

“Creating Sustainable Businesses in NJ”



Assistant Commissioner
Bob Marshall

NJDEP
Office of Sustainability &
Green Energy

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www.nj.gov/dep/sage

Goals for this Initiative:

- Promote sustainability planning and practices among NJ businesses to enhance economic success, environmental protection, and an improved quality of life.
- Identify and share resources to educate and encourage the New Jersey business community on SROI (sustainable return on investment).

Welcome

- Welcome to all participants, including those joining us on the webinar.
- Today's meeting is being recorded.
- All attendees on the webinar are muted.

Welcome

● **Today's Agenda**

- **Green Tourism and Hospitality Conference – February 12, 2013**
- **SBI Updates**
- **The First Annual Survey of NJ Business Sustainability**

Welcome

- Please make sure to use microphone
- Please speak one at a time.
- Please introduce yourself – state your name and affiliation

The Following Individuals are Joining us Today:

In Person:

- Bob Marshall, Asst Commissioner, Sustainability & Green Energy, NJDEP
- Ky Asral, Environmental Engineer, Sustainability & Green Energy, NJDEP
- Athena Sarafides, Research Scientist, Sustainability & Green Energy, NJDEP
- Jerri Weigand, Enviro Specialist, Sustainability & Green Energy, NJDEP
- Janet Smolenski, Enviro Specialist, Compliance & Enforcement, NJDEP
- Takeena Deas, Director of Govmt Relations, Somerset Co Business Partnership
- Jeff Waldman, President, The Green Standard
- Ed Kurocka, Principal, OnSight Advisors
- Kent Fairfield, Interim Exec Dir, Fairleigh Dickinson, Institute for Sustainable Enterprise

The Following Individuals are Joining us Today:

In Person:

- **Karen Brown-Stovell**, Exec Director, Forward Ever Sustainable Business Alliance
- **Joe Constance**, Domestic Business Advocate, NJ Business Action Center
- **Barbara Close**, Princeton Sustainability Advisors
- **Allan Fliss**, Executive Director, NJ Green Association
- **Pernilla Frisk**, Monarco Group
- **Joanne Gere**, Founder, BioScience Collaborative
- **Dan Jordan**, Project Director, SKANSKA Renewable Energy
- **Heather McCall**, AICP, Main St NJ & Improvement District Programs, NJDCA
- **Matt Polsky**, Fellow, Fairleigh Dickinson U, Institute for Sustainable Enterprise
- **Linda Rice-Bailey**, Sales Rep, CRW Graphics
- **Ed Seliga**, Vice President, Advanced Solar Products
- **Randy Solomon**, Sustainable Jersey
- **Jeana Wirtenberg**, President/CEO, Transitioning to Green
- **Sandy Zeglarski**, NJ Economic Development Authority

The Following Individuals are Joining us Today:

Via Webinar:

- **Jonathan Cloud**, Center for Leadership in Sustainability
- **Peter Crowley**, CEO, Princeton Regional Chamber of Commerce
- **Michael Thulen**, Govt Rep, Economic Development & Energy Policy, NJBPU
- **Ernest Hofer**, General Manager, Lake Mohawk Country Club
- **Jennifer Souder**, Consulting Research Mgr, Rutgers Center for Green Bldg
- **Steven Rinaldi**, Research Scientist, Recycling & Planning, NJDEP
- **Joel Harmon**, Exec Director, Fairleigh Dickinson, Institute for Sustainable Enterprise
- **Victoria Zelin**, Principal, Regenerative Community Ventures

Green Tourism and Hospitality Conference

- Takeena Deas,
Somerset County Business
Partnership
- Jeff Waldman,
The Green Standard

SBI Update

- Partnership with the NJ Small Business Development Center
- Making the Business Case for Sustainability
- Sustainable Business Case Studies

SBI Update

Partnership with the NJ Small Business Development Center



Athena Sarafides,
DEP SAGE



Ed Kurocka,
NJSBDC

SBI Update

Introduction to the NJ Small Business Development Centers

- NJSBDC created in late 1970s
- Headquarters in Newark
- Eleven Regional Centers
- Provide Technical Assistance
 - Courses / Workshops
 - Individual No-cost Consulting

SBI Update

Partnership Activities with NJSBDC

- To date:
 - Two Education Symposiums
- Future:
 - Searching for Funding
 - Continue to Educate through Counseling
 - NJSBDC to Develop and Review Certifications

SBI Update

Making the Business Case for Sustainability



Jerri Weigand,
DEP SAGE

SBI Update

Sustainable Business Case Studies



Athena Sarafides,
DEP SAGE

SBI Update

Sustainable Business Case Studies

- Seven to date: Dry Cleaner, Restaurant, Farm, Printer, Automotive Repair and Two Manufacturers
- Example of businesses working towards sustainability

Custom Cleaners



Risk Mitigation: Required by the landlord to NOT use Perchloroethylene . As a result, invested in “Wet” cleaning equipment. Washing machines did not cost more money but did need additional tensioning equipment.

