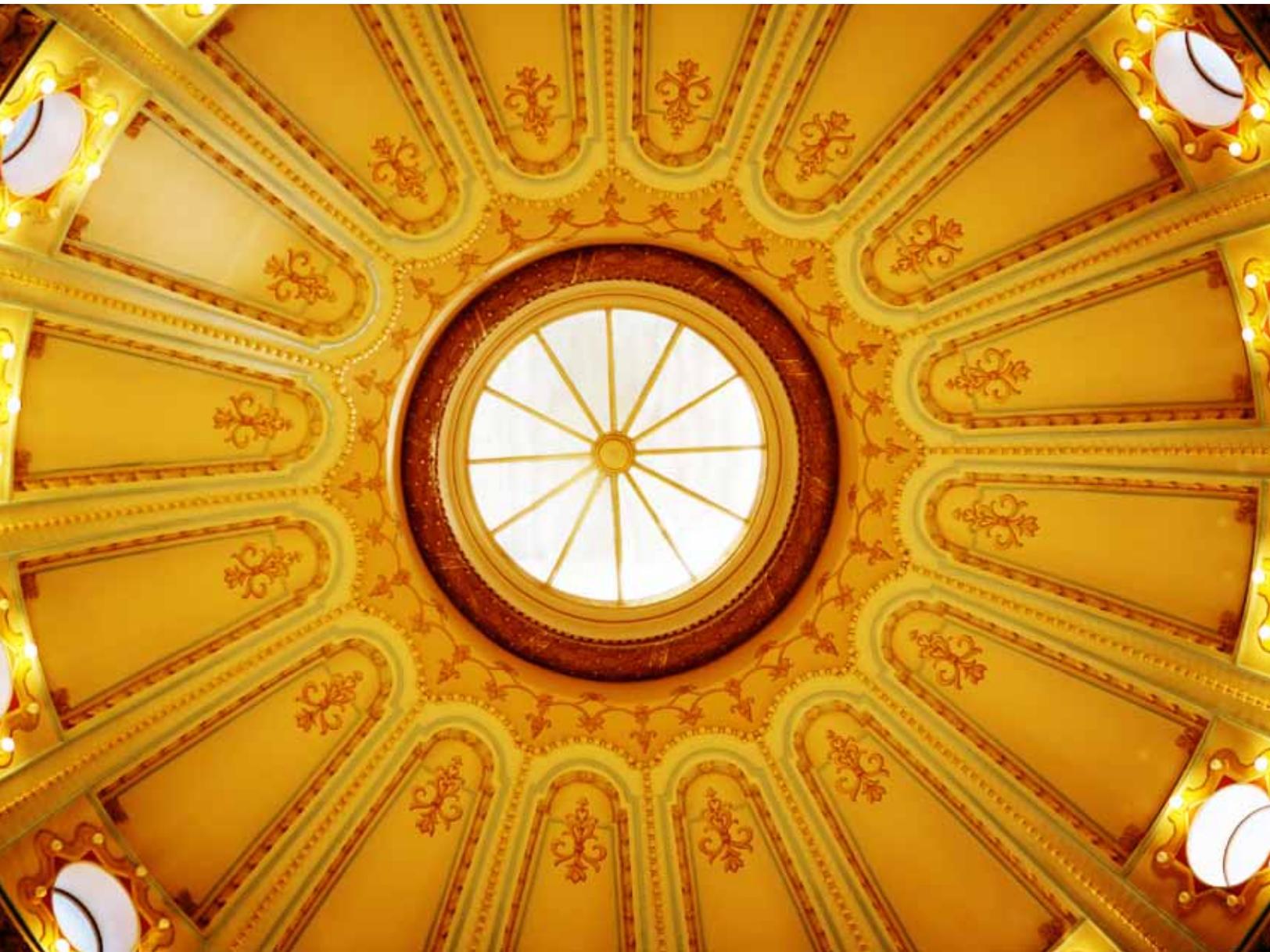


2011 Governor's Environmental and Economic Leadership Awards

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Celebrating the 2011
Governor's Environmental and Economic Leadership Awards

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OFFICE OF THE GOVERNOR

December 13, 2011

Governor's Environmental and Economic Leadership Awards

It's a pleasure to welcome you here today, as we celebrate the achievements of individuals, organizations, and businesses that have demonstrated exceptional leadership and made notable, voluntary contributions in conserving California's precious resources, protecting and enhancing our environment, building public-private partnerships and strengthening the State's economy.

