



# Why Automakers Keep Cranking Out Air-Polluting Cars

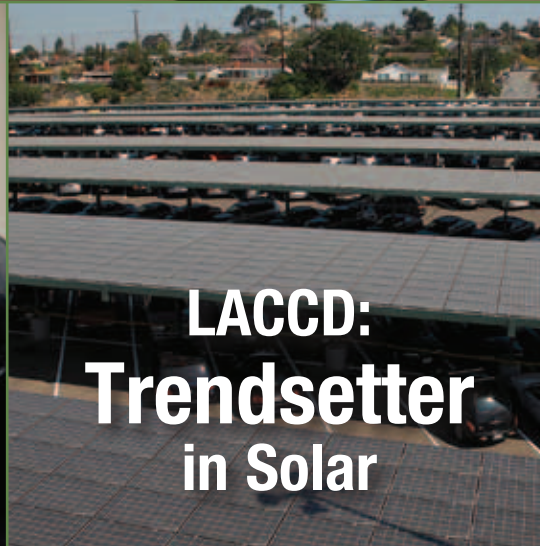
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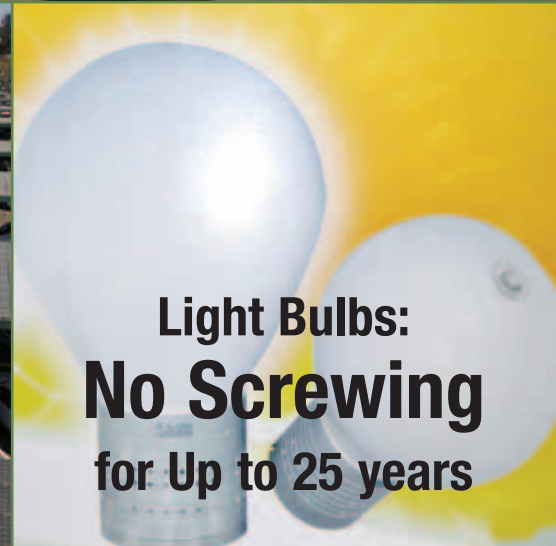
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**D**esperately hoping to convalesce the near-death economy, the 111th United States Congress rang in on the high note of the new Barack Obama administration to quickly pass a \$787 billion pay-as-you-go plan, known as the “American Recovery and Reinvestment Act of 2009” – which in many respects is a modification of Bush’s October 2008 stimulus package.

Light poles short of a detailed energy plan, Congress allocated \$113.5 billion from the emergency bill towards high-tech transportation systems, energy-efficiency programs, and expansion in renewable energy sources such as wind, solar, biofuels, clean coal, hydroelectric, nuclear, geothermal and natural gas.

And on March 19, while on his recovery road show at a Southern California Edison electric vehicle demo center in Pomona, Obama announced a \$2 billion competitive bid for the brightest ideas on manufacturing long-lasting batteries and efficient parts for green cars.

The President also announced \$400 million for stringing up the infrastructure to power green cars across the interstate, with the hope that by 2015 there would be at least one million plug-in hybrid vehicles on U.S. roads. And to move these green cars from the showroom to the tar mat, taxpayers can claim up to \$7,500 in federal rebates for purchasing clean vehicles – making it easier for more Americans to get behind the green wheel and drive.

However, the reality of an auto industry besieged by the stagnated economy puts the dimmers on the President’s 2015 vision for green vehicles. Not only have lawmakers been stiff on funding advanced green tech over the past 10 years under Bush’s rule, but also developers with the most advanced automobiles, transmission and energy delivery systems have been distributing their green wares across the globe, excepting in the U.S.

“Germany is leading the world in solar power,” the President observed. “Spain generates almost 30 percent of its power by harnessing the wind, while we manage less than one percent. And Japan is producing the batteries that currently power American hybrid cars,” Obama said.

Congress, and corporations alike, must dispel any duplicity of mind when it comes to technology and sustainability. As a country, America cannot continue to desire fast results without hard work, neither can the country expect new development without available investment.

President Obama said, “Often, our greatest discoveries are born not in a flash of brilliance, but in the crucible of a deliberate effort over time. And often, they take something more than imagination and dedication alone – often they take an investment from government. That’s how we sent a man to the moon.

That’s how we were able to launch a world wide web. And it’s how we’ll build the clean energy economy that’s the key to our competitiveness in the 21st century.”

