

- Program Updates
- Adopt-A-Highway Program
- State and Regional Program News
- Happy Holidays
- Quick Links Reference
- Staff Contacts

PROGRAM UPDATES

Well, we had intended to do two newsletters this year, and technically this is the second one – we just expected it to go out around mid-year rather than at the end of the year. We have had an incredible start to our fiscal year (July 1, 2008 – June 30, 2009), again exceeding our goals. The first goal was to certify/recertify a minimum of 60 businesses for the entire year and we have already certified 70 new businesses and recertified one with many others close to re-certification. Additionally, we had a goal of enrolling 100 new businesses for the year and have had 113 new applicants – and we still have six more months to go! We will obviously be revising our goals next year but THANK all of YOU for making 2008 such a successful year!

As many of you know, we hired a new employee this past June. Kam Johal started with us June 2, moving into the position previously held by Gretchen Hayes who moved out of state in April to pursue other interests. Kam has caught on very quickly and is a great asset to our team. She has met many of you already and is looking forward to working with more businesses in the coming years. She has been with the County more than 20 years. Please join me in welcoming Kam to our team!

ADOPT-A-HIGHWAY PROGRAM

Reduce Waste, Clean the Environment, Support your Community, Beautify your City. The **Adopt-A-Highway Program** (AHMC) can help you do this, and best of all your company will get recognized in front of millions of people. Adopt a stretch of Highway (interstate or state route) through your community and AHMC will take care of everything (make the sign, obtain permits, clean the highway) for you. AHMC is awaiting your call. Please contact them at www.adoptahighway.com or call **Scott at (800) 200-0003** or Scott@adoptahighway.com.

STATE AND REGIONAL PROGRAM NEWS

We are getting closer to finalizing the measurement tool that will help us quantify all the terrific efforts you have undertaken. As we noted in the last edition of the Green Gazette, the California Green Business Network received a grant from the Department of Toxic Substances Control to develop a measurement tool. The new tool will not only quantify the results of the Program, it will also streamline processes so that you can check on the progress of your certification and eventually will produce a scorecard for each business. Additionally, we will be able to gather information by city, county and the Green Business Program as a whole. Beta testing

begins in January and it will most likely go live in June after each county has had a chance to use it.

In addition to the new measurement tool, the regional website administered through the Association of Bay Area Governments (ABAG) <http://www.greenbiz.ca.gov> will be getting a new design that is more consistent with our new collateral. It will also feature a marketing toolkit that businesses will have access to, once they become certified. We will be launching the new design in the coming months and will be sure to let you know when both of these new sites are up and running.

HAPPY HOLIDAYS

Finally, it is time to reflect back on the year and be thankful for the goals that we have accomplished this year, the people who have touched our lives in a positive manner and the positive changes you have made in your businesses. We wish each and every one of you a very happy holiday season and hope that 2009 brings about change for a better economy, a greener, cleaner planet and world peace.



QUICK LINKS

Flex Your Power – www.fypower.com
PG&E – www.pge.com/biz/biztools.html
Right Lights – www.rightlights.org
Santa Clara Valley Water District – www.valleywater.org
Bay Area Green Business Program – <http://greenbiz.abag.ca.gov>
FreeCycle – www.freecycle.org
Recycling Hotline – www.recyclestuff.org
Sustainable Silicon Valley – www.sustainable-siliconvalley.org
Green Citizen - www.greencitizen.com

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