

Harnessing the Power of Sustainability

Southwest GREEN Magazine

Phoenix Edition

Vol. 1 No. 1 November/December 2008

GREEN SURVIVAL

Navigating the Economic Storm

Inside:

Grandma was Green

Rio Salado & Rio Salado Oeste

Small Business Innovative

Research Program

Green Jazz at the Herberger

Making Do and more

STOP

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A Call to Action

We believe the power in making environmentally, socially and economically sound decisions can be harnessed to achieve great things. **The mission of Southwest Green is to provide the knowledge that makes this vision possible.**

To accomplish our mission, we need to what you think of what we are doing. We need your story ideas about how people are using sustainability to survive and prosper. We need to know what you want and need to know. **Click here**, take our survey, and help us to create a better tomorrow.

STOP!

Read This Page!

You Can't
Green Your Home
If You No Longer
Own It!

FORECLOSURE

Don't loose your most important asset to the Sub-Prime Mess. Act NOW!

REMEMBER D.O.C.S.

- D** **Don't Sign Anything.** Scam artists look legitimate. Review any legal document with an attorney, a HUD approved housing counselor or trusted real estate professional.
- O** **Open Your Mail.** Phone numbers, prevention options and pending legal actions are in there.
- C** **Call Your Lender.** Don't give up until you get through. Lenders want to work with you.
- S** **Seek Housing Counseling.** Arizona has certified housing counselors. Call HOPE NOW 1-888-995-4673

GRANDMA WAS GREEN

by: George and Angela Brooks



A

good friend lost his job yesterday. He could have been any one of us. As we write this commentary, Arizona's economy is in the midst of a perfect economic storm. The impact of credit and sub-prime crises of 2008 are rippling through the economy resulting in homes being foreclosed, jobs being lost, businesses closing and banks crashing. Facing perhaps it's greatest challenge in a century, America is at a tipping point.

If she was still here, Grandma Willie Barnes* would not like it. Not at all. But having seen all this before Grandma would know what to do. You see, Grandma was wise and Grandma had values. She knew how to make do and how to make a way out of no way. Grandma knew that to survive hard times and prosper thereafter she had to keep her family and community together, healthy, housed and well fed. She knew how to stretch a dime and turn it into a dollar, plant a garden, reuse, renew, rebuild and to do more with less. Grandma knew how to sustain. Grandma was Green.

Quiet as kept, what we today call green or more properly sustainability is not new. It's part of our cultural values and heritage. To be green or sustainable is to apply environmentally, socially and economically sound decisions. Grandma did not know it, but this is exactly what she was doing. She was not trying to be green. All she wanted to do was meet her families needs the best way she could. Unknowingly, Grandma had discovered sustainability's greatest secret, that it is a powerful proactive tool to be used to achieve greater goals, like survival. There is power in this concept and its limits are only up to the human imagination.

[Continued on the next page](#)

“Grandma was wise. She knew how to sustain. Grandma was green.”

George B. Brooks, Jr. Ph.D.

Continued from the previous page

Today, for us to “make do” is not a return to the past but instead a vision of the future. Grandma knew back then she had to be proactive and capture and better invest her resources so she could create a better tomorrow. The same is true today. In these pages we will be exploring how people and businesses are like Grandma, using sustainable thinking to overcome today’s challenges and demonstrating that Green is valuable asset instead of a costly liability. Here we will tell the story of how to harness the power of sustainability and how to put it to work. To begin, we are proud to present our effort to help an Arizona community remain stable by introducing the benefits of sustainability. It is called the **GREEN SURVIVAL INITIATIVE** ([Click here to read article](#))

Southwest Green is more than a magazine. We are a comprehensive organization dedicated to bringing you knowledge. Our events and podcasts will be combined with the magazines content to bring you a great experience. However, talk is cheap, so we have hit the ground running. Along with our efforts on Green Survival, over the past few months we have been working with a number of great partners and venues to create this New Vision of Green. They include:

- The ASU Green Jazz Series: Arizona State University-On Line, Brotha Love Productions, Marion Meadows, Voce' Night Club and the Herberger Theater.
- The **GREEN SURVIVAL INITIATIVE**: The City of Phoenix (Neighborhood and Human Services Departments), Arizona State University Online, the Arizona Minority Business Enterprise Center and Southminster Social Service Agency.

- The Downtown Green Lecture Series: Tom's Tavern
- The South Mountain Laveen Green Lecture and Business Networking Series: The Farm at South Mountain.
- The Minority Green Business Conference (AzBizGreen): The Minority Business Enterprise Center, Arizona State University Downtown, ASU Global Institute of Sustainability.

These great projects have us off to a good start. We invite you to join us in these efforts. As a final note, here are four things you can do if you like what we are saying and doing:

1. Subscribe. It is only \$9.95 for a year and \$1 of that goes to our landmark low-income outreach program the Green Survival Initiative ([click here for more information](#)).
2. So we may better meet your needs, fill out our readers survey and yes there is a reward for doing so. ([Click here for survey](#))
3. Support our events
4. Write us. Tell us what you think.

Enough for now, on with the show.

*Willie Barnes was the maternal grandmother of Dr. George Brooks Jr.

In these pages we will be exploring how people and businesses are like Grandma, using sustainable thinking to overcome today’s challenges and demonstrating that green is valuable asset instead of a costly liability. Here we will tell the story of how to harness the power of sustainability and how to put it to work.

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Karen Williams is the Director of the City of Phoenix Rio Salado Project. She has worked with the City of Phoenix for over 15 years. Currently, she is working in the City Manager's Office leading the Rio Salado Project interdepartmental team. Rio Salado is an environment restoration project of the Salt River that runs through the heart of Phoenix. Karen first started working on Rio Salado in 1996 when she was with the city's Neighborhood Services Department overseeing the public involvement program for Rio Salado. She may be reached through the City of Phoenix through:

<http://Phoenix.gov/RIOSALADO/index.html>

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Podcasts



Green Survival: Putting Green to Work for You

Downtown Green Lecture at Toms Tavern
Presented by Angela Brooks



[Click here to listen to podcast Pt. 1](#)
[Click here to listen to podcast Pt. 2](#)

The Subject

In these times of risk one thing is certain, the cost of everything is going up while the economy crashes. There are ways to survive the challenges presented by the current recession and many of them are Green.

The Speaker

Angela Brooks is a dynamic global community and business leader with twenty years of experience that includes a mixture of supervision and administration in business and education. She is the Sole Proprietor of Life Strategies Consulting specializing in: Human Resource, Human Service, Public Relations, Sustainability Training and Marketing. She is also the Publisher/ CEO of The Ebony Cactus magazine. Angela has four daughters: Andrea, Amanda, Haley and Hasina, one God daughter Sarah and a new grandson Marcus. She is married to George Brooks, Jr. PhD.



Environmental Factors Influencing Cancer Risks

Downtown Green Lecture at Toms Tavern
Presented by Dr. John D. Carpten, Ph.D.



[Click here to listen to podcast](#)

The Subject

There is more to green than changing a light bulb. Living sustainably also includes reducing the health risks resulting from VOCs (Volatile Organic Compounds) and other toxins and allergens that may be found in homes. Many of these materials may be carcinogens.