The intent of Obama’s focus on green energy is that the U.S. would not just play catch-up in the renewable and sustainable arena; instead, America would assume leadership across the platform. But to aspire to top status on the green stage, a decisive vision would need to be implemented immediately. Obama believes that in three years, the nation will double up on renewable energy delivery by investing \$15 billion per year in renewables.

The President claims that his budget is one “that makes overdue investments in education, health care, and yes, energy – investments that will catalyze innovation and industry, creating green jobs and launching clean, renewable energy companies.”

President Obama’s plan also outlines massive near-term investments in wiring thousands of miles of new power lines from state to state to connect and deliver electricity. And like Franklin D. Roosevelt’s New Deal of the 1930s, Obama’s Recovery Act of 2009 will undoubtedly spur a wellspring of needed jobs whether white-collar, blue-collar, green-collar, or collarless. ■ [www.lookinggreen.com/obamahopes](http://www.lookinggreen.com/obamahopes)



## Spending Obama's Green Bills

### DEPARTMENT OF ENERGY SNAPSHOT

<b>Energy Efficiency &amp; Renewable Energy</b>	<b>\$16.8B</b>
• Weatherization – \$5.0B	
• State Energy Program – \$3.1B	
• Advanced Batteries Manufacturing – \$2.0B	
• Energy Efficiency & Renewable Energy – \$6.7B	
<b>Environmental Management</b>	<b>\$6.0B</b>
<b>Smart Grid &amp; related programs</b>	<b>\$4.5B</b>
<b>Fossil Energy R&amp;D</b>	<b>\$3.4B</b>
<b>Science</b>	<b>\$1.6B</b>
<b>ARPA-E</b>	<b>\$0.4B</b>

**Department of Energy Total**  
**\$32.7 Billion**

Data Source: October 2008, U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy

# Eco Safe Hair Care for a Perfect Hair Day – Everyday

Women and men alike go to extremes for a perfect hair-day, and apart from failing miserably most days, in the process we often unintentionally harm our health and the environment.

“Many years ago, I developed contact dermatitis, an allergic reaction caused by synthetic and silicone hair products,” hair stylists and colorist, Alan Eschenburg told Lookin’ Green. “I thought if I was having such bad reactions to these products, what about my clients?”

For 12 years, Eschenburg searched for the science to create distinct organic hair care products that would be healthy for his clients and himself, and give professional results too.

“It was Christmas Day 2004, and sitting next to me on a airplane was this guy reading about Quantum Physics in a magazine,” Eschenburg recalled. “We began talking about developing a truly natural product that would produce great results. My new friend said he could do it and that gave birth to Belegenza Extraordinary Hair Care.”

Rooted in ancient medicinal remedies, science and technology became a conduit for Belegenza’s hair and beauty formulas, derived from fruits, vegetables, herbs,

essential silks, nut oils, and sea extracts, inspired by nature itself.

According to Eschenburg, Belegenza’s refined hair care products offer curative value for some topical skin and scalp conditions, and help repair and reverse damage from silicone-based and other hazardous synthetic products.

## The Trouble with Silicone-Based Products

Allergan, maker of FDA-approved silicone gel breast implants, found “...silicone presence in the livers of patients with silicone breast implants. Movement of silicone gel material to lymph nodes in the axilla also has been reported, even in women without evidence of rupture, leading to lymphadenopathy.”

The FDA has ordered studies comparing exposure from topical application or inhalation of silicone from cosmetic products, with exposure to people who

have had actual silicone breast implants.

Preliminary data found traces of silicone in body tissue of both groups.

Fear of absorbing harmful synthetics like silicone has turned many folks into label-herders, calculating the price per ounce, deciphering organic from natural, and endlessly glaring over the long list of scientific ingredients. And if you happen upon products like Belegenza’s hair solutions you would feel confident in not having to label-herd those products again.

Belegenza’s hair product line has taken hold in the high-end hair care market and is quickly growing throughout the cosmetic and personal care industry. From shampoo and conditioners to protective and repair hair systems, Belegenza is reinventing beauty-health in a green way.

From the company’s new personal care line comes a selection of seductively luxurious lotions and fragrances. Meanwhile, back in its laboratory, Belegenza is pursuing ongoing research and development to advance its standards, methods, and secret formulas.

“We have some very exciting things coming out this summer, geared especially for the health-conscious,” Eschenburg said. We have developed a revolutionary hair color system that compliments our existing HD Color Perfector, which we now use with other products to create a protective barrier on the scalp.”