Protecting California's natural resources will always be a priority. With all that California has to offer, we've seen how vital our environment is to the success of our economy. Your partnership in creating a sustainable California – one where businesses thrive alongside environmental protection – showcases the state's pioneering spirit. Your actions have proven that you can "go green" while also growing your bottom line.

Congratulations to today's honorees and best wishes for your future success. Thank you for keeping California beautiful.

Sincerely,


EDMUND G. BROWN JR.



The 2011 Governor's Environmental and Economic Leadership Awards is California's most prestigious environmental honor, given only to individuals, organizations, and businesses who exemplify exceptional leadership for protecting and enhancing the environment while at the same time promoting economic growth in the following categories:

- Children's Environmental Education
- Climate Change
- Comprehensive Land Use Planning
- Ecosystem and Watershed Stewardship
- Enhanced Environmental and Economic Leadership
- Environmental and Economic Partnerships
- Environmental Justice
- Green Chemistry
- Sustainable Communities
- Sustainable Practices or Facilities
- Technological and Market Innovations
- Waste Reduction



“... leaders in raising awareness and engagement of youth with environmental issues in the community.”

- Gary Parola, President, Tri-Cities Disposal & Recycling, Inc.

City of Gonzales

Environmental Leadership Academy 2010

Modeling Environmental Leadership in Rural Communities

Working through its Gonzales Grows Green program, the city of Gonzales has developed a one-week Environmental Leadership Academy (ELA) to serve the untapped leadership potential of students in grades sixth through eighth. The ELA program takes children through a week-long environmental leadership course, teaching conservation values to those living in rural agricultural environments. ELA utilizes the standards-based curriculum from the No Impact Project along with hands-on field trips to provide opportunities for children to become environmental leaders in their families, schools and communities. Participants of the program learn to lead cooperative school-based recycling and waste diversion programs that enable more money to be spent in the classroom. They learn the direct impact their actions have on their environment and how they can help facilitate the changes that will improve their communities. The program's model was successfully expanded into the city of Monterey which built a comprehensive six-week day camp program based on the model and curriculum from the ELA. Gonzales' program takes a proactive approach to positively changing a community's aesthetics and rural productivity while teaching the value of leadership to the next generation.



“... preventing significant emissions of greenhouse gases in California and the U.S. ...”

- Tim O'Connor, Director, California Climate and Energy Initiative, Environmental Defense Fund

EOS Climate, Inc.

New Frontiers in Climate Action: ODS Projects

Expanding Carbon Markets & Innovating Environmental Performance

EOS Climate, Inc. is a leader in the verification of emissions reductions, specializing in the collection and destruction of chlorofluorocarbons (CFCs) and other ozone-depleting substances (ODS). EOS uses the ODS it destroys to produce carbon credits that can be traded to regulated emitters under California's cap-and-trade program, thus providing companies with low-cost emission reduction options, while at the same time expanding carbon markets. ODS can be up to 10,900 times more heat trapping than CO² and is often found in old appliances and industrial equipment. EOS has created a business model that in the first year of operations generated 1.26 million metric tons of third-party verified carbon credits and more than \$5 million in revenue. On target to double credits produced in the coming year, EOS is growing its organization and leveraging finance and technology partners to finance equipment upgrades and accelerate the transition to cleaner technologies and processes.



“... a leader in demonstrating that businesses can be a significant and positive force for environmental leadership while being a successful enterprise.”

-John C. Racanelli, President, Racanelli Partners Consulting

Hero Arts, Inc.

The Integrated Bottom Line: Utilizing the Power of Hero Arts to Create Social Benefits

Demonstrating that Small Business Can Go Green and Thrive

Hero Arts, Inc. has a penchant for creativity. Since 1974, Hero Arts has operated a small family business nestled in Oakland and Richmond, California that specializes in hand-made stamping products for the art, crafting and educational markets. Hero seeks to positively maximize its business performance, community development and environmental impact through employee growth and sustainability. It's these values that allow the company to sell to 6,000 retailers and distributors around the world, utilizing 200 suppliers and employing 85 employees in the Bay Area. Its creativity expanded from its products to its operations with the installation of a solar array able to meet 70 percent of its yearly energy usage and reduce greenhouse gases by 253 tons. The installation of new lighting, energy-efficient air systems and heating exchanges has reduced electricity usage by 15 percent. Meanwhile, Hero recycles 70 percent of its waste products and has switched to lighter, cleaner packing materials to further divert products from landfills. Hero has systematically eliminated all toxins and solvents from its manufacturing, and discontinued use of water. Furthermore, Hero Arts sources materials for its business operations from local suppliers to build community, maximize job creation in California and minimize shipping costs and emissions. All of these efforts have paid off, not only in community good will, but also for its bottom line, making green business work for California and for Hero Arts.