The Speaker

The Director of the Division of Integrative Cancer Genomics at the Translational Genomics Research Institute (TGen), Phoenix, AZ, Dr. John Carpten's work is focused on searching for genetic identifiers that will act as predictors for prostate cancer. In addition to prostate cancer, Dr. Carpten is also working on adult hematological malignancies. Dr. Carpten is also the laboratory project leader for the Multiple Myeloma Genomic Initiative. He was recently named a "Trailblazer" by "Science Spectrum" magazine.



The Rio Salado and Rio Salado Oeste Projects

South Mountain Laveen Green Lecture at the Farm at South Mountain
Presented by Karen Williams, Project Director



[Click here to listen to podcast and see the accompanying powerpoint.](#)

The Subject

The nearly \$300 million dollar Rio Salado project is transforming 13 miles of the desolate and dry salt river bed into Phoenix's greatest park and wetland. [\(For full story, click here\).](#)

The Speaker

Karen Williams has worked with the City of Phoenix for over 15 years. Currently, she is working in the City Manager's Office leading the Rio Salado Project interdepartmental team. Rio Salado is an environment restoration project of the Salt River that runs through the heart of Phoenix. Karen first started working on Rio Salado in 1996 when she was with the city's Neighborhood Services Department overseeing the public involvement program for Rio Salado.

SnapShot

Smooth Jazz star Althea Rene in performance September 4, 2008 as part of the Arizona State University On-line Green Jazz at the Herberger series.
(Full story on page 32)

Click below for a video clip of Althea Rene's and Dominic Amato's performance at the September 4, 2008 Green Jazz concert

[Windows Media Viewer \(PC\)](#)

[Quicktime \(Mac/PC\)](#)





Students of **Arizona Network for Sustainability (SANS)** is a newly formed student-lead coalition that aims to empower and connect students and community members, encourage collaboration among organizations and create a model of sustainability in Arizona. SANS is envisioned to be a point of connection, where all students and community members come together to work on like-minded sustainability projects, network, and learn. The activities that SANS anticipates include: bi-monthly newsletters, general project planning and networking meetings (connected to other AZ campuses via video conferencing), a community lecture series (video-taped and posted to their website), Campus Sustainability Day, dorm recycling education initiative, k-12 outreach, etc. Every two weeks a new theme will be introduced into the lecture series, the newsletter, and coalition activities. The idea is to promote all areas of sustainability through education, outreach, and local projects. For more details about our affiliated organizations, SANS structure, and upcoming events, please visit azsans.org. We welcome all members and ideas and look forward to building strong ties between students and the community.

azsans.org

[Click here to download SANS September 08 newsletter](#)



State Senator
Leah Landrum Taylor

Million Dollar South Phoenix Clean Air Project Announced



A new project critical to South Phoenix and legislative district 16 was announced October 8th 2008 by State Senator Leah Landrum Taylor and State Representative Cloves Campbell, Jr. They are working with the Arizona Department of Environmental Quality and their community to design and implement a project to address air pollution concerns. This will be accomplished through a three part strategy shaped and designed after community input including:

- Measuring diesel exhaust, particulates and lead concentrations in our air.

- Providing and enhancing existing asthma, respiratory health and lead screening for children and adults by working through existing health care providers in the community, community clinics and other public health resources.
- Providing referrals and treatments through appropriate medical care providers including AHCCCS, private providers and other public health resources.

The project will use \$1 million in air quality research money available from ADEQ for this type of research project, and we will work to design the program with ADEQ and our community. The Air Quality Fund is funded through a variety of fees that have been in place since 1999. The project will not result in any new appropriations, taxes or fees.

[Continued on the next page](#)

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An initial focus of the project is the ongoing cleanup of the jet fuel and petroleum products in the Honeywell 34th Street Facility. Under ADEQ's oversight, Honeywell has spent more than \$15 million to investigate and begin cleanup and will spend about \$15 million to \$20 million more.

The full extent of the petroleum groundwater contamination and the floating jet fuel beneath the surface as been determined by 16 monitoring wells located on the Honeywell facility and the airport property. In addition, about 70 vapor monitoring points were installed to monitor soil vapor from the contamination.

In November 2008, Honeywell will begin cleanup. ADEQ has advised that the Soil Vapor Extraction system is the best available technology to safely and efficiently remediate the soil and jet fuel contamination. The groundwater near and under the Honeywell site will be cleaned up in the ongoing 52nd Street superfund cleanup effort.

A Community Forum for citizens to learn more about the Honeywell Jet Fuel cleanup and to get their questions answered will be announced soon.

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Southwest Green magazine



S by George Brooks

Sustainability is not new. When you think about it, we have been doing it for years. Making a way stories are brief anecdotes and remembrances from our readers about those things parents, our grandparents or we use to do that today we would call green. **Send your story so send it to info@sw-green.com, we would like to print it.** You will get the by line so you can let you mother know you are a published author.

Here's my story:

Back in the early 1960's, my grandfather's farm was located close to where the industrial park at 28th St. and Broadway Rd. in Phoenix Arizona is today. My favorite drink was Barq's Root Beer. I understand the brand may still be around, but I have not seen it for some time. Nevertheless, I use to drink a lot of this stuff and carefully save the thick glass bottles under the sink. They were my treasure. After a few bottles were stored, I would take them down the way to Mr. Nelson McArvy's store and exchange them for a nickel each. Considering the drink only cost a dime it was actually a great return on investment and quite a bit of money for a little kid back then.



News

Traveling Solar Energy exhibit visits Chandler's Veterans Oasis Park

Imagine if Chandler, Phoenix and other Arizona communities could more fully tap into the sun's abundant energy to power our homes, businesses, streetlights and more! What would it take for us to transform the Valley of the Sun into the Valley of Solar Energy?

A free traveling exhibit visited Chandler on October 27 educated citizens and city leaders on the benefits and viability of solar power, while also bringing photovoltaic fun to kids and families. The City Tour for Solar is a mobile photovoltaic (PV) solar-powered educational exhibit transported by colorful bio-diesel-fueled trucks. The fun and educational event was open to the public and included a Kid's Zone, solar oven cookie baking, and special prizes for visitors who take the Solar Intelligence Test.

The City Tour for Solar pavilion welcomed visitors from 10 a.m. to 6 p.m. on Monday, Oct. 27, in the parking lot of Veterans Oasis Park, on the northeast corner of Lindsay and Chandler Heights roads. The tour was designed to educate municipal leaders, community members, public schools, universities and

utilities on how to make solar energy a meaningful power resource for their cities. Chandler is one of 50 cities that will host the exhibit during its 100-day tour of the western United States.

