

# Working Together to Reach a Better Future. Climate Wise. Business Smart.



L.J. Houska  
Houska Automotive



Erich Whisenhunt  
The Rio Grande Restaurant

Photos by Cambon Studios



Aaron Schulte  
Anheuser-Busch

City of  
Fort Collins

  
ClimateWise

# From the Chief Sustainability Officer.

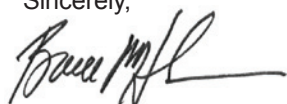
## Ten Years of Business Innovation.

Climate Wise had another remarkable year in 2010. Participation increased by 54 organizations, and the program now supports more than 275 business partners. More importantly, partners in the program far exceeded the greenhouse gas reduction goal two years early by increasing the effectiveness of conservation projects—projects that saved them more than \$13 million in 2010.

These accomplishments are sure signs of a successful program. But, Climate Wise can celebrate more than just impressive statistics. The program has become a breeding ground for creative solutions to everyday business challenges and connecting with other business associates with similar values. Participating partners are sharing ideas, best practices, and ways to reduce greenhouse gases and save money.

Backed by strong relationships, solid data and innovative ideas, Climate Wise is leading our community toward increased sustainability. I look forward to its continued success.

Sincerely,



Bruce Hendee  
Chief Sustainability Officer



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# Climate Wise Business Partners Make a Difference.

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Green Ride Colorado  
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In-Situ, Inc.

Larimer County Government  
Mountain Whitewater Descents  
North Front Range MPO  
Northern Colorado Business Report  
Odell Brewing Company  
One Tribe Creative  
Poudre River Public Library District  
Poudre Valley Hospital  
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Super Shuttle I Yellow Cab, Northern Colorado  
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The FEET, Inc.  
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USDA Agricultural Research Service  
Vineyard Church of the Rockies  
Water Pik, Inc.

## 2010 Silver Partners

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Aesthetic Smiles  
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Bath Garden Center and Nursery  
Be Local Northern Colorado  
Beet Street  
Best Western University Inn  
Big Al's Burgers and Dogs  
Bohemian Companies  
Capital West National Bank  
Charco Broiler  
Chipper's Lanes  
Clay Pot Creative  
Clean Air Compost  
Clean Bees Housekeeping  
Colorado Marathon  
Columbine Health Systems  
Community Foundation of Northern Colorado  
Cooking with Bruno  
CooperSmith Brewing Company  
Courtyard by Marriott  
Custom Blending, Inc.  
Dohn Construction, Inc.  
Dream Theater Colorado  
Eco-Thrift  
Exodus Moving & Storage  
Faith Evangelical Free Church  
Farnsworth Group  
First United Methodist Church  
Food Bank for Larimer County

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Fort Collins Area Chamber of Commerce  
Fort Collins Board of Realtors  
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Fort Collins Convention & Visitors Bureau  
Fort Collins Downtown Business Association  
Fort Collins Downtown Development Authority  
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The Fort Collins Brewery  
The Green Team Real Estate  
The Rainbow Restaurant and Catering  
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Wild Iris Living

## 2010 Bronze Partners

Citron Work Spaces



# A Partner in Sustainability and Success.

**“Everything we’ve done has helped our bottom line.” – Chipper’s Lanes**

**“They’ve helped us explain to our staff what we’re doing and why it’s important.” – Houska Automotive**

Over and over, Climate Wise organizations praise the national award-winning City program and its staff for being a true partner.

The Rio Grande’s Erich Whisenhunt finds value in attending Climate Wise sponsored workshops. “I’ve heard some good ideas about motivating employees,” he said. “The idea to use draft beer instead of bottled beer came from a networking event.”

Pete Iengo at Trees, Water & People has taken tours of the Budweiser plant and the landfill, “Going on these tours is fun, and it’s educational. I bring a lot of new concepts back to the office.”

Article by Michelle Venus



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Claire Goodwin with Poudre Valley Hospital came to the hospital a few years after the Climate Wise partnership was established and was mentored by the Climate Wise staff as they brought her up to speed with the program. The Climate Wise reports help her account for recycling, composting and greenhouse gas emissions. “The staff and educational programs are great. I co-chair the Mentoring Committee, and the ideas I’ve learned just from attending meetings have inspired me,” Goodwin said.

Avago Technologies and Anheuser-Busch implemented composting programs with a little help from Climate Wise. So did Houska Automotive. L.J. Houska is appreciative, not only in composting know-how, but in providing the reasons why Houska is a partner, “They’ve helped us explain to our staff what we’re doing and why it’s important.” Houska employees go to events and get excited about sustainability efforts. They share that excitement with their co-workers. “That’s nice to see,” said L.J. Houska.