“... offers a platform for farmers and agencies to work together to address environmental problems in a non-regulatory setting.”

- Scott Curwood, Senior Manager Environment & Sustainability, Treasury Wine Estates

California Land Stewardship Institute
Fish Friendly Farming Environmental Certification Program

Enhancing Environmental Quality on Private Farm Land

Fish Friendly Farming is a voluntary program designed to sustain environmental quality on agricultural properties to protect Coho Salmon and Steelhead Trout. With these fish serving as environmental indicators, the California Land Stewardship Institute works to incentivize landowners to develop a Farm Conservation Plan that inventories and evaluates natural resources and practices on the entire property. Once the Farm Conservation Plan is complete, it is certified by the Regional Water Quality Control Board, the National Marine Fisheries Service and the County Agricultural Commissioner to ensure objectivity. The program provides workshops and resources for landowners to meet county regulatory requirements and addresses numerous environmental regulations through one plan. Its model of best management practices has expanded from Sonoma County to Napa, Mendocino, Solano and El Dorado counties, and has resulted in the assessment of 500 miles of road and more than 98,000 acres of land, as well as the reduction of 1.4 million tons of sediment delivery to creeks and rivers. With more than 600 sites enrolled so far, the program is proving to be a successful model of sustainability for agricultural resources. A Fish Friendly Farming certification ensures consumers that the products they purchase are produced in a sustainable way that protects and restores the beauty and natural habitats of California.



“... the most important change created by these programs is that young people start to believe that they can change their own lives and their communities”

- James E. Herr, Senior Manager, Global Corporate Citizenship, The Boeing Company

Orange County Department of Education
Inside the Outdoors

Expanding Children's Environmental Education

The Orange County Department of Education's Inside the Outdoors program was established to empower students, teachers, parents and the community to explore their natural world, while expanding their knowledge and understanding of science and the wonders of nature.

Since 1974, the program has been building the foundation of environmental leadership by connecting students in Orange, Riverside, Los Angeles and San Bernardino Counties to the natural world in which they live. Each year, more than 159,000 students experience hands-on environmental education through one of Inside the Outdoor's three California academic content, standards-aligned programs. Inside the Outdoors provides free professional development training and offers sustainable cooking classes, fire ecology sessions, eco-friendly fashion shows, art sculptures, full-moon hikes and summer nature day camps. A winner in 2008, Inside the Outdoors has expanded its original program to include service learning environmental stewardship projects that have engaged more than 285,000 K-12 students and generated more than 40,000 hours of volunteerism towards sustainable projects such as Project Zero Waste and the Brea Olinda Friends for Change project, which have, respectively, diverted more than 300,000 pounds of waste from landfills and replanted a fire-scorched campus with California Native Plants.



“... demonstrated exceptional leadership and pioneered an effective, replicable and scalable model of regional collaboration which will have both direct and indirect effects on California’s economy and environment.”

- Blaine Collison, Director Green Power Partnership, U.S. Environmental Protection Agency

Joint Venture: Silicon Valley Network

The Silicon Valley Collaborative Energy Procurement (SV-REP) Project

Partnerships For Affordable Renewable Energy

Together, Santa Clara County and the Silicon Valley Network launched the Silicon Valley Collaborative Energy Procurement Project to enable nine participating agencies to install renewable energy systems. By breaking down informational barriers and overcoming limited resources, the project resulted in a total of 70 solar power installation sites at publicly owned facilities, which are collectively expected to generate more than \$60 million in economic activity and more than 300 jobs. The projects have a combined power generation of more than 14 megawatts and are estimated to reduce 116,000 tons of CO² emissions over the next 20 years. The Project’s 12-step collaborative solar purchasing guide reduces key barriers to installations, and reduces administrative costs and project risks. This model of collaboration has been transferred to neighboring counties and other governments across the country to help advance renewable energy installation.



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CLEAN AIR
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"... provides tools and skills that empower students to take action in their communities."

