed.

Quintanilla, Michael, Fashion Writer, "Keeping it like snow," Houston Chronicle, July 30, 2009

DNA at the Fish Market

A biologist went to the fish market and bought fish marked grouper. He did a DNA test and found it was catfish.

Heard on the radio

NON-PLASTIC KEY CARDS

Marriott is replacing all 24 million plastic key cards purchased annually with cards made of 50% recycled material. The move is estimated to save 66 tons of plastic from eventually ending up in a landfill.

"Marriott thinks green for its supply chain," H&MM, March, 2009, p. 8

Valero takes carbon battle to the Pump

Valero Energy Corp. is launching a campaign against proposals to lower carbon emissions by posting signs at its gasoline stations warning customers about the projected hike in fuel prices if the House-approved bill on carbon cap-and-trade becomes law.

The campaign began September 1 at all facilities owned by Valero, which has refineries and retail outlets in 40 states.

The US Department of Energy projects that gasoline prices could increase by 77 cents per gallon over the life of the climate-change bill.

Valero, the largest US independent refining company, estimates that its costs for carbon emissions would total $6-7 billion a year, depending on the auction costs of the permits.

The Waxman-Markey bill, which would force businesses to pay for their carbon emissions, would hit US refining companies especially hard because refiners must account for both emissions from refineries and from the vehicles that burn the fuels.

The minimum limit for permits is $25 per ton of emissions. Valero refineries emit about 30 million tons per year, but vehicles using Valero fuels emit another 250 million tons of greenhouse, heat-trapping gases.

The signs ask customers to notify their representatives at voicesforenergy.com.

Hendricks, David, San Antonio Express News, "Valero takes carbon battle to the pump," Houston Chronicle, September 1, 2009

Paint Removal from Skin

If you've gotten paint on your skin, try gently using a plastic kitchen scrubber rather than toxic chemicals to remove it, especially if the paint is fresh.

Patty Griffin

Bag Election

Seattle voters soundly rejected a 20-cent fee on plastic and paper bags. The plastics industry spent $1.4 million to defeat the ordinance. Supporters raised about $93,000.

"Election was in the bag," On The Green Front, Houston Chronicle, August 20, 2009

Texas-Size Trash Patch

Researchers say that as a result of an expedition to the Great Pacific Garbage Patch, about 1,000 miles west of California, scientists believe that it is possibly killing marine life and birds that are ingesting the trash. The vortex is formed by ocean currents and collects human-produced trash.

Among researchers' findings were confetti-like plastic shards and barnacles clinging to water bottles. The scientists say they will analyze the trash to determine the density of the patch and its consequences for sea creatures. They worry that marine life is dying from ingesting plastic, which does not biodegrade, but breaks into small pieces.

Associated Press, "Texas-size trash patch threatens Pacific life," Houston Chronicle, August 28,2009

IMPACT

WATCH for your copy of the first edition of GHA's new specialty magazine, IMPACT, in late September. 10,000 copies of this issue will be mailed to hoteliers, which we believe will bring many more hotels to greening and our elite corps of green hoteliers!

Last Words . . .

Seeds are God's microchips: miniature devices programmed with information and algorithms to generate life.

George Ball, Chairman of W. Atlee Burpee & Co. and past president of the American Horticultural Society

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