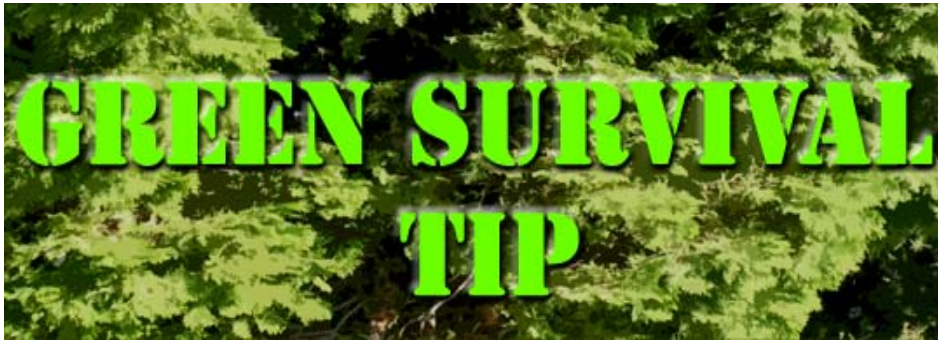
"Visitors were able to see and touch solar materials, learn how a solar panel works, and even cook treats in a solar oven," said Chandler Naturalist Sandra Muñoz-Weingarten, who manages the Environmental Education Center at Veterans Oasis Park. "The goal was to get people up close and personal with solar technology, so they could see how easy it is to add solar to rooftops, parking lots and open spaces in our community. Solar is rapidly becoming a more attractive energy alternative for homeowners, businesses and government organizations, and citizens are advocating for its wider use in their communities."

More information on the tour is available at:

www.CityTourforSolar.com or

www.chandleraz.gov/veterans-oasis. Veterans Oasis Park is located at 4050 East Chandler Heights Road and the phone number is 480-782-2890

The Environmental Education Center includes an information desk, classrooms, a Nature Discovery Room, exhibit areas and displays, a Nature Store and rest-rooms. The center offers classes and programs on subjects related to the environment and all aspects of "green" living. Staff work with local schools to develop nature-oriented programs and activities that complement schools' curricula. Programs offered for residents and visitors cover topics such as bird-watching, green living, gardening, water conservation, nature photography, orienteering, alternative energy and stargazing. Admission to the Environmental Education Center is free.



To survive a recession the first rule for home and business economics is to SAVE MONEY. Green Survival tips are focused on how you can use green thinking to save money. They are simple low cost ideas that give a great bang for a buck. If you have any tips you would like to share with the world, contact info@sw-green.com. You will get the by line.

Reduce your water heater temperature

According to Arizona Public Service Company turning down the temperature on your tank type water heater from 140 degrees to 120 degrees will save more than \$72 annually. Checking your water temperature is a simple process:



1. If you do not already have one, purchase a cooking thermometer from your local food market. A dial type with a range from zero to 232 degrees should cost around \$3.
2. Turn on the hot water faucet full until the water runs fully hot for two or three minutes.
3. Run the hot water over the thermometer and record the temperature.

Turning down the heat is a bit more complex and varies according to the make of the water heater. For safety and to avoid warranty concerns, be sure to read and follow the instructions on the front of the tank or call the warranty so a technician may be sent. Normally the only tools you will need will be a screwdriver and safety goggles. It is important to note, most thermostat settings are not precise and it will take a few adjustments to get the temperature correct. In addition, in some circumstances such as for washing dishes you will need to maintain temperatures of at least 120 degrees to maintain sanitary conditions. (MOST DISHWASHERS ALSO HAVE A HEATING ELEMENT THAT WILL INCREASE THE TEMPERATURE TO 140 DEGREES)



GREENSUMMITSM

PHOENIX SEPTEMBER 5-6, 2008

Phoenix Convention Center • Phoenix • Arizona www.greensummit.net

Green Summit Brings Sustainable Awareness To Southwest

by: **Floyd Alvin Galloway**

In an effort to keep the earth from reverting back to its emptiness and being cloaked in darkness the green movement is picking up steam. Projects, initiatives, inventions and educational forums are taking place stop man from destroying its "Garden of Eden" and be good stewards.

Carbon footprint, solar energy, wind power, hybrid car, eco-system, sustainability, these "Green" related terms and others are energizing conversations around the world. Even presidential candidates, past and current, are learning the lingo and developing green strategies. A current candidate even finds himself at odds on contrasting environmental policies with his running mate.

The 2008 GreenSummit, held at the Phoenix convention center, September 5 and 6, brought together experts in

the green industry and novices wishing to be more planet friendly. Started last year by a young Arizona State University student, who received his light bulb moment, his "ah ha" revelation while vacationing in Costa Rica.

Chris Samila noticed homes and business using energy-efficient compact fluorescent bulbs and in the states most of us were still using the same old energy draining type bulbs.

That led the senior majoring in global studies and political science, to develop a sustainability conference and exposition at ASU that drew 4,000 people last year. This year's event is expected to draw nearly 10,000 to the two-day conference. According to conference officials, the term green represents a blueprint for citizens, businesses and governments to move towards a more sustainable future.

The GreenSummit is designed to accelerate the movement. The summit provides a platform for leading

organizations to showcase the best products, services, and ideas that will make society more efficient, lighter on the environment, and ultimately healthier for both ourselves and future generations.

The summit has grown not only in attendees but also in companies participating and workshops offered. This year over a 100 conference sessions were offered, ranging from Determining Your Carbon Footprint and Green Roofs in a Desert Environment, to Viable Alternative Transportation Methods and the Human Face of Green. There was every thing you wanted to know about the green movement but were afraid to ask and probably didn't know what to ask.

The summit benefitted both businesses and consumers, giving them an opportunity to see the latest innovations and ideas on making our world more sustainable. It also provided a networking opportunity to build relationships and possibly someone else had a light bulb moment and went "ah ha" what if?

SnapShot

(Phoenix Arizona) On a test run near Arizona State University, Valley Metro Light Rail is well on track for its December 27, 2008 Grand Opening. [Click here](#) for full details and updates.



Community

The City of Phoenix Rio Salado and Rio Salado Oeste Environmental Projects in Collaboration with the U.S. Army Corps of Engineers