- Michael Kent, Hazardous Materials Ombudsman, Contra Costa Health Services

EarthTeam

Something's in the Air (SITA)

Empowering the Next Generation of Green Leaders

Something's in the Air is a collaborative network of Bay Area high school students, teachers and community leaders designed to teach students about the correlation between air quality and asthma, and empower them to take action in their communities. SITA is a two-week classroom program that teaches students the leadership skills necessary to improve air quality in their communities, which often are disproportionately impacted. They participate in hands-on activities where they collect air quality data and develop air quality action plans that involve public education and public advocacy. By learning about environmental policy, pollution complaints and the health impacts of poor air quality, students become engaged in local and state government affairs where they are testifying about the local air quality impacts and helping to shape environmental justice policies. EarthTeam's SITA program focuses on teaching the next generation of environmental stewards how to effectively make changes in their communities.



“... the type of development that will help residents collaborate to achieve a more sustainable living environment.”

- Steven B. Enos, Land Use Planner

McCamant and Durrett Architects
Wolf Creek Lodge

Building Sustainable Senior Housing

Wolf Creek Lodge Cohousing Community is a 30-unit housing development composed of clustered private residences combined with shared common facilities. Future residents contributed to the design of the facility, which includes sustainable building features such as solar orientation, energy-efficient lighting, water-efficient fixtures and appliances, passive heating/cooling, low-VOC paint, low-impact building materials, engineered lumber and advanced framing techniques that provide deeper walls for increased insulation and daylight. The project is the largest of its kind in California and was designed as a pedestrian-oriented community, located near amenities and transit to reduce vehicle traffic and emissions. The one-acre project sits amid 3.5 acres of recreational open space. It encourages sustainable living among its residents by providing a clean, healthy environment where seniors can “age in place” while continuing to live active lives.



"... exemplary model of sustainable, affordable housing."

- Errin Briggs, Redevelopment Agency Program Manager, Santa Barbara County Redevelopment Agency

Mesa Lane Partners, LLC
The LOOP

Providing Affordable Green Housing

The LOOP is a comprehensive, sustainable, 48-unit, mixed-use apartment building adjacent to the University of California, Santa Barbara that employs a mix of both energy and water-efficient building techniques. The 50,000 square-foot facility is being built on a revitalized Brownfield site and will achieve LEED Platinum certification upon completion. The site features solar panels on the roof, as well as a solar water heating system for the entire building. Additional energy-efficiency measures include natural ventilation, low-energy co-heating, maximized daylight, low-energy commercial kitchens and energy-efficiency lighting measures throughout. But this project doesn't stop at energy efficiency. It's also designed to use 50 percent less water than similar buildings of its size and it will employ a comprehensive water management strategy utilizing efficient fixtures, flow restrictors, electronic water controls, rooftop water storage, a green room and drought-resistant landscaping that is estimated to save 500,000 gallons of water per year.



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& SPA

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ALWAYS FRESH • MADE FROM SCRATCH

INGREDIENTS: Brown Sugar, Pastry Flour,
Rolled Oats, Guittard Chocolate Chips,
Butter, Pasteurized Eggs, Milk,
Salt, Baking Powder, and Baking Soda



“... a role model for the region showing others that a comprehensive approach to integrate environmental values is not only good for the planet, it is good for business.”

- Joseph Piedimonte, Controller/Green Building Project Manager, Ausonio Incorporated

Portola Hotel and Spa
Portola Hotel and Spa Green Initiatives

Greening California Hotels

Guided by its comprehensive Green Initiative, the Portola Hotel and Spa renovated its 33-year-old hotel with multiple sustainable features to obtain LEED-EB Silver certification. The hotel features more than \$8 million in upgrades that have reduced CO² emissions, electricity usage, water consumption and waste. It sources materials locally whenever possible and used low-impact building materials during the renovation. In fact, the hotel is so committed to its sustainable mission, that it participates in a renewable energy credit project that offsets 100 percent of its emissions. Furthermore, Portola Hotel and Spa utilizes the Laundry Ozone Treatment System that reduces detergent discharges to the sewer. It has also installed co-generation turbines and replaced refrigerated chlorofluorocarbon (CFC) compressors with non-CFC compressors. Its commitment to sustainability reaches beyond the hotel into the community where representatives lead beach cleanup efforts, provide fresh gleanings for use in local food banks and provide vocational training to local youth on how to grow fresh hops used in the hotel's brewery.



