

## Solutions from Sea to Stars Focuses on Partnerships



President and CEO Rebecca R. Rubin

How much water and energy does your business use? What other public or private users also tap into these resources? How long could your organization operate if the grid went down? Because your operations rely on natural resources, their disruption would likely hamper your ability to serve customers.

To help clients mitigate risks – and seize opportunities – Marstel-Day has fostered innovative, strategic partnerships that leverage shared resources and achieve common goals. These alliances allow partners to realize bigger wins that help the organizations, stakeholders, and natural resources. Read this edition of *Solutions from Sea to Stars* to learn how we've assisted clients in achieving savings through collaboration.

Thank you for your commitment to preserving our natural resources. Please share your ideas and comments with us on Twitter [@marstelday](#) or [Facebook](#), or by [email](#), and feel free to forward this newsletter to anyone who might benefit.

Enjoy the summer.

**Rebecca R. Rubin**

Founder, President and CEO

## Partnering to Save Money, Energy, Water – and Curb Emissions

The innovative partnerships Marstel-Day develops for its clients reap measurable rewards for these clients, often for many years. For example, those in place have saved **millions of dollars, conserved over one million acres, and reduced energy and water use and air pollution.**

These collaborations are designed to maximize win-win opportunities and can be with government agencies, businesses, conservation organizations, community groups, schools, and/or other stakeholders, depending upon the circumstances. Through a variety of programs, Marstel-Day has helped facilitate the development and analysis of hundreds of partnerships.

For example, in September 2014, Air Force Vice Chief of Staff General Larry Spencer told the Air Force Times that the Air Force partnership efforts generate what “amounts to **\$90 million in potential savings.**” Other efforts could yield **\$40 million in water-related savings.** One California partnership in development would take up to 167 tractor trailers off roads monthly, reducing CO2 emissions by about 4,700 metric tons yearly.

Visit our website to learn more about our [partnerships](#) to conserve [resources](#).



Nathan Boyles, Commissioner, District 3, Okaloosa County, and Brig Gen David Harris, Eglin Air Force Base commander, sign a declaration for an artificial reef initiative. (U.S. Air Force photo/Chrissy Cuttita)

## Environmental Gaming<sup>SM</sup>: Planning for “What Ifs”

Marstel-Day's new **Environmental Gaming<sup>SM</sup> service is an interactive simulation of realistic and plausible environmental scenarios.** This enables organizations to test alternative courses of action and learn how key stakeholders might respond.

Through tailored scenarios at varying levels of complexity, participants begin to identify the most optimal ways to prepare and mitigate disasters, understand perceptions about the future, and identify key partners. To learn more, [visit our webpage](#).

### In this Newsletter:

- Partnering to Conserve Resources
- Marstel-Day In the News
- What if? - Environmental Gaming<sup>SM</sup>
- Wildlife Conservation Awareness Campaign
- Marstel-Day Earns Top Certification
- GIS Staffers Recognized
- Stan Scott - Building Partnerships

### Marstel-Day In the News: Recognized for Leadership in Sustainability, Outreach, Growth, and Military Personnel Support

We are honored by the recent awards that Marstel-Day has received, including the following:

**EcoLeadership Award:** For the fourth consecutive year, the Alliance for Workplace Excellence recognized Marstel-Day with this prestigious award for sustainability-focused community outreach efforts and our internal sustainability accomplishments.

**Fantastic 50:** For the third time, the Virginia Chamber of Commerce named Marstel-Day to its list of the fastest growing private companies in Virginia.

**Patriotic Employer:** Marstel-Day CEO and President Rebecca R. Rubin was recognized by the U.S. Department of Defense for the firm's strong record of employing and supporting members of the National Guard and Military Reserves.

## Wildlife Conservation Awareness Campaign (#StandwithWildlife) – Partnerships in Action

Marcus Eriksen, cofounder of **5 Gyres Institute**, shared his insights into the **havoc that plastic wreaks** on wildlife, waterways, and the food supply during his presentation for the May event. Eriksen’s talk drew from his experiences sailing 35,000 miles through the five subtropical gyres to discover patches of garbage polluting the Southern Hemisphere.

[Watch Eriksen’s remarks.](#)

James Fahn, environmental journalist and executive director of the **Earth Journalism Network**, spoke about reporting on biodiversity and conservation during the June presentation.

[Watch Fahn’s talk.](#)

Marstel-Day will partner with the **Wildlife Center of Virginia** for August’s event, which will consist of two educational sessions for children in the Fredericksburg area.



*Marcus Eriksen (second from left) and Marstel-Day staff members at the event.*

### Action for Wildlife with the Oakland Zoo

We look forward to the Sept. 17 Wildlife Conservation Awareness Campaign event featuring the Oakland Zoo. Amy Gotliffe, the zoo’s conservation director, will discuss ways to resolve human-wildlife conflicts. Marstel-Day’s relationship with the Oakland Zoo grew out of our volunteering with the zoo on Earth Day. To tune into Amy’s talk, [click here.](#)



*Marstel-Day Oakland office staff volunteering at the Zoo on Earth Day this year.*

### Plastic Facts

- The average American throws away **185 pounds** of plastic annually.
- **More plastic was produced** in the last ten years than in the last century.
- Only **5 percent** of the plastic produced is recovered.

### Help Reduce Plastic Pollution

- **Avoid** using single-use plastic water bottles.
- **Let management know:** say you value patronizing businesses that recycle and only use recyclable plastic.
- **Be a citizen scientist:** go to your beach periodically each year, record the amount of plastic trash that you see, take photos, then share your findings with [www.5gyres.org](http://www.5gyres.org) and post on social media.

## Marstel-Day Earns Highest Certification as Sustainable Service Provider for Third Consecutive Year

NSF International, the independent public health and standards development organization, awarded the platinum-level sustainability certification of P391 to Marstel-Day for the third consecutive year. Marstel-Day was the nation’s first service provider to be certified at the platinum level, and is currently one of only two to hold the highest level of certification.

To achieve this certification, a company undergoes a stringent audit of 16 mandatory sustainability practices and up to 69 supplemental practices. Learn more on our [website](#).

### Marstel-Day Recognizes GIS Staff Members

Every year, the company honors staff members that have shown exemplary GIS and mapping skills. **Gretchen Gorecki** (left) received the GIS Proficiency Award for her exceptional leadership while supporting the Marstel-Day GIS Program. **Afton Jenkins** received the Map of Excellence Award for demonstrating exceptional cartographic skill in support of a regional Encroachment Management Action Plan.

*Thanks for your great work, Gretchen and Afton!*



## Featured Employee: Stan Scott – Building Partnerships



Stan Scott is a senior analyst and key player in Marstel-Day’s work with the Air Force Community Partnership (AFCP) program. The AFCP program builds innovative collaborations between communities and Air Force bases to improve operational efficiencies and quality of life, and to reduce the use of natural resources.

His thirty years of experience in the military, state government, and business includes serving as executive director of the Virginia National Defense Industrial Authority. At the authority, Stan managed the 2005 Base Realignment and Closure decisions in Virginia and their impact on local communities. He also advised Virginia’s governor and General Assembly on economic development.

Stan earned a BS in public policy and economics from the University of Louisville, and an MA in political science and an MPhil in international relations from George Washington University.

*“Pursuing ‘win-win’ partnerships is a model that works successfully for companies, universities, manufacturers, and airports, as well as the Air Force, to save resources and increase resilience.”*

*-Stan Scott*