

“Our Certification process was facilitated smoothly, from the start of our store remodel, through our product ramp-up and opening. We felt well guided and supported, and received many tips on making the certification process easier and cheaper. It's been a Win/Win project for us!”

Susan Dunn
Elmwood Stationers
Lafayette

Spiff up your Web Profile!

With our new database, we have also created the ability for each of you to update your business profile, which will help customers find you more easily. Your profile includes contact information (including website), a 250 character description (about 35 words) of your business, your choice of a primary and secondary business category, and your logo.

Customers will still find you at our main Green Business website (greenbiz.ca.gov), but for you to make any changes to your business profile, go to our database

(greenbusinessca.org). Last July you were sent an email (from noreply@greenbusinessca.org) with your own unique URL web link to make changes to this profile. If you can't find your link, send an email to Claudia Pingatore at CPingatore@hsd.cccounty.us and she will send you your URL link.

If you want to review the profile or make changes to it, go to your URL and click on the icon to the left of the 'Directory Information' task bar to update your profile. For your logo, please only use JPEG, PNG, TIF or GIF

files (not text files). If you upload a file and no image is displayed, or there is an X where it should be displayed, try a different type of file.

We will be reviewing the profile entries to ensure that everything is done correctly. Please check spelling and use good grammar in your description. Remember not to start with your business name (as that will already appear on the screen) and limit your description to 250 characters (about 35 words)—use fewer adjectives and adverbs to keep it short.



GREEN TIP...Green Cleaning Made Clear & Simple!

Used to buying the same products you've always bought, with ingredients you can't pronounce? Do you like to buy a product because you like the lemon smell—and don't what's in it? Are you trying to do the right thing, and buy a product because it says it's green? If any of these are you, then this article is for you—especially if you want to be considered a Green Busi-

ness. Here are some rules to get you through the maze: (1) Prioritize buying products that are less or non-toxic. Many products have ingredients you can't even pronounce, and many say Caution, Warning or Danger on them—a clear indication that you don't want to be using them. womensvoices.org has a clear list of ingredients of concern still being used in well-known brands. (2) Simplify what you buy to one multipurpose cleaner since many specialty products are expensive and end up not being used (take these unused products to a household hazardous waste program). (3) Dilute concentrated cleaners exactly as (contd. page 2)



GETTING TO KNOW OUR GREEN BUSINESSES: THE GARDEN ARTISAN

Jillian Steinberger, owner of The Garden Artisan (www.garden-artisan.com), not only creates and maintains inspired natural landscapes, but is one of the newer “sustainable” landscapers. An organic gardener at heart, she sees the key to garden success as a synergy of both remineralized soils that capture moisture like a sponge and are teaming with microbial life, and plants that use little water, draw beneficial insects and wildlife, and provide nutrients to the soil. “In this scenario, chemicals become irrelevant.” California natives and Mediterranean plants, as well as

edibles, herbs and botanicals fill this bill. She makes liberal use of rocks, stone, gravels and mulches to define space, creating features like paths, dry creek beds, bioswales (to retain water) and retaining walls. She seeks out ethically sourced materials. Certified in Permaculture Design (Merritt College), Bay-Friendly Landscaping, and Sustainable Landscaping (Sonoma State University; in progress), she encourages clients to reduce green waste by using fallen leaves as mulch, planting perennials and by composting—all leading to gardening with less effort! If that weren’t enough,



Jillian creates a vibrant garden using few resources

she uses her leadership skills in the Bay Friendly Landscaping Coalition and her writing abilities to promote sustainability in publications like *Edible East Bay*, *San Francisco Chronicle*, *Contra Costa Times*, etc.

WHAT'S UP IN THE PROGRAM?

► **Recognizing Public Agency Green Businesses**—The Executive Board of the Association of Bay Area Governments (ABAG) recognized Board of Supervisors Member Federal Glover, Central Contra Costa Sanitary District, Contra Costa College’s Collision Repair Program, and the Cities of Martinez and Richmond as new Green Businesses. Congrats!

► **Compost at Mt. Diablo Recycling Center!**—One ton costs \$60 (or free with a load of trash, green waste or wood waste)! Daily, 1300 Loveridge Rd, Pittsburg (925/473-0180). Bags available soon.

► **Wrap Award Winner**—American Textile & Supply in Richmond, who sells rags and absorbents, sent 11,000 fewer pounds of cardboard to the landfill by using a bailing machine to reduce the packaging on its rags—the first company in California to do this!

GREEN TIPS (CONTINUED)

directed for different cleaning purposes. (4) Confirm that the product is truly green—it should either be certified by Green Seal, EcoLogo or Design for the Environment, or have a high rating at goodguide.com. (5) Avoid antibacterial products as they decrease the effectiveness of antibiotics and build up in our waterways. (6) Disinfectants are very toxic and should not be used routinely where there is no food being prepared. (7) Buy pump sprays rather than aerosols. (8) If you have a cleaning company, ask them to use Green Seal certified products, and use concentrated, multipurpose products with an automatic dispensing system. And consider using a Green Business cleaning service! (9) Questions? Contact us for help!

WELCOME NEW GREEN BUSINESSES!

Christie’s 4 Kids,
Pleasant Hill
Conservation Value,
El Cerrito
Food Service
Technology Center,
San Ramon
Green Essence House

Cleaning Services,
Concord
Green and Clean
Professional
Housecleaning,
Concord
Karbon Consulting,
Pleasant Hill

Michael Chavez Center,
Concord
Mountain Hardwear,
Richmond
Mt. Diablo Recycling,
Pittsburg
re:Source Moms, Orinda
Town of Danville—City Hall

