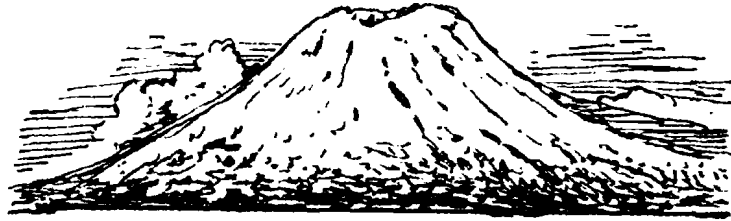


Sitka Green Business Award
City & Borough of Sitka and Sitka Assembly



2010 Special Recognition

Awarded by: Sitka Global Warming Group & Sustainable Sitka
More information at www.sitkaglobalwarming.org

Green Marketing Ideas:

- Would you like to get an electronic copy of the 2010 Sitka Green Business Award logo for use on your website, paper advertising, etc.?
- Would you like us to include a link to your website in our green business website?
- Would you like to link to our green business website from your website?

If you are interested in any of these opportunities, please send Michelle an email at info@sitkaglobalwarming.org and let me know what you are interested in (logo, link, etc.), provide me with your website address, and a phone number of your web master. By linking to each other, your website ranking can be improved making it easier for customers to find you!



Michelle Putz, Group Lead
131 Shelikof Way
Sitka, AK 99835
907-747-2708, mupere@alaska.net.

April 6, 2010

Dear City and Borough of Sitka Assembly, Manager, and Employees:

Congratulations and thank you! The City and Borough of Sitka and its Assembly are being recognized by Sitka Global Warming Group (SGWG) and Sustainable Sitka as a 2010 "Sitka Green Business" for your efforts in Climate Action Planning and Adaptation. The City is receiving the Special Recognition Award for 2010 for taking on this over-arching special initiative which incorporates many of our listed green practices (see the attached list of practices).

SGWG and Sustainable Sitka have been working since fall of 2009 on this project to recognize and thank local businesses that are doing good things for the environment and our economy. We recognized that many Sitka businesses like your own are engaged in practices such as carpooling, recycling, composting, installing bike racks, re-using items, and energy conservation. These and other positive, "green" actions benefit the environment, save money, and increase our sustainability.

We hope that through this program the City will gain some well-deserved recognition for your great business practices and will help you take advantage of a green marketing strategy. We also hope this program encourages others to start greening their business. We encourage you to share your green business ideas with others and consider adding some of the other green practices listed as standard operating procedures in your business.

The included green business certificate can be placed in your City offices to identify you as a business that is taking positive action to care for our environment. Further recognition will occur through announcements, news and listing on the SGWG's webpage under "Green Business".

We wanted to give you the opportunity to opt out of public recognition and this program if you wish. If you would prefer not to be recognized or recognized publicly through newspaper articles, web presence, and other means, please contact me by phone (747-2708), email (mupere@alaska.net), or mail (131 Shelikof Way, Sitka) and I will remove you from our program.

Thank you for your work towards sustainability.

Sincerely,

Michelle Putz, Sitka Global Warming Group/Sustainable Sitka, www.sitkaglobalwarming.org

***Program Participation:** SGWG/SS developed this local "certification" process to determine those practices that will be recognized. The program has four levels to recognize different levels of commitment towards green practices. The more actions that a business is doing to help the environment, the higher the recognition level they receive. This is the first year that SGWG and Sustainable Sitka have presented the green business awards. We hope to present awards each year, once a year (though we may add new participants mid-year). Since many nominations were based on observed practices, we likely missed some of your practices. If we did not recognize some of your current green practices or you add new green practices to your business, please let us know and all your green practices will be recognized during the next set of awards. Our criteria for the awards are in constant development. We reserve the right to determine what practices will be listed and recognized. The current means for making the awards is as follows. Businesses using: 1-3 green practices – Bronze Award; 4-6 green practices – Silver Award; 7-9 green practices – Gold Award; 10 or more green practices – Platinum Award

Green Business Practices
WASTE REDUCTION
Reuse materials
Give away usable items and food rather than throw it away
Encourage double-sided printing
Recycle 1 or more city-sponsored items
Recycle "specialty" items (batteries, shopping bags, print cartridges, phones, etc.)
Compost coffee grounds or food waste
Discount for customers using reusing items (cups, bags, etc.)
Use reusable serving items (plates, forks, etc.) rather than throw away items
Use web-based (paperless) marketing, billing, etc.
Proper disposal of hazardous waste
ENERGY CONSERVATION
Energy Efficient lighting (Install/use CFLs, LEDs, etc)
Energy efficient heating (Install/use programmable thermostat, turn down heat at night)
Turn off lights, electronics (computer, etc.) at night
Installed/maintain other energy saving devices (elec. hand driers)
TRANSPORTATION
Provide/maintain covered bike parking
Support bike/walking programs (for employees or special initiatives)
Consolidate errands - Transportation efficiency
Use teleconferencing/ videoconferencing to reduce travel for meetings, training, etc.
Use 4 stroke outboards/take other measures to reduce boat fuel use
GREEN MATERIALS
Use recycled paper/refurbished office supplies
Use environmentally friendly supplies/methods (including green seal certified products, natural fertilizers, un-bleached napkins with soy ink, etc.)
PRODUCTS
Provide training and consulting regarding green products
Sell Fair Trade certified products
Sell locally made/grown items
Sell reusable shopping bags
Sell re-used items
Ask clients to reuse towels
COMMUNITY/ENVIRONMENTAL SUPPORT
Organize/promote clean-up events (land, water, beaches)
Promote/support green education (about energy conservation, invasive species, etc.)
Support local foods activities
Have employee Green Team