Matt Hoeven at Chipper’s Lanes advocates Climate Wise to businesses considering joining the program. “Implementing these sustainability practices has been a refreshing discovery. It doesn’t just benefit the environment,” he said. “Everything we’ve done has helped our bottom line. Most people think that, in order to green your business, you have to spend a lot of money. That’s wrong. This has only improved our business.”

The relationship between Climate Wise and its business partners is intriguing to Michele Betsill, associate professor in Political Science at Colorado State University. She led graduate students in a project to compile partner activity into a comprehensive database. Larger companies tended to have more employee engagement. They had active teams that kept the momentum going. Smaller partners, where employees wear many hats, usually had one person who spearheaded the activities, and seemed to be the only person who really knew what was going on.

“These are good insights for us,” said Kathy Collier, Climate Wise program manager. “The positive stories are wonderful, but we need all feedback, positive or not, in order to improve. These findings will only help us better our partner relationships.”

# Anheuser-Busch: Brewing Up Much More Than Beer.

One of Climate Wise's earliest partners, Anheuser-Busch, has "...seen lots of improvements over the years," reports Kevin Fahrenkrog, the brewery's general manager. Employee submitted initiatives such as reducing lighting or installing motion detectors in low-traffic areas and an enhanced and improved conveying system have resulted in significant savings. Implementing new ideas has reduced electrical use by 24 percent per barrel of beer since 2002.

"Our Excellence Through Ideas (ETI) program is very successful," Fahrenkrog said. "Some of the simplest ideas have the most impact. For instance, in the past we used steam inductors to remove oxygen during brewing. They've been replaced with a very simple vacuum pump, completely eliminating steam from the process." Employees whose ideas are implemented receive a percentage of the savings as an incentive award.

Anheuser-Busch recycles or reuses 99.4 percent of their waste.

"This is where Climate Wise helps us find ways to increase that figure," explains Fahrenkrog. "They helped us start composting in our cafeteria and we're diverting over 650 pounds of food waste per month away from the landfill." Carbon dioxide, a natural byproduct of the brewing process, is also recycled. Fahrenkrog estimates 98 million pounds are captured, purified and reused annually. Anheuser-Busch no longer purchases carbon dioxide; they are fully self-sufficient in usage.

Fahrenkrog is especially pleased with how the brewery handles the beechwood chips used during the beer's aging process. It's ground up into mulch and spread on the Anheuser-Busch property. Unused chips are hauled to a company to be mulched and sold to the public. So, if you're walking past a garden, and you get a whiff of some beer, you'll know why.



Aaron Schulte,  
Platinum Partner  
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Article by Michelle Venus



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# Avago Technologies: Thinking Outside the Trash.

When it comes to the final frontier of the three Rs—reduce, reuse and recycle—the custodial staff at Avago Technologies has it in the bag. “They really are our last line of defense before waste leaves the building,” said Dianne Ewing, Avago’s Climate Wise representative. “They have the best view of employee behavior and the best opportunity to see where we can improve. Our staff has been very observant. Their insights have resulted in new processes.”

Custodial Supervisor John Richter is quick to further explain, “We looked at materials used in the clean rooms. Disposable shoe covers, for instance, can be reused by auto detailers or by real estate agents during an open house.” Tyvek suits are purchased by a company that launders and sells them for reuse. Even scrap metal, such as bolts and screws, gets recycled. So do the PVC pipes and polyethylene tubing left over from plumbing projects. “We challenge our employees to ‘think outside the trash,’ and these ideas came about because of employee suggestions.”

As a manufacturing facility, Avago’s sustainability opportunities go far beyond typical recycling. Pulverized byproduct quartz is used in concrete and as a road base. Fifty thousand pounds of drywall from a recent renovation was ground into a powder by an off-site recycler and used as a soil amendment. Composting looks different, too. Carbon from the facility’s water filtration systems, restroom paper towels and coffee station refuse go into compost bins found throughout the facility. Ewing consults their Climate Wise reports. “In 2010, we captured 21,732 pounds of compostable waste, and through July of this year oh, yay us—we’ve already composted 21,396 pounds!”

Well said. Yay, Avago.

John Richter and Dianne Ewing,  
Platinum Partners  
Photo by Cambon Studios



Article by Michelle Venus

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# Chipper's Lanes: Environmentally Friendliness is in the Pocket.

Five years ago, Matt Hoeven and his wife Dani Grant, owners of Chipper's Lanes joined Climate Wise. They saw the program aligned with their personal belief systems. As far as they were concerned, running an environmentally friendly business was good business. Period.

