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COUNTY

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Business News

Focus on Green Business

450 Exton Square Parkway, Exton, PA 19341

Summer 2009

"A need or problem encourages creative efforts to meet the need to solve the problem." ~ Plato

In this day and age, we certainly have the need to develop a more sustainable environment. The Obama Administration's \$825 billion *economic recovery package*, nicknamed the "Green New Deal," is packed with references to doubling renewable energy generation, funding public transportation and energy-efficiency projects, and investing in clean water and environmental restoration. Governor Ed Rendell stated, at the solar-energy conference on June 8, 2009, that the development of the green energy economy can drive this nation's comeback over the next five years. Also, 45 percent of entrepreneurs surveyed in the April 2009 issue of *Fortune Small Business* magazine, think anything "Green" will have the highest rate of growth over the next four years.

You may be thinking, "I'm a small business and the costs of going green are too steep." The Small Business Administration (SBA) and the Certified Development Company (CDC) is a partnership in the 504 Loan Program, a long-term financing tool for economic development within a community. The 504 Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. A new program "Green 504," has been initiated recently and loans to small businesses have greatly increased. If you decide to make your business more energy efficient – or if you decide to get into *renewable energy production* – you can now borrow up to \$8 million (and sometimes more) for the purchase, renovation, remodel or refinance of a commercial property used

for your business. (\$8 million is a lot of money for a "small" business!) Some other benefits of going "Green" include saving money on utility bills, **BIG** tax savings and knowing your company is actual doing something good for the environment. For more information go to the SBA website www.sba.gov.

The PA Green Guide defines a "Green" business as one that contributes towards the reduction of the environmental impact of its product(s) and/or service(s) by applying some or all of the basic principles of sustainable design. Sustainable design begins with looking at the environmental impact of a product, over its entire "lifespan." This product lifespan begins with the resources used in production, which include not only the raw materials it is made from, but also any water and/or energy that is used in manufacturing or growing it (referred to as embodied resources). This "lifespan" continues with the environmental impact of transportation, storage and/or processing, the use and operation of a product, and then concludes with the resources required to assimilate its wastes from disposal. Any pollution generated as a result of any of the life stages is also considered. The sustainability metric used to assess and measure the impact of the lifespan of products is called Life Cycle Analysis.

Mayor Michael Nutter recently unveiled "Greenworks Philadelphia," a 15-step plan to make Philadelphia the greenest city (and surrounding counties) in the country by 2015. It is the first US city to have a Director of Sustainability. The Sustainable Business Network of Greater Philadelphia (SBN), founded in 2001, helps independent businesses thrive while they build an

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GreenFile

The Chester County Library subscribes to **EBSCOhost**, a set of databases that provide indexing to articles in magazines, journals and newspapers. One such database is **GreenFile** which contains information covering all aspects of human impact to the environment. Its collection of scholarly, government and general-interest titles includes content on the environmental effects of individuals, corporations and local/national governments, and what can be done at each level to minimize these effects. Topics covered include global climate change, green building, pollution, sustainable agriculture, renewable energy, recycling and more. Many of the articles are available in full-text, along with accompanying photos or other graphics, and may be printed, downloaded or e-mailed. The best feature for the business person is that **GreenFile**, and many other databases, can be accessed from home, office or wireless.

To access this database go to the Chester County Library System's website www.ccls.org>**Databases (left side)**>**G (Databases by Name)**>**Greenfile** and enter your 14-digit library card barcode in the box provided.

Business News, a quarterly publication, is aimed at informing the business community and library customers about the Library's business resources and services. *Business News*, along with other pertinent information for the business community, is also available at http://www.ccls.org/cwo/Find_a_Resource/Business.

Reference Department
610.280.2620/21

CCL Business INC
www.ccls.org/cwo/Find_a_Resource/Business

Business E-Mail
business@ccls.org

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economy that values people, planet and property for all. The SBN is a non-profit network of local triple-bottom-line businesses and social entrepreneurs. This organization is made up of business people, professionals, investors, not-for-profit leaders, and government representatives who are committed to building a more socially, environmentally and financially sustainable local economy. For more information go to www.sbnphiladelphia.org.

Creative Economy Enterprises LLC, located in West Chester, PA is a company which builds alliances that assist businesses, organizations, and communities to initiate sustainable thinking, materials and practices. Its founder, Dawn S. Mazzone, draws on 20 years of experience working with clients in strategic marketing communications, producing exemplary results with acclaim in journals, events and sponsorship meetings. She is also a founding member of "B Corp," which is described in the next section of the newsletter. The most important thing Ms. Mazzone would like business people to understand is that up to this point *there has been a misinterpretation that companies have to give up something in order to be environmentally sound*. The reality is – if done properly – not only do they not have to give up anything, the chances are that their profits will increase.