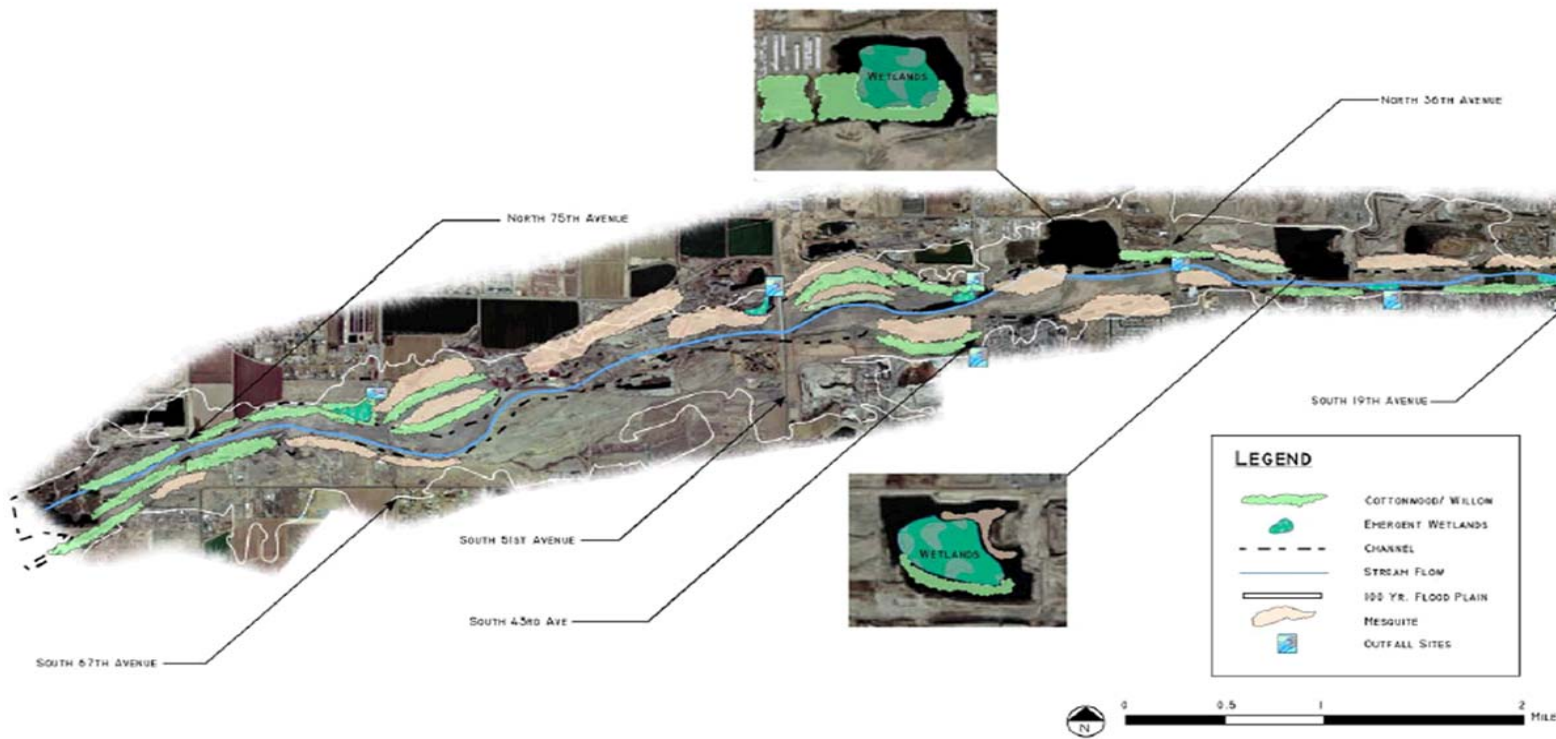
by : Karen Williams Director Rio Salado Project

By the early 1900's the U.S. Bureau of Reclamation had built dams along the Salt and Verde Rivers, providing a reliable year-round water supply for the Salt River Valley. While the dams accomplished that goal, they left a dry, barren river bed through Phoenix. Sand and gravel operations, illegal dumping, auto refuge yards, slaughter houses, and industrial development dominated the landscape in and near the river.

The City of Phoenix Rio Salado Environmental Restoration projects seek to enhance and celebrate the environmental quality of a river whose historical habitats and life-giving resources were a major impetus for settlements inhabiting its banks. Re-creation and long term preservation of the native habitats that once flourished along the Salt River and its associated drainage areas in the Sonoran Desert can again be celebrated and enjoyed by the general public. The predominant vegetative habitats established to enhance the river's environmental quality includes wetland marsh, cottonwood and willow forest, mesquite bosque and removal of non-native Salt Cedar. These features, and the ability for the public to learn about and understand their importance in a desert riverine ecosystem, demonstrate a commitment to preserve and enhance environmental quality.

[Continued on the next page](#)





Oeste

The Rio Salado Oeste (Spanish for West) Project is collaboration with the Army Corps of Engineers to restore a 1,500-acre, 8-mile, site in the Salt River from 19th Avenue to 83rd Avenue. The inspiration and vision for the park started over 40 years ago and has included the valuable input of thousands of residents and numerous government agencies which have been involved with shaping and funding the urban wildlife and habitat resource that spans 5-miles in length from 19th Avenue to 24th Street in the Salt River. Additionally, the Tres Rios Project is immediately downstream of Rio Salado Oeste and is another Army Corps and city ecosystem restoration

and flood damage reduction project. The project extends approximately nine miles from the 91st Avenue Waste Water Treatment Plant to the confluence of the Gila and Aqua Fria Rivers.

The total costs of Rio Salado Oeste for design and construction are estimated at \$165 million. It is anticipated that the Army Corps will pay two-thirds, approximately \$106 million, for the project, with the local sponsor paying an estimated \$59 million. The city's Rio Salado project is opened to public daily and will be completely constructed by 2009 at a total cost of \$100 million.

The Rio Salado Oeste (Spanish for West) Project is collaboration with the Army Corps of Engineers to restore a 1,500-acre, 8-mile, site in the Salt River from 19th Avenue to 83rd Avenue.



The design of the Rio Salado Oeste Project will establish native sustainable habitats once prevalent within the Salt River corridor. Integration of the restored habitats with the river's natural ephemeral flooding and storm water conveyance will be critical to the project's success. Integrating a low flow channel and terrace areas within an active river will require acknowledgment and respect for the natural movement and force of water. This critical design principal will be applied to the design and construction of all project features to ensure integration and compatibility of the project features with the river.

The benefits of Rio Salado Oeste for Phoenix and the region include: 1) habitat for wildlife, 2) reuse of reclaimed water, 3) the ability of the wetlands and aquatic habitat to improve water quality while creating and sustaining riparian habitat, 4) reclaiming underutilized land, and 5) regional recreational trails.

The target population is residents of Maricopa County surrounding the Salt River corridor. The projected growth for the county by 2020 is 4.5 million people (Maricopa Association of Governments, 2002). The greater Phoenix area does not currently have significant riparian habitat areas with supporting recreation facilities (besides the 5-mile Rio Salado Habitat Restoration Area). The major existing parks in the area consist primarily of desert mountain preserves, which do not contain the types of habitat that Rio Salado Oeste proposes. The market area for the Rio Salado Oeste project includes all of Maricopa County, although it is likely that many visitors would be drawn from even greater distances.

The City of Phoenix, the Army Corps of Engineers and Flood Control District of Maricopa County completed a Feasibility Study of the Rio Salado Oeste Environmental Restoration Project in 2006. The project was then authorized by Congress in the Water Resources Development Act in 2007. We are now beginning the design of the overall project and are seeking local funds to match the federal appropriations for the project.

City of Phoenix Rio Salado website: phoenix.gov/RIOSALADO/index.html



Robert Blaney

District Director Arizona District Office

Business



The Small Business Innovation Research (SBIR) Program and the Small Business Technology Transfer (STTR) Program

The Small Business Administration's

(SBA) Office of Technology administers the Small Business Innovation Research (SBIR) Program and the Small Business Technology Transfer (STTR) Program. Through these two competitive programs, SBA ensures that the nation's small, high-tech, innovative businesses are a significant part of the federal government's research and development efforts. Eleven federal departments participate in the SBIR program; five departments participate in the STTR program awarding two billion dollars to small high-tech businesses.

Small Business Innovation Research (SBIR) programs fund research and development (R&D) efforts of a high risk nature that may have excellent commercial potential.