"It started with recycling," Hoeven recalled. "The second step was to use reusable plates and cups instead of disposable products and continues to gain momentum."

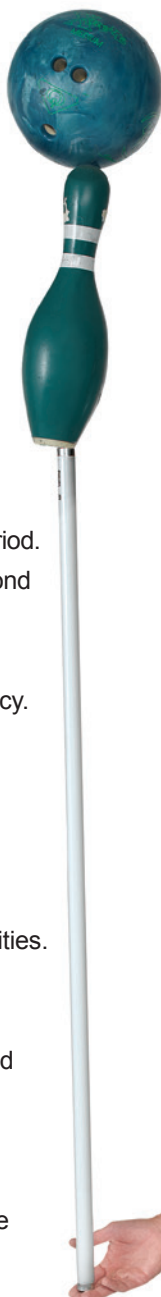
The Hoeven-Grant team also tackled energy efficiency. Since 2008, they have completed two lighting retrofits at their Horsetooth location. Their annual lighting use has been reduced by approximately 129,000 kWh—which is significant considering the electricity savings from each project equates to an estimated payback of 2.5 years. Hoeven is also strongly considering adding solar capabilities.

Like other Climate Wise partners with businesses outside of Fort Collins, Hoeven has taken what he's learned on the road. Chippers' Estes Park and Broomfield locations profit from sustainability practices. "All of our employees have embraced these practices. They've passed it on to our customers, so now it's second nature for everyone," declared Hoeven. Estes Park doesn't have recycling pick up, so staff hauls those materials down the mountain to Fort Collins for disposal.

Last year, Hoeven and Grant purchased the Mishiwaka Amphitheatre in Bellvue. The duo charts buses from their Fort Collins Chippers' locations to 'the Mish', reducing fossil fuel consumption and wear and tear on the roads. "On average, over 200 concert-goers left their cars at home and caught rides on the shuttle buses," said Hoeven proudly. "Assuming two persons per car, that equates to over 10,000 car trips to and from the Mish and over 250,000 vehicle miles that were avoided."

Partner Profile:  
Chipper's Lanes  
joined in 2008

As far as they were concerned,  
running an environmentally  
friendly business was good  
business. Period.



Matt Hoeven,  
Silver Partner  
Photo by  
Cambon Studios



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recipient by the Alliance for Innovation



# Houska Automotive: Plugged Into Energy Savings.

L.J. Houska is excited to share the practices used at Houska Automotive associated with the long-term relationship with Climate Wise. When asked how long Houska has been a Climate Wise partner, Houska reflects, "Wow, it has been six years—and we're looking forward to many more."

Six years.

And in those six years, the 59-year-old auto repair shop has taken many steps to increase energy efficiency and improve on best practices in an industry not known for sustainability. "We've done a lot of retrofit lighting," said Houska. "The retrofits save money on our utility costs, but we've found that they lessen eye strain for our mechanics, which increases work efficiency." Skylights provide additional lighting to both the shop and front office area. Low-use area lighting is fitted with motion detectors so these spaces light up only when someone is actually working there.

Timers have been put on battery chargers so the chargers don't consume energy once the batteries are fully charged. The company also purchases green energy for a portion of its utilities. In the winter, drained waste oil is recycled into burners that heat their shop.

Houska's shuttle vehicle is a 2008 Prius with an extra battery pack, which is charged nightly. The diligent front office staff maintains daily records and monitors the car's mileage. The Houska team benefits from the addition of a technician with extensive experience in the hybrid arena. Over the summer, the Prius got 61 miles per gallon (city driving), as compared to the typical 45-48 mpg for that year's model. Houska attributes it to keeping the driving under a certain speed, "We can usually drive the first 20 miles in the day without ever turning on the gas engine."

Article by Michelle Venus



L.J. Houska,  
Gold Partner  
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# Poudre Valley Hospital: The Ripple Effect.

Even though Climate Wise is a City of Fort Collins program, Poudre Valley Hospital (PVH) has bigger plans.

“PVH is the only official hospital in Climate Wise, but everything we’ve learned has system-wide implementation. Medical Center of the Rockies in Loveland is our largest ‘unofficial’ participant,” stated Claire Goodwin, the hospital’s environmental health and safety technician. Sustainability practices are in place in municipalities spanning two Northern Colorado counties. “We’ve partnered with facilities in Wyoming and Nebraska. Since these facilities are so new, we haven’t gotten them into the [Poudre Valley Health System overall sustainability] program yet,” Goodwin said. “But we will.”