Business Q & A

What is a B Corporation?

The "B" stands for beneficial and is a certification for businesses that are "purpose-driven," with both a social and financial mission. B Lab, founded June 2006, is a Berwyn, PA-based nonprofit organization that sets social and environmental standards which businesses must adopt if they want to be able to use the B Corporation logo in their advertising. The term was coined as a playful reference to C Corporations and S Corporations, long-established legal structures named after sections of the federal tax code. It's less a legal designation than a certification system that will allow businesses to define themselves as socially responsible to consumers and investors. And in a time when every business wants to at least *look like they're going green*, this certification could be essential for socially minded people who are trying to differentiate "good companies" from "good marketing."

These companies must receive a passing grade on a long scorecard that covers environmental practices, employment practices, purchasing policies and whether their products are beneficial to society. To become a certified B Corporation, applicants must score above 80 points on a 200 point test. The company also needs to amend its articles of incorporation and must consider the interests of employees, the community and the environment instead of worrying solely about shareholders.

Certified B Corporations:

- meet transparent and comprehensive standards of social and environmental performance;
- legally expand their corporate responsibilities to include consideration of stakeholder interests; and
- amplify the voice of sustainable business and for-profit social enterprise through the power of the unifying B Corporation brand.

The power of B Corporations is that they unify and amplify a multi-billion dollar marketplace so that it is more visible and thus more scalable. Green certification also shouldn't be the end goal for business, but rather the byproduct of sustainable practices. For more information go to www.bcorporation.net.

Green Business Sites

Guide to Green Pennsylvania Businesses and Industries

www.cfs.psu.edu/PAGreenguide.aspx

As part of the Center for Sustainability at Penn State, a collection of links on eco-purchasing in PA.

GreenBiz.com®

www.greenbiz.com

Greenbiz is the leading online news and information resource on how to align environmental responsibility with business success. It offers more than 8,000 resources, including feature stories, reports, checklists, case studies, and links to organizations and government agencies. Also contains Greenbuzz, a free e-newsletter.

Business.gov: Green Business Guide

www.business.gov/expand/green-business

Get information from this federal government website on how to start or grow a green business, including

such topics as environmental regulations, eco-labels, financial assistance and government contracting.

Consumer Reports GreenerChoices.org

www.greenerchoices.org

Consumer information and ratings for green products and services. Eco-Labels Center (on left side) has a searchable database of green product labels, categories and certifiers.

DSIRE: Database of State Incentives for Renewables & Efficiency

www.dsireusa.org

Search this database to find state, local, utility and federal incentives for renewable energy and energy efficiency.

Inc.com: The Green 50

www.inc.com/green

The Green 50 is a list to top green companies selected by *Inc.* magazine. Browse company profiles for ideas on how to be green and successful.

Internet Corner

Nearby Tweets

<http://nearbytweets.com>

Launched this past January *Nearby Tweets* identifies Twitters and recent Tweets in your current (or manually specified) geographical location. From a business research standpoint, this could be a potential value since it extends Twitter's capabilities into its true potential: a business tool for building customer relationships and monitoring real-time buzz. With *Nearby Tweets'* sophisticated geographical layer, businesses will find Twitter more relevant, manageable and fun!

Here are some great ways for businesses to use *Nearby Tweets*:

Monitor buzz

As a business, it's important to know what your customers are thinking and saying about you. On Twitter, weeding through all the accounts to find what you're looking for can take forever. Just enter your business name in *Nearby Tweets'* keyword search and see what comes up. As a marketer, commenting on the recent tweets can result in an expanded customer base.

Connect with your customer base

You can connect with your customers and establish loyalty to the point where your customer base becomes a subculture, like Harley Davidson's customer base. Try

coordinating regular branded events promoting the culture of your customers.

Run and monitor Twitter-based promotions

Why not offer coupons on Twitter that are only available to local twitters found on *Nearby Tweets*? Or coordinate retail sales? That may get you attention and followers on Twitter. Use *Nearby Tweets*'s keyword search to search for your latest coupon code. Are locals tweeting about it?