“While there are other green products for the hair and beauty out there, we are not convinced they are that safe,” Eschenburg told L’ G. “Belegenza’s cosmetics are so safe, people can’t decide whether to eat them or use them on their bodies. Yes, they are edible,” Eschenburg said.

Eschenburg and the Belegenza caravan headed for Los Angeles with a Texas portion of eco-safe products to join the Patrick Melville Salon, hair stylist for the 2009 Oscars in Hollywood. And even for stars, or those who believe they already have great hair, treatment and care with safer and healthier products can only lead to more stunning locks.

“Leading hair stylists and celebrities have converted to Belegenza, not only because our products are eco-friendly,” Eschenburg said. “With Belegenza, they also get spectacular professional results.” ■  
[www.lookinggreen.com/belegenza](http://www.lookinggreen.com/belegenza)





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**Be Veg. Go Green. Save Our Planet.**

# Heavy on Cream, Light on Calories, Big on Life

by Charlene Brown



The creativity of Lovin' Scoopful is carried over into the various names, like: **Cozy Vanilla, Out Of This World Chocolate, So Good Cookies & Cream, Caramel Chocolate Heaven, Yummy Cake & Cookie Dough**, and the exotic (cover your eyes to read this flavor) **What The Fudge!**

If you haven't had a good tasty and creamy treat lately, check your

neighborhood grocer for your favorite Lovin' Scoopful naughty or nice yummy flavors. ■ [www.lookinggreen.com/scoopful](http://www.lookinggreen.com/scoopful)

**L**ovin' Scoopful serves up rich and creamy, great tasting, low calorie churned ice cream with one-half the fat and one-third fewer calories than other premium blends. Now that's music to the ears of ice cream addicts, like myself, who want to go out and enjoy a guilt-free creamy delight.

The cherry on top for Lovin' Scoopful is that the company promises to donate 25 percent of its profits, or \$50,000 minimum annually, to Special Olympics and other worthy causes.

Ice cream is well known as a positive mood riser, and the Special Olympics exemplifies the pursuit of raising the human spirit. Lovin' Scoopful believes its sponsorship of the Special Olympics will help achieve its objective of putting a smile on everyone's face.

Tim Shriver and Maria Shriver, Angelo Moratti and Daniel Samson launched Lovin' Scoopful in February 2008. Creative Director Maria Shriver said, "I've loved having a hand in all aspects of the company, from creating sumptuous flavors and coming up with product names and logo, to ensuring that the quality of our ice cream is the best our customers have ever experienced."

Co-founder and Chief Executive Officer, Samson, a Yale University graduate with a degree in economics & political science, is no stranger to churning ice cream. In 1983, Samson founded Dankens Gourmet Ice Creams, which manufactured and distributed super-premium ice cream on the U.S. West Coast and in Japan. He sold the company in 1998.

## The Fruit Guys Deliver

**F**ruit peddler, Chris Mittelstaedt, began clowning his way around San Francisco in a banana suit delivering fresh fruit to offices back in 1998 while people were lining up at the vending machine for their daily fix. A non-trendy idea like The Fruit Guys in the 90s has not-so-all-of-a-sudden become the best thing since lemonade, ten years later.

Though junk-food machines remain king of the food chain domain, The Fruit Guys are out give the "change thief" some real change by promoting a healthier diet at the office, at school, at home or anyplace you want your fresh pomegranate, yellow and red-delicious, tangy tangerines, purple grapes, green pears, or hand-picked bananas, to name a few.

A lifestyle of health and environmental stewardship is beginning to faze Americans. In 2005, the United States Department of Health and Human Services reported that 30% of the U.S. population are obese, and 65% are overweight or obese – double the number of obese adults since 1980.

To combat obesity and the host of diseases that result from bad diets, we can start with eating better food. The Fruit Guys work with local farmers from the planting, to the growing, to the picking and delivery of fresh and organic fruit. Instead of that junk, a.k.a. goody basket, call The Fruit Guys for a fresh box of delicious fruits. ■ [www.lookinggreen.com/fruitguys](http://www.lookinggreen.com/fruitguys)

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Thank you to our professional and student volunteers	



# Bruise Buster for High Heel Gals

**F**lip-flops or high heels, the only two choices in my shoe caddy. And as soon as I fall into my chair – whether at work, at home, or in the car – forget about it, those high heels are history.