The Small Business Innovation Development Act of 1982

(P.L.102-567), and 1992 (P.L. 102-564), presents an exceptional opportunity for any innovator who is capable of conducting high-quality R&D. The purposes of the Act are to 1) stimulate technological innovation; 2) use small business to meet federal R&D needs; 3) encourage the participation by disadvantaged and minority persons in technological innovation; and 4) increase private sector commercialization derived from federal R&D.

Under the Small Business Innovation Development Act, each agency with an extramural R&D budget in excess of \$100 million must establish an SBIR program. The following agencies are currently participating in the SBIR Program:

- * Department of Agriculture
- * Department of Commerce
- * Department of Defense
- * Department of Education
- * Department of Energy
- * Department of Health and Human Services (including the National Institutes of Health)

- * Department of Transportation
- * Environmental Protection Agency
- * National Aeronautics and Space Administration
- * National Science Foundation
- * Nuclear Regulatory Commission

Through its SBIR program, each agency will develop topics and release solicitations describing those topics. Proposals are submitted to the agency where they are reviewed and evaluated on a competitive basis. Each agency makes its own awards using contracts, grants, or cooperative agreements.

Under the law the SBIR program is a three-phase process:

Phase I is based on proposals solicited by participating agencies. These solicitations contain topics on which small firms are invited to submit proposals. The proposals describe the results the firm intends to attain, the approach the firm will take, and how it will prove the feasibility of its approach.

SBA



Do you have an idea to meet a U.S. research need? Then perhaps SBIR is for you.

Phase I awards can be made up to \$100,000 for approximately a six-month effort. The purpose of Phase I is to show: 1) that the proposing firm can do high quality R&D; 2) that the proposed effort is technically feasible; and 3) that sufficient progress had been made to justify a much larger agency investment in Phase II. Phase I enables the agency to address these questions with relatively small agency investment, thereby increasing the efficiency with which federal R&D dollars in Phase II are utilized.

Those projects which complete Phase I can compete for Phase II funding to further develop the proposed idea. Phase II is the principal R&D effort, with a duration which normally does not exceed two years. Awards for Phase II are for \$750,000 or less.

Awards for Phase II are based upon the results of Phase I and the scientific and technical merit of the Phase II proposal. The object is to continue the R&D initiated under Phase I. However, the government is not obligated to fund any specific Phase II proposal. In order to fairly handle the problem of choosing between proposals of approximately equal merit, where the funds available to agencies do not permit funding all proposals, the Small Business Innovation Development Act mandates that commitments for follow-on funding from non-federal sources be given special consideration.

Formally, SBIR programs have a third phase. Where appropriate, Phase III is conducted by the small business (including joint ventures or R&D partnerships) to pursue commercial applications of the R&D conducted in Phases I and II. Non-federal funds, including those obtained through exercising the follow-on funding commitment, support Phase III. Phase III may also be supported by non-SBIR funded R&D or production contracts with a federal agency for products or processes intended for use by the United States Government.

Small U.S. businesses are eligible to participate in the SBIR program if they are for profit and have 500 or fewer employees. This includes sole proprietorships and partners

The Small Business Technology Transfer (STTR) Program is an important small business program that expands funding opportunities in the federal innovation research and development arena. Central to the program is expansion of the public/private sector partnership to include the joint venture opportunities for small business and the nation's premier nonprofit research institutions. STTR's most important role is to foster the innovation necessary to meet the nation's scientific and technological challenges in the 21st century.



STTR is a highly competitive program that reserves a specific percentage of federal R&D funding for award to small business and nonprofit research institution partners. Small business has long been where innovation and innovators thrive. But the risk and expense of conducting serious R&D efforts can be beyond the means of many small businesses.

Conversely, nonprofit research laboratories are instrumental in developing high-tech innovations. But frequently, innovation is confined to the theoretical, not the practical. STTR combines the strengths of both entities by introducing entrepreneurial skills to high-tech research efforts. The technologies and products are transferred from the laboratory to the marketplace. The small business profits from the commercialization, which, in turn, stimulates the U.S. economy.

Both small business and non-profit institutions are eligible for the STTR program. Small businesses must meet certain eligibility criteria to participate in the STTR Program. The business must be American-owned, independently operated, for profit and while the principal researcher does not need to be employed by the small business, company size is limited to 500 employees. A nonprofit research institution must also meet certain eligibility criteria. They must be located in the US and be a nonprofit college or university, a domestic nonprofit research organization or a federally funded R&D center (FFRDC).

Each year, five federal departments and agencies are required by STTR to reserve a portion of their R&D funds for award to small business/nonprofit research institution partnerships.

- Department of Defense
- Department of Energy
- Department of Health and Human Services
- National Aeronautics and Space Administration
- National Science Foundation

These agencies designate R&D topics and accept proposals.

Following submission of proposals, agencies make STTR awards based on small business/nonprofit research institution qualification, degree of innovation, and future market potential. Small businesses that receive awards then begin a three-phase program.

Recap

Phase I is the startup phase. Awards of up to \$100,000 for approximately one year fund the exploration of the scientific, technical, and commercial feasibility of an idea or technology.

Phase II awards of up to \$750,000, for as long as two years, expand Phase I results. During this period, the R&D work is performed and the developer begins to consider commercial potential. Only Phase I award winners are considered for Phase II.

Phase III is the period during which Phase II innovation moves from the laboratory into the marketplace. No STTR funds support this phase. The small business must find funding in the private sector or other non-STTR federal agency funding.



The US Small Business Administration plays an important role as the coordinating agency for the STTR program. It helps the five agencies implement STTR, reviews their progress, and reports annually to Congress on its operation. SBA is also the information link to STTR because SBA collects solicitation information from all the participating agencies and publishes it electronically in a Pre-Solicitation Announcement (PSA). The PSA is a single source for the topics and anticipated release and closing dates for each agency's solicitation(s).

If you need to speak with someone to discuss your business situation the SBA has partners who provide free, confidential counseling. SCORE, Counselors to America's Small Business, the Small Business Development Center Networks and our Women's Business Centers all provide counseling, at no cost, on these and other issues facing small business owners.

For more information about all of SBA's programs for small businesses, call our district office at 602-745-7200 or visit the SBA's extensive web site at www.sba.gov.



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City of Phoenix Environmentally Preferred Purchasing (EPP) Program

Liz Paulus & Darice Ellis
City of Phoenix Office of Environmental Programs
200 West Washington St. 14th Floor Phoenix Arizona 85003
602-256-5669
www.phoenix.gov/epp

Green Vendors, the City of Phoenix is looking for you! Balancing Economics with the Environment.

By: Susan W. Morris



The environmental challenges for the Valley continue to grow as the population swells. Estimates indicate as many as seven million people will call the Valley home by the year 2030. This means the consumption of more resources, development of more homes, highways, restaurants, shopping areas, along with more demands on electricity. All of these factors could impact the quality of life as the heat island affect causes temperatures to rise from more development and the cost of and energy increases as we strive to stay cool. More highways and an increasing number of cars suggest that higher emissions will result, exacerbating Arizona's distinction of having the fastest growing levels of greenhouse gases in the nation. What, if anything, can be done differently to balance growth with the environment?