A 120-member Green Team comprised of employees from many of the system’s units educates employees and solicits ideas from within the organization. “Our employees wanted composting in the cafeteria. We’re in the process of removing Styrofoam from the cafeteria and replacing it with compostable or recyclable products. We haven’t found a compostable or recyclable soup bowl that meets our needs yet,” Goodwin said. “We’ve also started recycling packing materials, newspapers, magazines and junk mail. Our volunteers help with that.” These practices and more—installing LED lighting in the 2-year-old parking garage, participating in Bike-to-Work

Day and providing ongoing educational opportunities to staff—have helped PVH move from a Silver to a Gold Climate Wise partner level.

Denver-based Project C.U.R.E. (Commission on Urgent Relief & Equipment) is the recipient of donated equipment and medical supplies. Goodwin explained, “When we upgrade hospital beds or I.V. stands, we send these perfectly fine items to Project C.U.R.E., which then distributes them to clinics and hospitals in third-world countries. It’s a positive way to support their efforts and ensure that still-usable products are being put to good use. And, by people who truly need them.”

**A 120-member Green Team comprised of employees from many of the system’s units educates employees and solicits ideas from within the organization.**



Claire Goodwin,  
Platinum Partner  
Photo by Cambon Studios

# The Rio Grande Mexican Restaurant: What's Really Behind Those Margaritas.

Generating 5,000 pounds of compost each week is nothing to sniff at.

Or maybe it is. For Erich Whisenhunt, manager of the Rio Grande Mexican Restaurant, those 20,000 pounds of monthly compost are pretty sweet. "We work with [Climate Wise partner] Gallegos Sanitation's composting program," he said. "They've really helped us take it to a higher level. When we started composting a few years ago, we were only at about 800 pounds a week." In addition to food scraps, the Old Town Tex-Mex-and-margarita mainstay composts paper towel waste from the restrooms and wait staff order tickets.

Recycling now plays a huge role in the Rio's sustainability practices. Whisenhunt estimates that an 800-pound bale of compacted corrugated cardboard is produced every five to seven days. Used cooking oil is collected monthly and turned into clean-burning biodiesel by Sustainable Oil Service in Boulder. According to EPA estimates, each gallon of B100 biodiesel helps sequester over 22.2 pounds of carbon dioxide from the atmosphere. So go ahead, order a second bowl of tortilla chips.

But, that's not all. Between July and December of last year, local artists received over 400 pounds of broken plates and chipped china for their creations. Since the beginning of 2011, the Rio has sent 150 pounds

of plastic bottle caps and pour spouts from triple sec, tequila and margarita mix bottles to Aveda (a beauty-care product manufacturer). They've implemented an aluminum-recycling program—130 pounds of tequila bottle caps and worn-out fry pans have been hauled to a specialized metal recycling company.

Their bottom line has received a little green as well. Since becoming a Climate Wise partner, the Rio has seen significant water savings. By installing water displacement devices on toilets and faucet aerators, the Rio has recognized an average annual savings of \$10,000 in utility costs. Green cleaning techniques and materials save on water as well. Rechargeable gift cards reduce cost and waste in one fell swoop.

When it comes to beer, Whisenhunt has investigated the environmental impacts of bottled versus draft beer. After comparing the bottle and packaging waste to the increased use of water to clean spillage and glasses, he determined that it was "a wash." Even so, the Rio has gone from four beers on tap to eight. Cheers!

130 pounds of  
tequila bottle caps and  
worn-out fry pans  
have been hauled to  
a specialized metal  
recycling company.



Erich Whisenhunt,  
Platinum Partner  
Photo by  
Cambon Studios



# Trees, Water & People: Planting the Seeds of Sustainability.

Pete Iengo, office and facilities manager at Trees, Water & People (TWP), typically would ride his bike to work every day, except for one thing. He lives a block away from the office, so he walks. Out of 10 employees, nearly half ride their bikes to the office. Add visitors and volunteers to that list, and you have a substantial number of riders taking advantage of the non-profit's secured bike area. TWP also hosts a breakfast station on Bike-to-Work Day, as part of Climate Wise's suggestion to get more involved with community-wide programs.

"It wasn't hard to motivate our group to become involved with Climate Wise," says Iengo. "What they are doing goes hand-in-hand with our mission. But since we're an international organization, our partnership allows us to walk the walk on a local level. This is great way to feel like we're a part of a community of like-minded people and businesses."