"They are clearly at the forefront in the agriculture industry ... utilizing state-of-the-art technologies and practices."

- AG Kawamura, Former Secretary, California Department of Food and Agriculture

Houweling Nurseries Oxnard, Inc.
The Sustainable Greenhouse Expansion

Utilizing Sustainable Agricultural Practices

Houweling Nurseries is a family-owned company operating more than 70 hectares of high-tech hydroponic greenhouses, specializing in tomatoes and cucumbers made available throughout the United States and Canada. The company recently expanded its facilities by 40 acres and built a 32,500 square-foot packing/cooler shed employing the best available sustainable technology including a one megawatt, photovoltaic solar array, solar thermal roof, state-of-the-art waste and rainwater capture and treatment and, 25-foot high greenhouses that maximize climate control. As a result of its efforts, the facility has reduced water and fertilizer usage by 30 percent and reduced natural gas usage. The solar array provides enough energy for the expansion to make Houweling one of the highest-yielding tomato greenhouses in the world.



"... a perfect example of how a new, creative idea can create green jobs, stimulate the economy and reduce carbon emissions ..."

- Josh Carter, CEO, Aperia Technologies Inc.

ATDynamics

TrailerTail™ by ATDynamics, Inc.

Developing Fuel Saving Technologies for the Transportation Industry

ATDynamics designs and manufactures TrailerTail™, a rear-drag aerodynamic technology that reduces fuel usage on trucks by up to 10 percent. It works by streamlining the air as it comes off the back of a semi-trailer, reducing low-pressure suction drag directly behind the trailer. This is the first commercially available rear-drag technology in the history of the trucking industry and can be installed in under 30 minutes. Made from recycled materials, ATD installed 480 TrailerTails™ on trucks in 2010, saving more than \$200,000 in diesel fuel and preventing 2,200 metric tons of CO² from being released into the air. ATD estimates that by year's end more than 5,000 TrailerTails™ will be on the road. ATD is being recognized around the world for its innovative, money-saving technology.



"... exemplifies leadership in policy areas that are crucial to the well being of our state."

- Nancy Skinner, Assemblymember, 14th District

Bayer HealthCare Pharmaceuticals, LLC
Bayer Berkeley Site Sustainable Development

Expanding Business While Decreasing Waste

Bayer HealthCare Pharmaceuticals took its global sustainability initiative even further at its Berkeley site through its waste reduction efforts, accountability measures and community involvement. Through a combination of process improvements, investment in state-of-the-art equipment and employee awareness, Bayer has reduced its solid waste by 20 percent, its water consumption by 14 percent, its electricity by 9 percent and has achieved an 85 percent recycling rate. It accomplished all this while increasing production of its hemophilia products. Bayer is also deeply committed to the community and has facilitated the creation of the East Bay Environmental Network, a coalition of businesses, utilities, nonprofits and governments, to share best sustainability practices to help meet Berkeley's Climate Action Plan targets. It also forged a partnership with the city of Berkeley and the Berkeley Unified School District to train disadvantaged high school students for careers at Bayer. Bayer's comprehensive commitment to its community is contributing to the local economy while at the same time reducing its environmental footprint.



"... helped create one of the first citywide composting programs in Southern California."

- Eric Lohela, Environmental Specialist, City of Santa Barbara

Albertsons Stores Zero Waste Accomplishment

Achieving Zero Waste

Albertsons is a nationwide supermarket retailer that recently announced that two of its Santa Barbara stores have achieved zero waste classification by diverting more than 95 percent of its waste from landfills. The two Santa Barbara stores are the first regular supermarkets in the United States to achieve the zero waste goal, and have collectively diverted more than two million pounds of waste through a combination of innovative recycling programs, a food donation program and a joint organic composting program. Through their food waste diversion program, Albertsons donates staple and perishable products to local food banks. In fact, it donates on average 149,000 pounds of food per year to the Foodbank of Santa Barbara County. Albertsons has set the bar in its industry for waste diversion and hopes to transition an additional 40 stores to zero waste in 2012.



"... striving to be the best beer company in a better world."