The City of Phoenix has an answer: green purchasing. Environmentally Preferable Purchasing (EPP) can help suspend the negative affects to our environment like greenhouse gas emissions, landfill and water use, and ground level smog. The goal is to create more balance. The idea is simple; if a purchaser (for example, Phoenix) has a choice of two products that are equal, but one product has less impact on the environment, choose the one with the least amount of impact (for example, recycled-content paper). However, this requires products and products require vendors.

Business

Sustainability is leveling the business playing field. The City of Phoenix needs new vendors to provide Green products. Are you ready to step up to the challenge?

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The City relies on third party certifiers to validate that products and services are green. Organizations have evaluated commodity areas and developed consensus-based standards for what makes a product green. It takes the guess work out of figuring out what is green. For example, the U.S. Environmental Protection Agency has identified about 50 product groups that could be made with recycled content, and also sets the minimum percentage for that recycled content (see epa.gov/cpg). The City is striving to become more sustainable, but at the same time, identify products that are price competitive. The more vendors that can offer green products, the more competitive the purchasing process will become.

Green Seal, Energy Star, and others (ecolabelling.org) are the next generation of the Good Housekeeping Seal. Green Seal has approximately 100 items that the city may be interested in purchasing from Valley vendors. Products are screened for green, then submitted to employee evaluation teams, such as a recently completed evaluation of traffic cones made from recycled plastic. The evaluation was successful, with the result that these EPP traffic cones can be made available on contract. Fifty Five (55) commodity areas have been identified where green options are available. One of the challenges, however, in greening contracts is that many of the traditional vendors are not up to speed yet. This means the city needs new vendors that can provide the sought-after products, and the solutions may not always be readily available yet. Other contracts that have been greened include printing ink, pesticide application, office products, and small hand-held equipment (see epp.gov/epp/ecityscs.html for more on city successes). Upcoming areas include office furniture, plumbing fixtures, awards and plaques, and lighting.



Photo Caption: Traffic Cones made from recycled plastic undergo evaluation. (Photo courtesy of the City of Phoenix)

NOTE: The City of Phoenix EPP program was presented at the recent AzBizGreen conference. To download a powerpoint of the presentation, [click here](#). (Powerpoint courtesy of the City of Phoenix)

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Businesses that have green solutions the city is currently not aware of or is not using are encouraged to present them for consideration. This is a change from having to wait for an RFP. For certified minority vendors, the 5% bid preference rules continue to be in place. Finally, the city recently adopted a "Buy Phoenix" approach that focuses on including more Phoenix businesses in the bid process.

EPP Purchasing Considerations:

- Energy efficiency and conservation
- Natural resource non-depletion
- Forest and ecosystem protection
- Water efficiency
- Waste minimization
- Hazardous waste reduction
- Toxic material content minimization
- Reduced adverse effects to workers, animals, plants, air, water and soil
- Recyclable content
- Recyclability of waste resources
- Resource conservation
- Renewable material percentages
- Greenhouse gas emissions minimization
- Packaging minimization
- Transportation
- Others



Boeing's Plastic Greenliner

The sleek airliner above is the new Boeing 787 Dreamliner. It is the most successful airliner ever launched. More than 600 have already been sold and it hasn't even flown yet. Why? Because when it does get in the air sometime in 2009 it will get 20% better fuel mileage than its predecessor or current competitors. How? New engines, great aerodynamics and its made out of plastic. Yes, plastic. Super-hard carbon fiber materials will make the plane very light allowing it to save fuel and significantly reduce its carbon footprint. Boeing.com

Makin' Do

A Homeowner's Commitment to Sustainability

By Cynthia P. Weaver

HOME



Steve Priebe's energy efficient home



City of Phoenix employee Steve Priebe is so committed to sustainability that he lives in a greenhouse. Although he's a horticulturist by profession, he doesn't live in a glass house filled with plants.

He and his wife Donna built a sustainable home constructed with materials that have the least adverse impact on the environment. Insulated block construction, low-flow toilets, a natural gas furnace and solar panels are a few of the components that make the Priebe home energy efficient. Priebe said that the utility bills on his new home are as low as those on his previous home, which was only half the size of this one.

Many families have traditions that were born out of necessity to reserve, conserve and preserve resources for a rainy day. Priebe says that he became committed to environmental preservation as a college student. He says, "Going green does not have to be expensive. Green can be as simple as changing a light bulb, recycling or building an entire energy efficient house." Some of the more inexpensive practices that are a part of Priebe's sustainable lifestyle, include using Compact Florescent Light Bulbs (CFLs), harvesting Pecans and Grapefruits from the existing trees on his property and xeriscaping. Priebe explained that he and his wife barter fruits and nuts with neighbors as well as prepare numerous juice drinks and dishes with the bounty. The Priebe home is constructed with east/west exposure so natural light fills the property and the CFLs are used in the evenings and when necessary to further reduce utility bills. Both Priebe and his wife are horticulturists and their yard is expertly xeriscaped with native plants and vegetation that do not require a lot of water.

This is how Steve Priebe is "Makin Do!" We want to hear your story. Submit your article to info@sw-green.com to let us know how you preserve resources to save the environment and ultimately save money.



Steve discusses omni block wall system

GREEN SURVIVAL

Article Highlights

Navigating the Economic Storm:

By George B. Brooks, Jr. Ph.D.

The nation is in a bad way economically. Focused on doing more with less, green solutions can be used to save money, survive the downturn and prosper afterwards.

W

elcome to the perfect storm. The day of the throwaway society is now over. We must now make do with what we have or with less than we are use to. But making do is nothing new. We have done it for hundreds of years before we got "rich." The difference between now and then? We now understand history, have far better technology and a brand new name for the process. It is now called GREEN or more properly, SUSTAINABILITY.

GREEN SURVIVAL

Being sustainable is about using environmentally, socially and economically sound principles to find better ways of investing resources to create superior results. To pull out of this economic crisis and prosper there after we must merge sustainable thinking into how we do business and support our families. **GREEN SURVIVAL** is our program to make this vision possible. Its mission is to keep GREEN in your pockets through empowering you to Harness the Power of Sustainability. Through this magazine, podcasts, lectures, events and consulting the goal of Green Survival is provide the information on how to use the new green tools at hand to create new answers to today problems.