Economic Benefits:

- Energy – 40% savings, Water and Waste Reduction (reuse hangers)
- Time savings – takes less time to clean
- No longer purchase Perchloroethylene = No Hazardous waste disposal fees
- No air permits AND No inspections from NJDEP

Health Benefits: No headaches or dizziness!

Marketing: Currently they advertise the process as “organic” cleaning. They developed their customer base first! Business went up after they started to advertise their process as “organic”. Customers like the smell (no chemical smell) and feel the products is brighter in color.



Kitschens Inc.

Represents 5-6 restaurants in Asbury Park area.

Actions:

- Purchase Sustainable Meat, Fish, Produce
- Started Farmers Market in community 3 years ago – buy all produce that is left at the end of the day.
- Community / School Gardens
- Filter their water
- Waste – Recycle, Use biodegradable straws, bags, offer to go containers
Switched to single stream at one restaurant and saved a lot of money



Marketing: Have very loyal customers!

- Weekly e-newsletter, advertise in Edible Jersey
- Recently created their own “green” logo to identify sustainable options on their menu.
- Thursday nights – Farm to Table night.
- Cooking Demonstrations.

Employees: Need to educate employees

Staff applications ask employees about their environmental ethic / knowledge.

www.kitschens.com



Terhune Orchards

Terhune started in 1975 with 55 acres – now have 200 acres, up to 35 employees and grow 35 to 40 types of crops ranging from apples to zucchini.

Benefits:

- Make more money! Save money on the costs of energy, water and fertilizer
- Reduces Risk – Reduced Regulations
- Stability w/ employees – they like working at the farm, reduces turn-over rate and they do not have to train more new employees
- Happy and loyal customers!

Actions:

Drip Irrigation

Monitor well water

Grow a variety of plants - diversity

Practice Integrated Pest Management

Grow organic vegetables

New barn – use cold storage and solar panels = very energy efficient

Use seconds, e.g. apples = apple pies

Compost everything else!





RC Fine Foods

RC Fine Foods is a second generation business started by Rubin Cohen and his wife in 1972. Now run by Gary Cohen and his two sisters, Susan and Barbara.

Benefits:

- Photovoltaic panels generating 30% of energy in food processing facility warehouse.
- Return of Investment – SREC's return on investment is estimated at seven years.
- Employee Retention and Moral – “Feel Good” about carbon foot print.

Actions:

- Photovoltaic panels
- LED lighting throughout facility
- Energy efficient mechanical equipment – refrigeration, HVAC, heat exchangers, and closed loop water system.
- Recycling – ReUse
- Recycle packaging.
- Grease by products in grease trap
- Roof ballast reused for landscaping.



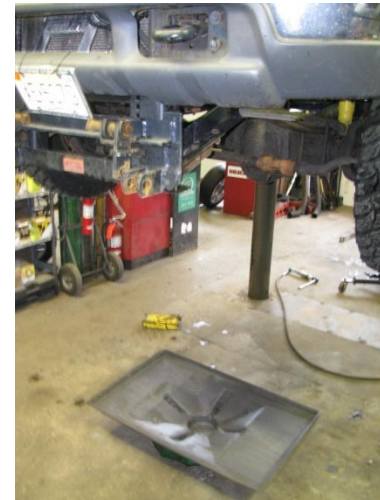


Bradley Car Care

Bradley Car Care is located in a residential neighborhood in Bradley Beach. It was certified as a Green Automotive Repair Program (GARP) facility in March 2012.

Actions:

- Replaced solvents parts washer with aqueous microbial parts washer
- Installed secondary spill containment pans under drums
- Now use spill pans at work stations
- Funnel stacking with drip collector
- Oil spills cleaned with remedial absorbents and cleaners
- Recycling practices in place for paper, metal and plastic
- Exterior enclosed shed to store batteries and oil drums



www.bradleycarcare.com



CRW GRAPHICS

CRW Graphics' principals issued a directive eleven years ago to utilize environmental practices. Top down leadership!

Actions:

- Lithographic ink (exception metallic and pastel colors) have been replaced with linseed oil based ink.
- Chemical pollutants – in film or in pre-press and plated process have been eliminated
- FSC (Forest Stewardship Council) Certified Printer
- Energy: lighting, CRT monitors, printing press EE
- Digital printing press acts as a heat recovery system to heat the facility.
- Water: Printing process saving 200,000 gals
- Recycling: Ink, aluminum printing plates, paper, cans, plastics
- Employee Continuous Improvement Program
- Support employee volunteerism in the community



Economic Benefits:

- Energy savings heating and cooling
- Utilities – water and electrical bills
- Lowered liability insurance – due to reduced disposal of toxics



Miele's Sustainability Program

Holistic views of corporate responsibility to customers, employees, suppliers, society and the environment.

- Management
- Employees
- Supply Chain
- Product Responsibility:
 - Design
 - Development
 - Production
 - Transport & Logistics
 - Usage Phase
 - Disposal



The First Annual Survey of NJ Business Sustainability



Kent Fairfield, FDU
Institute for
Sustainable
Enterprise

Thank You!!!

Next Meeting:

Tuesday, March 5, 2012

1:30 Networking

2:00 to 4:00 pm Meeting

DEP Headquarters