

## SBNOW Pulse

### GreenHouse 11 Opening Brings Affordable Office Space to Small Businesses in DC

On June 2, more than 50 SBNOW members and art enthusiasts celebrated the opening of GreenHouse 11, a shared work space that rents individual desks and private offices on short term leases to accommodate any business need and budget.

This newly appointed and bright space is conveniently located close to the Central Business District, Convention Center, and Chinatown (in a HUB and Enterprise zone) at Massachusetts Ave. and 11th St. NW. It was created with the philosophy that small businesses, start-ups, non-profits, and other entrepreneurs are in need of a professional space to grow without long term commitment or leases.

GreenHouse 11 provides all the basic amenities like wireless internet, phone, fax, and printers for a professional setup and even shower facilities for avid bike-to-work commuters!

While guests enjoyed the delicious hors d'oeuvres and tasty beverages, they admired the excellent art pieces by the Harmon Art Lab team, who plan to curate the work space with new exhibits by local artists and events every few months.

[www.SBNOW.org](http://www.SBNOW.org)



### UPCOMING EVENTS

Email  
[events@sbnow.org](mailto:events@sbnow.org) to  
have your events listed  
here!

Summer School: Clean  
Water  
6/23, 12:00 - 2:00 pm

Complimentary seminar series that serves as an introduction to the legal and policy foundations of environmental protection in the United States. The weekly brown-bag lunch seminars are taught by experts in their fields, and introduce the audience

As the newest member of SBNOW, GreenHouse 11 is happy to extend a 10% discount on new leases to all SBNOW members. For rates and showing, please contact Sara Loveland at [sloveland@taurusdev.com](mailto:sloveland@taurusdev.com) or Mike Schaeffer at [mikeschaeffer10@yahoo.com](mailto:mikeschaeffer10@yahoo.com).

## SBNOW Call for Board Candidates

Network members are invited to serve on SBNOW's Board of Directors. The two year terms provide an opportunity to lead the direction and strategy of the largest business network dedicated to triple-bottom line values-based success. In particular we need people with experience and interest in (a) updating our website, (b) membership recruitment and retention, (c) non-profit law, and (d) events planning.

If you have any of these skills - whether you put them to use during your regular job or not - this is a great way to get involved and help us grow, and add to your portfolio in the process.

If you are interested, please email Lester Myers at [ethics@mindspring.com](mailto:ethics@mindspring.com). We look forward to hearing from you!

## Brag About Your Biz

## Your Business Could Be Here!

SBNOW wants to help you get the word out about your business. New hires, big contracts, innovative projects, the office worm farm. If it's news you want to share, send it to us! [news@sbnnow.org](mailto:news@sbnnow.org)

## Meet a Member

*In this issue we interview Rebecca Rubin, President of Marstel-Day, a green consulting firm serving the public and private sectors.*

### 1) How would you define sustainability and how does your business incorporate a sustainability focus?

Corporate Social Responsibility theory recognizes the importance of businesses looking beyond profit maximization

to the major environmental statutes and land use law. Free, register here.

## An Evening with Honest Tea

6/27, 5:30 pm

Visit Honest Tea's headquarters in Bethesda, MD where Seth Goldman, "TeaEO" of Honest Tea, will welcome Net Impact members to kick off the start of summer. Sample their teas, meet the staff, visit their environmentally-friendly headquarters and mingle with members of Net Impact, the William James Foundation, and others! Free, register here.

## Sixth International Conference on Climate Change

6/30 - 7/1, 8:00 am - 1:00 pm

Dozens of think tank cosponsors and hundreds of scientists will gather in an effort to "restore the scientific method" to its rightful place in the debate over the causes, consequences, and policy implications of climate change. Register here.

and acting in ways that can have a positive impact on the environment, its employees, its stakeholders and communities; in other words, taking actions that promote the public interest is an important business interest. In this sense, a company is thought to operate sustainably when environmental, social, and economic forces are balanced.

However, in today's world, where human activities such as development are impairing ecosystem services on a large scale, and as we grossly underestimate our enormous dependence on nature, we at Marstel-Day believe that pursuing sustainability isn't enough, and that we need to reach beyond sustainability as we continue our landmark work in conservation and land-use planning and management.

The annual celebration  
of

This is also why we are pushing the boundaries and branching into new areas that lie at the intersection of land, water, and energy use. We want to be part of supporting an amazing world that cherishes open space, habitat, and ecosystems - not just the parts of it that yield immediate ecological goods and services for humans but those that benefit the entire planetary ecology or web of life over the long run.

So in creating Marstel-Day (a name that means "Oceans, Stars and Daylight - our tagline being *Conservation and Consulting from Sea to Stars*), I've tried to carry this idea of ecological connectedness forward into all of our projects.

**2) How do you engage your employees to support sustainability efforts?** We use a system in which every individual in the company - from the project analyst to the head of our IT department - acts, at one point or another, as the chief of our corporate green vision council. This approach enables that individual to understand the corporate challenges faced in being green, and it also helps spread a green ethic through every aspect of the firm.

**3) Who are your business role models and why?** Jeffrey Hollender, for his acumen and his honesty about the challenges he has faced in the greening of corporate America.