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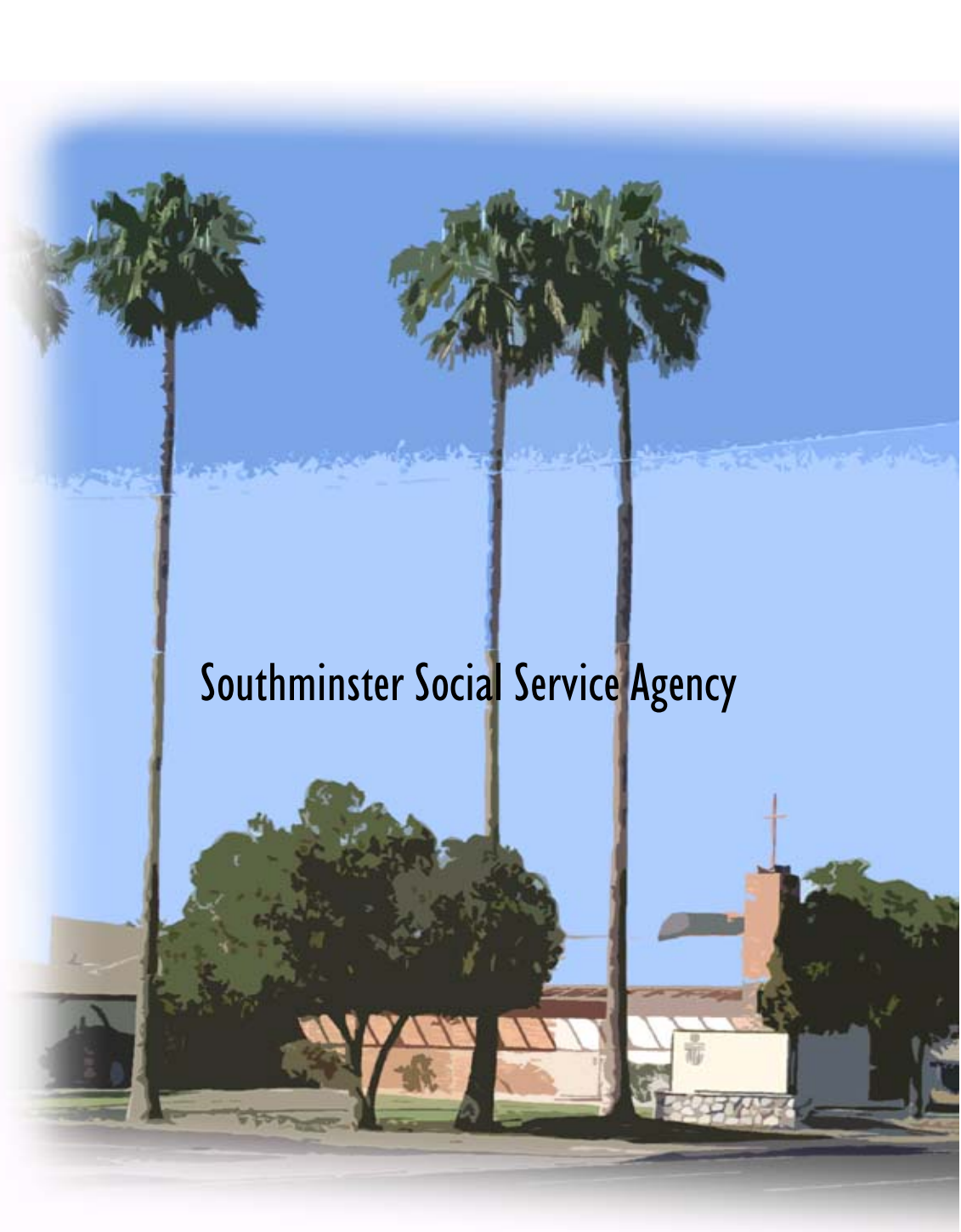
Where to Start? The task before us is daunting. With so much nebulous, unconfirmed and often contradictory information out there it is hard to know where or how to invest ones time and money. The early adopters out there seem to have somewhat of handle on it but it but often the price seems out of reach to the common man.

One thing is clear, there are significant health and financial benefits to Green/Sustainable living. Simply exchanging all of the standard incandescent bulbs in a home with compact florescents can saves hundreds of dollars a year. However, to convert to Green costs green and those of low or fixed incomes who need the help the most, can least afford it. It is these families are being hurt by the economic downturn and the best place to begin our initial efforts.

THE GREEN SURVIVAL INITIATIVE

The Green Survival Initiative seeks to provide 1,000 low income (fixed or otherwise) home owners or renters who pay their own utilities with easy to use and highly cost effective green technologies. For this pilot program, the 85040 zip code was chosen. The goal is to provide each home a Green Survival Sustainability Starter Kit (Green Survival Kit (GSK) for short.) Proper use of this equipment could allow \$300 to \$500 of annual energy savings per household. Training will also be given in how to use the resources as well as in other ways to save energy if the home-owner wishes. Additional information will be provided on how to access additional help with utility bills and weatherization through the Federal Low Income Home Energy Assistance Program (LIHEAP) and related local utility, government and charitable assistance programs.

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Southminster Social Service Agency



Tentatively, to qualify for this program, a household income must be at or below 150% of the Federal Low Income guidelines. The poverty rate in Maricopa County (Phoenix Metro) Arizona is currently hovering around 13%. This means there are literally hundreds of thousands of people that could be helped. Most importantly, every dollar that is saved goes back into the local economy. This could mean millions of dollars back in circulation to help reverse the current economic downturn.

Partners:

The dream of Green Survival is a big one, but is rapidly becoming a reality. We are quickly gathering a coalition of partners that will help the program move forward including the Arizona Minority Business Center, Southminster Social Service Agency and Arizona State University Online. ASU-Online is dedicating proceeds from the Green Jazz Series to this effort as has Southwest Green magazine.

As the program's Fiscal Agent, a pilot project is being designed by Southminster Social Service Agency. Located in the 85040 zip code within the South Mountain Village of Phoenix, Arizona, the goal of the pilot is to assist a minimum of 1,000 families within the next year.

Benefits

Social: Socially the Green Survival Initiative will work much as a neighborhood stabilization program. Reducing energy costs for 1,000 households will allow for resources that may have gone to utilities to be refocused on quality of life issues including food, health, recreation and educational needed. In addition, good news spreads. As individual families become more successful word will spread on what they are doing leading neighbors and others in the neighborhood to follow suit.

Economic: The money saved by this program is the equivalent to providing each family two months of free power reducing the economic strain produced by utility costs. The corollary benefits are significant. One thousand families saving \$500 dollars a year will return \$500,000 a year to the local economy. In addition, It is an established fact that the loss of utility services is the first step to losing a home. Thus One Hundred Million Dollars worth of homes are now in less danger of foreclosure.

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Environmental: When fully implemented, the initiative will reduce the neighborhood's carbon footprint reduced by more than 5.4 million pounds of carbon dioxide annually. The neighborhood annual use of gasoline and water are reduced by 30,000 gallons and 26 million gallons respectively.

Middle-Income Assistance

Green/Sustainable living can be of even greater assistance to those of middle-income, so called Main Street USA. Thousands of dollars can be saved on an annual basis. Throughout the County there are energy programs where the local utilities will help home owners and small businesses be more energy efficient. Some program even offer rebates and possible loans on upgrades that will reduce home energy use. Along with assistance to those of low income, the GSI will also offer information to middle income families on what they can do to reduce energy costs through sustainability.

Proof of Concept

Using a Sustainability starter kit, as proof of concept, we have greened a home in the 85040 zip code that meets all of the proposed low income criteria. The home is a subscriber to the Salt River Project pay as you go for energy system called M-Power which provides a daily recording of the amount of energy used. As the results of this project obtained they will be reported in these pages.

Contact

For more information on the Green Survival Initiative:

Dr. George B. Brooks, Jr.