A Personal Story

"All the riches in the world – couldn't provide you with anything like the endless, incredible loot available at your local library"

~ Malcolm Forbes, 1981

John W. Hammond, a long-time resident of Chester County, certainly agrees with the above quote. Mr. Hammond started using the library many years ago in the "traditional" sense – to check out books, videos and perhaps read a newspaper. After 30 years working as an engineer, he wanted to try something new and enrolled in business workshops held at the Chester County Library. These classes sponsored by the Kutztown Small Business Development Center (KUSBDC) and SCORE, and budding entrepreneurs expert information from professional business people in the area. Mr. Hammond wanted to start his own consulting firm and through these workshops he got to know the library as a different venue. First he came to realize that the librarians really **enjoy** helping customers find what they need. Librarians understand that being tenacious is a skill that is developed over time and, as professionals, realize its importance when helping customers. Mr. Hammond also became aware of all the resources the library had to offer. As high-tech information sleuths, librarians help customers plumb through the oceans of information in reference books, digital materials and databases. In addition he learned that many of these resources can be accessed from home, office or wireless and all that is needed is a Chester County Library System card.

After running his own consulting firm for a short time, Mr. Hammond decided his

talents lay elsewhere. He wanted to guide people starting their own business and became a volunteer with SCORE. For more information on these workshops please look at the KUSBDC class schedule on the last page.

New "Green" Books

Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution, Auden Schendler, (333.7 S).

A pioneer in the sustainability movement, Schendler points out that "there is a hangover from the 1970s that continues to hamper the environmental movement today." Using examples from his own consulting work as the executive director of Community and Environmental Responsibility at Aspen Skiing Company, he asserts that real change can only come from tough decisions by big businesses and through legislation. Rather than sacrificing ROI to integrate green practices, Schendler says that companies must make profit-driven decisions that complement their business models in order to carry out meaningful and lasting environmental change.

The Business Case of Sustainability [DVD] (AV 333.72 Business).

This DVD will explain how sustainability strategies can boost companies' reputation and brand value, increase profits by at least 38% over five years, avoid a growing "perfect storm" of risks, help companies do well by doing good, and attract, keep and motivate top talent.

Big Green Purse: Use Your Spending Power to Create a Cleaner, Greener World, Diane MacEachern, (333.72 M).

Protecting our environment is one of the biggest issues facing our planet today. But how do we solve a problem that can seem overwhelming – even hopeless? As MacEachern argues in this book, the best way to fight the industries that pollute the planet, thereby changing the marketplace forever, is to mobilize the most powerful consumer force in the world – women. MacEachern's message is simple but revolutionary. If women harness the "power of their purse" and intentionally shift their spending money to commodities that have the greatest environmental benefit, they can create a cleaner, greener world. Spirited and

informative, this book:

- targets 20 commodities – cars, cosmetics, coffee, food, paper products, appliances, cleansers and more – where women's dollars can make a dramatic difference;
- provides easy-to-follow guidelines and lists so women can choose the greenest option regardless of what they're buying, along with recommended companies they should support;
- encourages women to spend wisely by explaining what's worth the premium price some green products cost, what's not and when they shouldn't spend money at all; and

Revolution in a Bottle: How TerraCycle is Redefining Green Business, Tom Szaky, (338.7631 S).

While a freshman at Princeton, Szaky co-founded a company that recycles garbage into worm poop, liquefies it, then packages it in used soda bottles, creating TerraCycle Plant Food. Less than five years later, this all natural, highly effective fertilizer was available in every Home Depot, Target, Wal-Mart and more than 3000 other locations. It's a thrilling entrepreneurial success story – and it's just the beginning of what makes this book fascinating.

Szaky argues for a new approach to business "eco-capitalism" based on a "triple bottom line." Every business, he says, should aspire to be good for people, good for the environment and (last but definitely not least) good for profits. Szaky shows how any business can look at garbage with a fresh eye, and reap the benefits.

The Purplebook, Green: An Eco-Friendly Online Shopping Guide (381.142 T).

We all want to live a little greener, we just don't always know which choices to make, or where to find the goods. These guides have always brought the best of the Internet to light and, with this special Green edition, the focus is on the web's finest eco-friendly stores. One simple book reveals a world full of wonderful and responsible shopping options. The only plastic you'll need is your credit card.

The Green Business Guide: A One Stop Resource for Businesses in All Shapes and Sizes to Implement Eco-Friendly Policies, Programs, and Practices, Glenn Bachman, (658.4083 Bac).

This comprehensive resource is designed to help organizations incorporate green practices into their organizations. Its content

blends strategic conversation at the board level with green planning and program management at the middle-level, and with how-to direction that spells out actions at the shop level. It also contains dozens of user-friendly checklists for every facet of making a business more environmentally friendly. By following the guidance contained in this book, organizations will position themselves as leaders in the marketplace, in their industry and in the communities in which they operate.