Leading researchers Justin F. Shroyer and Lalitha Balasubramanian (whose studies were presented at the American College of Sports Medicine in May 2008) would probably issue me a biomechanical timeout, on account of my shoe confession.

Shroyer determined that the wearing of flip-flops greatly alters gait and causes foot pain, which turns out to be somewhat counter intuitive for us who wear flip-flops for extended periods as an alternative due to foot pain.

At the same time, Balasubramanian's study found that wearing high heels puts more stress and pressure on the toes and tends to propel the body forward. This can lead to instability, pain, bunions and injuries.

Street research (non-scientific) suggests that men are more attracted to women who wear high heel shoes. But sex appeal aside, high heels when worn appropriately

may force some women to improve posture and pose. However, more women develop feet and joint problems associated with their shoe choices, over time.

Going barefoot would be best practice, all researchers agree, baring germs and safety. But let's get real. At the office, a barefoot gal doesn't really fit the corporate mold, or its safety policy. In this case, as an in-between option, meet fashion and function with a pair of Spare Soles, an ultra-compact ballerina style pair of flats.

Andrea Weisner, full-time mom and president and chief executive officer of C-SAW Enterprises, started Spare Soles to remedy those achy feet.

The Spare Soles line of jeweled portable flats, roll up and fold for easy, compact storage in a matching wristlet pouch that doubles as an everyday purse with a secret pocket inside. Even if you are the sneaker or soft sole type, Spare Soles makes a good substitute and an easy slip on. ■ [www.lookinggreen.com/sparesoles](http://www.lookinggreen.com/sparesoles)

## Quick Green Facts

### Airflow Hijackers & Escapees

Air infiltrates into and out of your home through every hole and crack. About one-third of this air infiltrates through openings in your ceilings, walls, and floors.

- Windows 10%
- Doors 11%
- Plumbing 13%
- Fireplaces 14%
- Ducts 15%
- Floors, Walls, Ceilings 31%

Data Source: October 2008, U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy

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**T**echny advancements in security systems make it easier to protect personal property and big-ticket gadgets and gizmos. You might even get rid of the power police too: “turn off this,” “turn off that,” and “turn off what’s it not.”

The value and options of these new age systems combine security, safety, and reduced energy usage. We are talking about more than motion sensor porch lights. Some security systems turn on just about any electronic system within range, and when posts have been vacated for a certain time period the system can shut down electronics fast. Most security systems also monitor carbon monoxide and tie into 911 for fire or medical emergencies.

A security system is more for peace of mind and a sense of safety that “someone is watching” whether you are present or away. And as expected, a programmable wireless security system extends wider coverage and offers owners increased confidence in its ability to sniff out approaching intruders.

Whether you stage a lawn diamond or a window sticker, crooks and petty thieves are not necessarily deterred. Lookin’ Green talked with security and alarm systems expert, Charlie Lim, regional business development manager for American Home Alarms (distributor for ADT).

“A client recently told me that his home was broken into,” Lim said. “And even though an ADT sign was clearly posted in the front yard, it wasn’t until the breaking window set off the alarm system that the culprit took off empty handed.”

Sixty-five percent of American households are now concerned about their personal security or that of those close to them, according to a recent study by Security Magazine/BNP Media Market Research. The top agonizing security issue for folks is fear of vandalism. Surprisingly, it is not even the threat of personal harm.

Many folks weigh the option of a security system with the drudgery of getting in and out of their own space without triggering the alarm. Take for instance, those systems that gave you 30 seconds to lock down everything, grab your stuff and go. If you are as skillful in hauling the baggage, kids, dogs and the trash with a second or two to spare, you might consider auditioning for the next season of Survivor or The Amazing Race.

But according to Lim, “An alarm system is not a chore anymore. Securing your property can simply be controlled by a remote control on a key chain,” he said.

A complete security system tied into your electronic devices and appliances also makes energy usage more manageable and add value to any property.

Security and alarm systems aside, we can all take a few precautions to protect our property, our loved ones, and ourselves. Installing a security system is a huge step in the right direction. ■  
[www.lookinggreen.com/homealarms](http://www.lookinggreen.com/homealarms)



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## No Cost Security Tips:

**Inventory.** Keep a list of your belongings in a safe place or record them on your property insurance in case of theft or loss.