C/O Southminster Social Service Agency

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Phoenix Arizona 85066

gsi@southminpc.org

ASU GREEN JAZZ AT THE HERBERGER

Jazz, the quintessential American art form has always been a way to bring people into harmony with new ideas. It has brought diverse people and cultures together and it continues to do so today but for a new reason, Green. Harnessing the power of change, Arizona State University Online has initiated the Green Jazz Series at the premier venue in Downtown Phoenix Arizona the Herberger Theater. The brainchild of Hassan Abdul Kareem of Brotha Love Artist Management and sponsored by Arizona State University and Southwest Green magazine this series of six (6) concerts between September 2008 and April 2009 is

bringing an understanding of the value of sustainability and information on the new ASU online campus to an entirely new multicultural audience of jazz lovers.

Hosted by jazz great Marion Meadows, the first concert September 1st, 2008, featured the outstanding flautist from Houston Texas, Althea Rene. The second October 4, 2008 welcomed Grammy Award nominated artist Gail Jhonston. The concert took place on November 11, 2008 with a focused on the multiple talents of ASU students through the ASU Jazz band.



Althea



Gail



Proceeds from the concert series goes to support the Green Survival Initiative (GSI), a Phoenix-based sustainability project. Through the use of cost-effective green technologies such as compact fluorescent lights and low-flow shower heads, GSI seeks to mitigate increasing energy costs for approximately 1,000 low-and-income fixed households in the Phoenix-Metropolitan area (see page 29). Along with the Green Jazz a preceding business networking session has been added to increase the educational opportunities for the university and for local businesses.

What: The Green Jazz Series

Where: Herberger Theater, 222 E. Monroe St., Phoenix Arizona

Tickets: Tickets cost \$40 for VIP seats, \$20 for general admission and \$10 for ASU students with a valid I.D. Call the Herberger Theater box office at (602) 254-7399 or visit www.HerbergerTheater.org.

Parking and directions:
www.herbergertheater.org/directions-and-parking

Information: www.sw-green.com

Contact:
Marshall Terrill
Information Specialist
Arizona State University
(602) 496-1005

Marshall.Terrill@asu.edu

For more information on ASU online please visit:
asuonline.asu.edu/

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MUSICIANS FOR THE PRESERVATION OF OUR PLANET

For tickets and information visit
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or call
602-254-7399

Oct. 1, 2008
Gail Johnson

Sept. 4, 2008
Althea Renee

Nov. 11, 2008
April 15, 2009
ASU Jazz Band

Jan. 27, 2009
Khani Cole

April 27, 2009
Dominic Amato

A musical series...
Hosted By Marion Meadows

ASU ARIZONA STATE UNIVERSITY

Southwest GREEN

BROTHA LOVE Productions



GREEN SURVIVAL Energy Conservation Starter Kits (sw-green.com)



By popular demand Southwest Green is making two easy to use green energy conservation starter kits available to the general public. Each simple, effective easy to use kit contains:

CFL Bulbs: Compact Florescent Light bulbs, developed back in the late 80s are small versions of those long tube bulbs you see in most offices and supermarkets. The benefit of CFLs is that they save a great amount of energy. A CFL that gives off the same amount of light as a standard 60w incandescents uses only 13 to 14 watts of energy. This is a 76% decrease in the amount of energy needed resulting in a 76% decrease in your lighting costs. These bulbs also burn about 8,000 to 10,000 hours and don't get very hot to the touch. Depending on how you use them, each bulb will save between \$6 and \$10 per year off your power bill. For example, if you burn your lights on average of six hours per day, (assuming \$0.10 per kilowatt hour,) your savings over an incandescent bulb will be about \$10 per year per bulb.

1.6 gallon per minute low flow showerheads: Older showers can use between 4 and 5 gallons of water per minute. The new U.S. standards are 2.5 gallons per minute. Converting to a new 2.5 gpm showerhead will save about \$35 a year in hot water costs. For our kit however, we have chosen a 1.6 gpm model so the savings will be even greater. Along with the energy savings, you reduce water use as well around \$15/showerhead.

Kitchen Thermometer: Ok, what does a kitchen thermometer have to do with being green and saving money? Easy, all too many of us have our water heaters turned up too high. Adjusting your water heater from 140 degrees to 120 degrees reduces scalding hazards, is more than hot enough for sanitation and will save about \$70 a year.

Tire Gauge: At any one time, 1/3 of the cars on the road have low tires. Keeping your tires full will increase your milage by about 3%. Though it is getting better Phoenix is a car intensive city where driving 18,000 miles a year is not unusual. So at 20 mpg, keeping your tires full will save you about 26 gallons of gas annually per car or \$65 at \$2.50 a gallon. (Note: Gas prices are falling at the moment but they will be back up soon.)

GREEN SURVIVAL INDIVIDUAL STARTER KIT

\$65.99

- 1 - Reusable Tote Bag
- 11- CFL Bulbs 14W (60 W equivalent)
- 1 - 1.6 gallon per minute low flow shower head
- 1 - Kitchen Thermometer
- 1 - Tire Gauge

Potential Annual Savings: (assuming 1 car)

\$285

GREEN SURVIVAL FAMILY STARTER KIT

\$112.99

- 1- Reusable Tote Bag
- 21 - CFL Bulbs 14W (60 W equivalent)
- 2 -1.6 gallon per minute low flow shower heads
- 1 - Kitchen Thermometer
- 1 - Tire Gauge

Potential Annual Savings: (assuming 2 cars)

\$500

For sales information contact us at
info@sw-green.com

Resources



akagreen.com

Each month we are pleased to showcase a few great sites that maintain local (Arizona) lists of green businesses and events.

With a focus on promoting the triple bottom line (People, Planet & Prosperity) AKA Green is a leading provider of eco-friendly building materials and a full-range of green design & consulting services in the Phoenix Area. Their mission is “to be a catalyst of the widespread adoption of green building practices in Arizona.”

The website is a good source of good ideas, products and services designed to support green homes and green buildings. It also offers a number of excellent educational opportunities including periodic courses leading toward LEED (Leadership in Energy and Environmental Design) certification. Finally they host a good list of local green businesses and events including the increasingly popular Green Drinks may also be found here.



www.sustainablearizona.org

A second good local source of Green information is Sustainable Arizona. A source of education and action Sustainable Arizona works to improve the quality of life in Arizona and the Southwest. They work with “businesses, individuals, governments and other organizations to build resilient economies, strong communities and healthy natural environments.”

A nonprofit organization Sustainable Arizona is made up of volunteers and professionals committed to making sustainable development possible. The website is an excellent source of news on a variety of sustainability issues including global warming, CFL use and how to green your business.



SW-GREEN
IN THE MEDIA
LINKS

Grandma was Green
Op-Ed
Arizona Republic Newspaper
11-14-08

Green Survival Initiative Begins Quest to Help Others
Arizona Informant Newspaper
10-15-08

Couple Looks to Build Green Foundation
Phoenix Business Journal
10-04-08

Green Jazz Series Continues in October
Arizona State University
10-01-08

Green Jazz to Benefit Low-Income Families
Arizona Republic Newspaper
8-30-08

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Green Neighborhood Revitalization

Next Edition: Keys Community Center goes Green

MOVIE
Walt Disney
Pinocchio
Pincher Bell
BLU-RAY OCT. 28