- Marianne Butler, Watershed Coordinator, Lake Berryessa Watershed Partnership

Anheuser-Busch, Fairfield Brewery

Waste Reduction at the Anheuser-Busch, Fairfield Brewery

Empowering Employees to Reduce Waste

The Anheuser-Busch Fairfield facility credits its employees for achieving a 99.8 percent solid waste recycling rate, and generating nearly \$1.9 million in revenue in addition to landfill cost avoidance and the generation of recycling revenue. With its innovative Excellence Through Ideas program, employees are encouraged to submit cost saving and environmental initiatives, and are then rewarded with part of the savings from their ideas. Programs such as the Green Dot Program and the Stop the Drop program further encourage employees to visually point out where savings can be made to reduce water consumption and electricity usage. As a result, the Green Dot Program has saved 447,000 kwh per year and the Stop the Drop Program ideas have saved more than 2.2 million gallons of water a year. Anheuser-Busch has also forged partnerships to invest in alternative energy including solar and wind generation. Furthermore, its partnership with Solano County Water Agency helps assist in water reduction and reclamation efforts.



"... sets the standard for environmental design, performance and ease of maintenance."

- Terry Ruscoe, Director of Support Services, Merced County Office of Education

American Modular Systems
Gen7 Schools

Building High Performance Classrooms

American Modular Systems created the Gen7 classroom to deliver high-quality, high-performance modular classrooms that can be delivered quickly and affordably to California schools. The model includes solar panels, a cool roof, well-insulated buildings and energy-efficient mechanical systems to help reach a net-zero status. Each classroom uses green construction materials, including denim-based insulation, a high-fly-ash content concrete floor, low VOC interiors, 80 percent recycled steel and a 100 percent recycled mineral board sheathing for the roof and wall backing. The classrooms feature smart lighting and daylight harvesting to maximize energy efficiency, saving the school 60-70 percent in energy costs. In many cases, Gen7 classrooms surpass California's Title 24 energy-efficiency standards, and were the first modular schools to be recognized by the Collaborative for High Performance Schools – a third party verification system that ensures a school project has high-performance features that improve health, productivity and student performance, along with decreased operating costs and increased energy savings.





A special thank you to the following entities and individuals who helped make this year's Awards program a success:

California Business, Transportation and Housing Agency
California Department of Food and Agriculture
California Environmental Protection Agency
California Health and Human Services Agency
California Labor and Workforce Development Agency
California Natural Resources Agency
California State and Consumer Services Agency

Department of Toxic Substances Control, Office of External Affairs
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California Environmental Protection Agency, Communications and External Affairs
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Company Contacts:

Albertsons

Rick Crandall
Director of Environmental Stewardship
818-644-1611
www.albertsons.com

Anheuser-Busch, Fairfield Brewery

Kaci Figueroa
EHS Manager
707-429-7645
www.anheuser-busch.com/s/

ATDynamics

Steven Rodger
Operations Manager
415-669-4415
www.ATDynamics.com

**Bayer HealthCare
Pharmaceuticals, LLC**

James Breitlow
Environment and Sustainability Manager
510-705-5403
www.bayer.com

California Land Stewardship Institute

Darcie Luce
Assistant Director
707-253-1226
www.fishfriendlyfarming.org

City of Gonzales, California

Sara Papineau-Brandt
Director of Recreation Programs
831-675-4206
www.ci.gonzales.ca.us/G3.php

EarthTeam

Maggie Fleming
Executive Director
510-704-4030
www.earthteam.net

EOS Climate, Inc.

Sarah McGee
Office Manager
888-358-1339
www.eosclimate.com

Gen7 Schools

Maggie Hartley
Director of Marketing
415-716-7553
www.gen7schools.com

Hero Arts, Inc.

Aaron Leventhal
Chief Executive Officer
510-232-4200
www.heroarts.com

Houweling Nurseries Oxnard, Inc.

Casey Houweling
President and CEO
604-613-0072
www.houwelings.com

Joint Venture: Silicon Valley Network

Rachel Massaro
Associate Director, Climate Initiatives
650-207-1838
www.jointventure.org

McCamant and Durrett Architects

Kathryn McCamant
Principal Architect
530-478-1970
www.cohousingco.com

Mesa Lane Partners, LLC

Niel Dipaola
Chief Executive Officer
805-259-9597
www.mesalanepartners.com

**Orange County Department of
Education**

Lori Kiesser
Development Manager
714-708-3889
www.insidetheoutdoors.org

Portola Hotel and Spa

Janine Chicourrat
General Manager
831-649-2684
www.portolahotel.com



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and helping to honor California's green businesses.



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