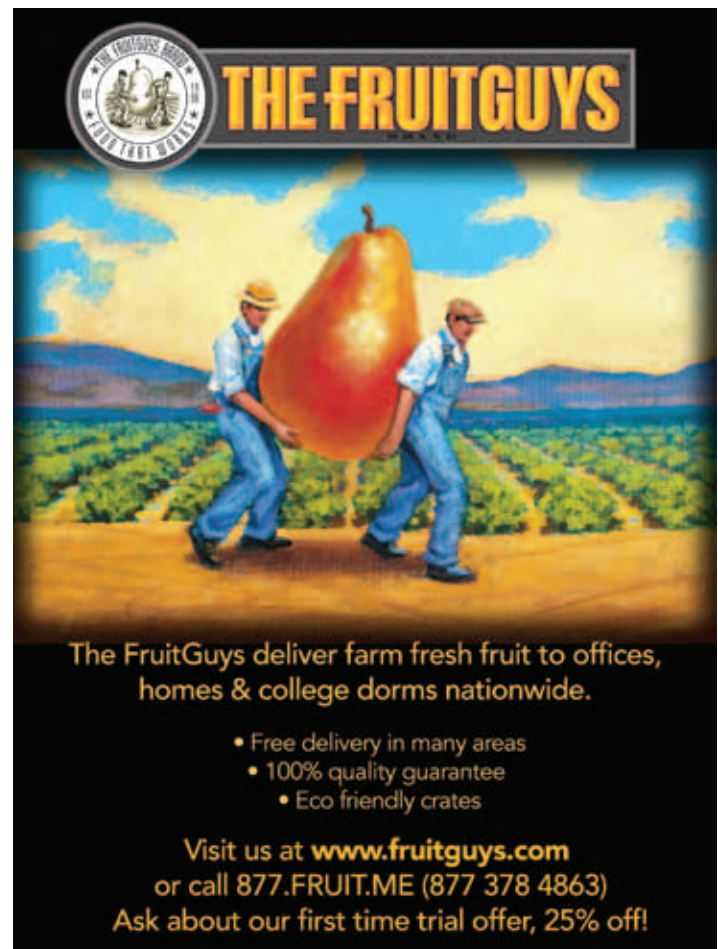
**Keys.** The doormat, flower pot, or mailbox is hardly a “hiding place,” but if you must leave a spare key around, try a trusted neighbor or a unique place only known to you and yours.

**Lighting.** Install solar powered motion-activated lighting around the parameter of your property, especially near windows and doors.

**Locks.** Try not to lock yourself out, and don’t make the mistake of installing an interior lock on an outside door. An exterior lock or a deadbolt combination works best for entry doors.

**Passwords.** You have a right to resist giving out personal information to anyone who solicits your credit cards, social security number, bank accounts and checks, or passwords.

**Service Workers.** Ask service workers to show proper identification and verification of requested service to be performed before allowing them entry to your property.



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**N**uclear energy, the number one source of emission-free generated power, accounts for about 20 percent of electricity delivered in America. The U.S. has 104 nuclear plants, nearly twice the number as in France, yet the French get about 80 percent of their electricity from nuclear power.

As the discussion intensifies from both sides of the political spectrum, and from polarized opinion leaders like U.S. Sen. John McCain (R-AZ) and Greenpeace co-founder Patrick Moore, the idea of nuclear energy is growing on more Americans. A June 2008 Zogby poll revealed: "Respondents were more likely to say they would support a nuclear power plant (43%), over an electric power plant which had its fuel source from natural gas (26%), coal (8%) or oil (1%)."

Electricity from nuclear energy is produced as a result of nuclear fission; a cooling system removes heat from the reactor core. The hot coolant is used to heat a boiler, and the pressurized steam from that boiler powers one or more steam turbine-driven electrical generators. Nuclear plants do not burn any materials, thus they produce no greenhouse gases nor combustion byproducts.

According to the Nuclear Energy Institute, from the 104 plants operating in the U.S., nuclear power generation replaced 700 million metric tons of CO<sub>2</sub> per year – equivalent to taking nearly every single gas-powered passenger car off the road.

The central point of contention is the handling of nuclear waste. High-level radioactive waste consists of irradiated nuclear reactor fuel and certain liquid and solid wastes. But when measured up to other non-renewable energy generation processes, nuclear plants produce very little waste. Moore recalled: "This problem was solved by France 30 years ago; nearly all of their waste can be recycled to run through nuclear power stations over again." However, the French model serves only as an example for advancing American nuclear plants.