**4) What do you think the biggest hurdles are for business owners who want to become more sustainable?** Too much information and too few solutions. If a business wants to become sustainable, it may not be able to sort through or make sense of -

or in the end afford - a thousand different approaches, protocols, computer models, philosophies etc. A simple, bottom line sustainability handbook and guide would be more useful than anything else.

**5) Why did you decide to become an SB Now member?** I felt that this network filled an important philosophical void for corporations in the DC area.

**6) What would you like to see happen in the Washington DC community that would support sustainability?** The DC community needs some bigger picture thinkers at the federal level. Right now there are too many bureaucrats, and too few eco-crats. If federal managers are going to be cranky and overbearing about something, let it be the state of the planet and the effects that the changing climate is having, and will continue to have, on our most vulnerable populations and ecoregions - not how to dole out parking spaces.

**7) Do you have advice for employees whose bosses aren't interested in sustainability? Can they be converted?** Life is short. If you have tried and failed to convert your boss, then get a new job.

*In this section we run an interview with an SBNOW member. The questions focus on the member's incentive to be a part of SBNOW, their interest in sustainability, and some of the things they have learned about "Sustainable Business" in DC.*

*This member could be YOU! Contact Sara Loveland, [saraloveland@sbnw.org](mailto:saraloveland@sbnw.org) if you would like to be a featured member!*

## From the Field

[Extreme Heat the New Norm](#)

[The World Needs New Sustainability Leaders](#)

[Social Networking 2.0: Coming Together Online For A Cause](#)

## Sustainable Soundoff

### Sustainable Summer Travel Is Easier Than It Sounds

*by Cynthia Bosnian, co-editor, Sustainable Solutions*

With summer in full swing, you may be planning a getaway with family or friends to a destination near or far. So whether you're traveling via planes, trains, or automobiles (and let's not forget buses or bikes!), you can significantly reduce your environmental impact with a few simple steps.

As the average American's total carbon footprint, including emissions from one's home, car (which emits about 10,000 lbs. - three times its weight), air travel, and everything else one uses/consumes, is 50,000 pounds (22.67 metric tons) of CO<sub>2</sub> per year, we *all* need to go on low carb(on) diets.

First, take public transportation if your destination allows. Sit back, relax, and enjoy the scenery as the bus or train whisks you away. A couple that opts to travel by bus instead of a car will cut their carbon emissions in half.

If you're driving or flying, consider purchasing a carbon offset through a well-known organization such as [Carbonfund](#), [TerraPass](#), or [Sustainable Travel International](#). A carbon offset is a certificate representing the reduction of one metric ton (2,205 lbs.) of carbon dioxide emissions, the principal cause of global warming. The offsets support vetted renewable energy, energy efficiency, and reforestation projects that reduce or counteract these emissions. For more stats and helpful hints, check out the Union of Concerned Scientists' [Getting There Greener report](#).

Bring along reusable food and beverage containers and utensils. Even if you're driving and will be stopping at rest stations, you can minimize the containers and cups you'll use and hopefully help spread the sustainability message. If flying, you're obviously a bit more restricted with what you can bring on board (eg, no knives), and space in your carry-on can be an issue. Consider purchasing some collapsible

cups, plates, and/or bowls from camping/outdoor stores such as REI.

Stay at a locally owned/operated inn, motel, or charming B&B instead of the big national chains. Regardless of where you stay, be aware of your energy usage - even though it's included in the cost. Turn off the lights and TV when you leave the room and re-use those hotel towels and sheets - you don't change them daily at home, so why do so when traveling?

In addition to seeing the sites (which are often overrun with tourists), take some time to interact with the locals. Attend a festival, concert, or unique event, and eat at "mom and pop" restaurants, coffee shops, and food markets where possible. You'll not only be supporting the community, you'll be getting a real flavor for what it's like to live there - a priceless travel experience that no guide book will ever tell you.

And if the memories aren't enough, buy locally made souvenirs wherever possible - including food (roadside stands and farmers' markets are the best!), crafts, clothes, etc. to ensure your dollars go back to the community instead of some far-off land.

So, hit the road and remember to pack some sustainability along with that sunscreen.

A Publication of the Sustainable Business Network of Washington

**Our Vision:** The vision of SBNOW is for a more sustainable world.

**Our Mission:** The Sustainable Business Network of Washington works to transform the ways businesses appraise, engage, and enhance human, ecological, and financial resources in order to make the national capital region a better place to live, work, visit, and do business.

The Sustainable Business Network of Washington acknowledges the support of sustaining member PICnet for discharging its mission and serving its stakeholders. PICnet is a Certified B Corporation that has provided Web development services for social profit, for-profit and other organizations since 2001. See [www.picnet.net](http://www.picnet.net) for more information.

#### **Member support for Grano.la**

SBNOW offers members discounted licenses to MiserWare's [Grano.la](http://Grano.la) intelligent software power management. Grano.la improves IT energy efficiency by reducing energy waste on computers and servers without affecting performance. The software is compatible with Windows or Linux systems and also enables the user to generate monthly energy savings reports via a free plug-in. SBNOW members [can try the software for free, without obligation here](#) and then subscribe for a reduced rate of \$6/yr/license. A portion of the proceeds from MiserWare's sales of Grano.la goes to support SBNOW.