Green Your Work: Boost Your Bottom Line While Reducing Your Carbon Footprint, Kim Carlson, (658.4083 C).

Today, many companies are flourishing by delivering high-quality products while pursuing policies that leave the world a cleaner, better place. Those policies can help retain customers, energize employees and serve as brand-building tools. Environmentalist and businesswoman Kim Carlson shows managers how to green company operations by moving to a paperless office, recycling at work, setting up employee carpools, developing eco-friendly packaging, using green building products and more.

Strategies for the Green Economy: Opportunities and Challenges in the New World of Business, Joel Makower (658.4083 M).

Providing a comprehensive and realistic look at both the opportunities and challenges, this book systematically tackles the central issues of greening your business:

- What does it take to be seen as an environmental leader?
- What are the standards, implicit or explicit, that you must meet to be green?
- How do you communicate what your business is doing right – and what it's doing wrong?
- How can you overcome consumer, media and activist distrust?

101 Ways to Turn Your Business Green: The Business Guide to Eco-Friendly Profits, Richard Mintzer (658.4083 M).

The reasons why are clear, but the bigger question is – how? From greening your business practices to implementing tangible changes and more, green experts and business owners show you more than 100 ways to quickly and cost-effectively elevate your business from good to green! Enhance your current business practices and incorporate new, eco-friendly solutions that

won't break the bank or disrupt your day-to-day operations. Learn planet-saving techniques and tricks specific to your trade, and discover unique ways to turn your positive impact on the planet into increased profits!

Green Business Practices for Dummies

Lisa Swallow, (658.4083 S).

Swallow provides readers with the information they need to reduce the environmental impact of the business without reducing their bottom line. Her practical and expert advice and tips presented benefits business owners at all levels, from large corporations to small, family-run stores.

Upcoming Events

All events are held at the Chester County Library. Programs are free and open to the public. Upcoming events are also listed on the Library System's website, www.ccls.org, click on **Find an Event**. For information and reservations call **610.280.2624** or e-mail business@ccls.org.

Look for business/career related programs, starting in September.

- *Long-Term Care Insurance for the Sandwich Generation*
- *Resume Writing*
- *Benefits of Becoming a Green Business*
- *Savvy Social Security for Boomers*

KUSBDC Classes

These classes are held at the Chester County Library.

How to Start and Operate a Small Business

Sponsored by the Small Business Assistance Center (SBAC), Kutztown University Small Business Development Center (KUSBDC) and SCORE. Registration required, call **SBAC 610.444.1721** or register online at www.sbacnetwork.org. There is a one-time **\$15** materials fee for these classes payable

by check to Kutztown SBDC at the door or prepay online at www.kutztownsbdc.org.

- All 6:00-8:30 PM**
- Tuesday, September 15 • Struble Room**
- Tuesday, October 13 • Struble Room**
- Tuesday, November 10 • Board Room**
- Wednesday, December 9 • Struble Room**

Four Part Business Planning Workshop Series

Attendees must register with KUSBDC before attending Business Plan I. The classes must be taken in order. A certificate will be awarded at completion of all four Business Planning classes. To register, call **KUSBDC 610.683.4725** or visit their website www.kutztownsbdc.org. There is a one-time **\$60** materials fee for these classes. Contact KUSBDC for payment information.

Series starting September 3: All 6:00-8:30 PM • Struble Room

- Thursday, September 3**
Business Plan I
- Thursday, September 10**
Business Plan II
- Thursday, September 17**
Business Plan III
- Thursday, September 24**
Business Plan IV

Series starting November 12: All 6:00-8:30 PM • Struble Room

- Thursday, November 12**
Business Plan I
- Thursday, November 19**
Business Plan II
- Thursday, December 3**
Business Plan III
- Thursday, December 10**
Business Plan IV

Chester County Library System

- Atglen Public Library 610.593.6848
- Avon Grove Library 610.869.2004
- Bayard Taylor Memorial Library 610.444.2702
- Chester County Library 610.280.2600
- Chester Springs Library 610.827.9212
- Coatesville Area Public Library 610.384.4115
- Downingtown Library 610.269.2741
- Easttown Library & Info. Center 610.644.0138
- Henrietta Hankin Branch Library 610.321.1700
- Honey Brook Community Library 610.273.3303
- Malvern Public Library 610.644.7259
- Oxford Public Library 610.932.9625
- Paoli Library 610.296.7996
- Parkeburg Free Library 610.857.5165
- Phoenixville Public Library 610.933.3013
- Spring City Free Library 610.948.4130
- Tredyffrin Public Library 610.688.7092
- West Chester Public Library 610.696.1721