Walk into TWP's Remington Street office and the commitment to sustainability is immediately apparent. It may be the five reduce, reuse and recycle bins that give it away. "Well, this bin is for your general recycling," Iengo said. "And this one is for hard-to-recycle items like batteries and chemicals. Then we have our thrift-store recycling bin. That's where we put items to donate. This is the 'Tubs for Tara' bin. We all bring in used vegetable tubs that get picked up by Tara from Raindrop CSA (a community supported agriculture farm)." The fourth bin is filled with shipping boxes and packing material that Iengo hauls off to Leonard's Mail Company for reuse. The fifth and final bin is for composting. Iengo takes the compost material to Mulberry Gardens, or Tara from the Raindrop CSA takes it with her when she picks up the tubs.

"This is what we believe in—sustainability is a core part of our organization. It's just what we do," said Iengo.

What Climate Wise  
is doing goes  
hand-in-hand with  
Trees, Water &  
People's mission.



Pete Iengo,  
Platinum Partner  
Photo by  
Cambon Studios

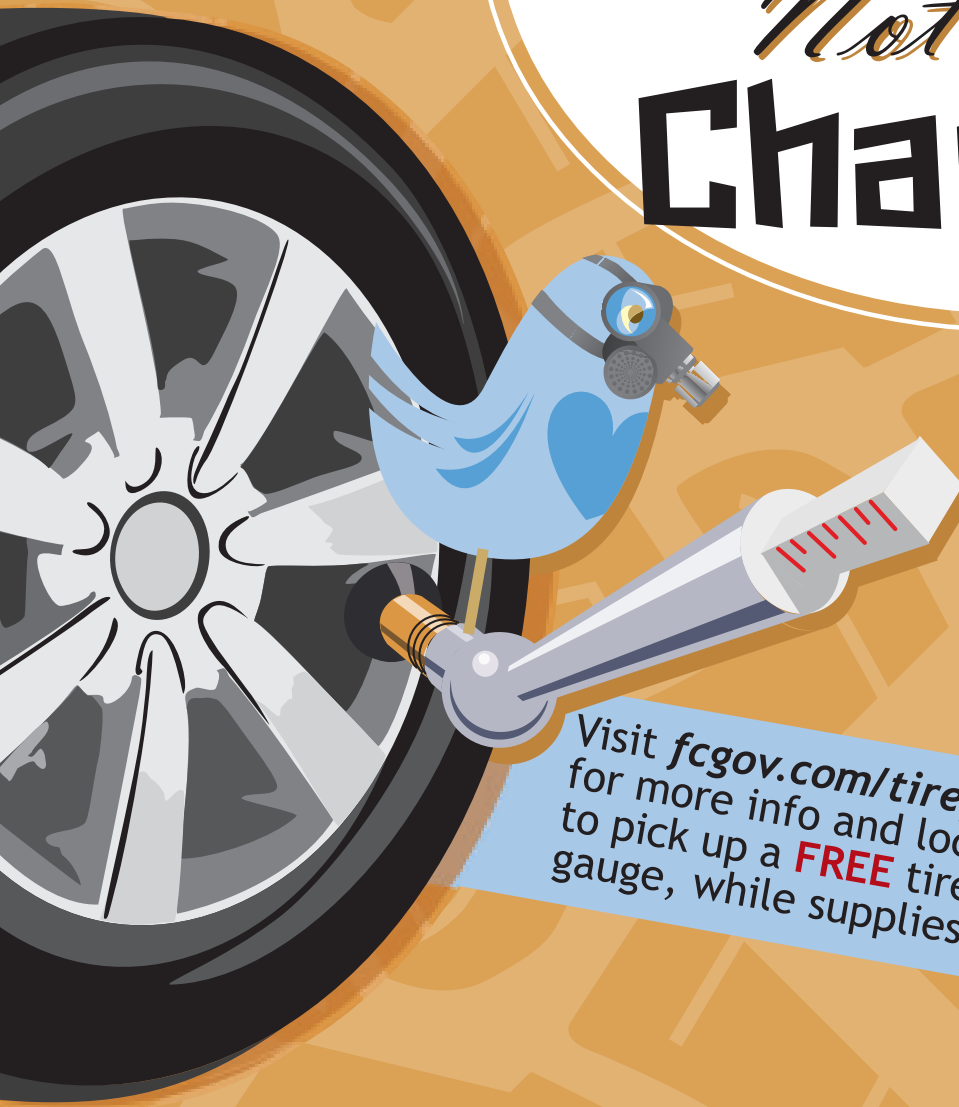
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- 1) Contact Climate Wise, (970) 221-6700 or [climatewise@fcgov.com](mailto:climatewise@fcgov.com).
- 2) Complete and submit partner agreement form.
- 3) Schedule an assessment and start participating in the program.





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