Since the 1970s America has not constructed any new nuclear plants, even though nuclear may indeed be one logical answer to America's energy woes. The estimated costs of building a safe nuclear plant run from \$15-\$25 billion. Many utilities currently operating on gas and coal are hesitant to invest in nuclear when supply of cheaper fossil fuels remain available. Others fear potential backlash

for diverting resources from agricultural irrigation use or drinking water to produce nuclear energy. But the thicker skull to crack is insurmountable public prejudice and not-in-my-back-yard sentiments that seem to prevent the rapid adoption of nuclear energy coast-to-coast. ■ [www.lookinggreen.com/nuclearpower](http://www.lookinggreen.com/nuclearpower)

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Data Source: www.energystar.gov

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temp settings: 12 options •  
0.5 min gpm •  
turbo-flow •

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Gas Consumption	NG Max. 140,000 Btuh- Min. 20,000 Btuh	Max. 180,000 Btuh- Min. 25,000 Btuh
	LP Max. 140,000 Btuh- Min. 20,000 Btuh	Max. 180,000 Btuh- Min. 25,000 Btuh
Capacity Range	0.5-6.6 Gal./min.	0.5-7.1 Gal./min.
Energy Factor	N-0531S: 0.82 (NG), 0.84 (LP)	N-0631S: 0.83 (NG), 0.83 (LP)
	N-0531S-OD: 0.83 (NG), 0.84 (LP)	N-0631S-OD: 0.82 (NG), 0.83 (LP)
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# Outsmart Your Electric Bill with a Smart Strip

Consumers agonize over turning off electrical items and may even feel guilty if they come home to realize that a single lamp was left on while they were away for as little as four hours.

But not many people are as conscious of the fact that from the day the television, the media player and their sundry peripherals were first turned on, these systems have hardly ever been powered down, even though they may only be in use for less than 8 hours per day.

Idle, hibernating, or sleeping electronics, on average, use nearly the same amount of energy as they do in turn-on mode. The good news is that consumers can stop unnecessary energy usage by shutting off power to each item one by one, or using a power-strip to control supply especially for the hard-to-reach power plug behind that piece of immovable furniture.

The Smart Strip Power Strip produced by Bits Limited is one sure solution to eliminate wasted money and energy on idle electrical items. The smart strip monitors and senses current being pulled, by say a computer, and determines<sup>o</sup> whether the item is in use, asleep, or turned off before automatically cutting power to the system.

"It used to drive me crazy," electrical engineer Bruce Barton told Lookin' Green. "The humming, the little yellow-orange lights, the bending over to unplug things – this frustration led to inspiration."

In 2003, Bruce and his brother Russell developed the Smart Strip Power Strip. The strip works simultaneously as a regular surge protector. And in addition to saving money, the Smart Strip extends the life of any piece of electrical equipment by reducing the number of hours the item would run over its lifetime.

"Even when electrical items are turned off they may still be silently sucking power," Russell said. "The difference is whether the item is controlled by a soft-switch like remote controls and buttons. Or, controlled by a hard-switch that is pushed, pulled, or twisted to stop energy supply."

According to a study by the Long Island Power Authority, a Smart Strip Power Strip can save about 113 kilowatts each month from shutting down idle

computer systems. A single purchase of a \$32-smart power strip installed in conjunction with ENERGY STAR<sup>®</sup>-qualified electronics and computer systems could save approximately \$13 per month off the average electric bill.



For people who live in areas where demand on the electrical grid is very high, it may be useful to have some electrical items remain on manual shut-down while automatically shutting down others on the same electrical circuit. In such cases, brownout surge protectors, like a Bits

Limited model, can be of great benefit. Brownout protectors monitor voltage and can turn off some items while keeping only the essentials on.

The Barton brothers are on a mission to improve and create everyday devices to help consumers save more by the kilowatt hour.

Russell told L' G that in Spring 2009, "We will be putting out a brand new charging station that with the press of a single button, charges several hand-held devices. When the last item is fully charged, the smart charger is activated to turn off electric supply, automatically." ■

[www.lookinggreen.com/smartstrip](http://www.lookinggreen.com/smartstrip)

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# Trash Pickup: The New Gold Rush – Part I

Forty-eight billion dollars in revenues per year makes trash collecting a big business. But for Susan David, director of corporate communications and Peg Mulloy, manager of media relations at Republic Services, Inc., trash collecting is not just about picking up rubbish.

Republic Services is the second largest trash collector for commercial, industrial, municipal and residential customers across the United States and Puerto Rico. The company operates 242 transfer stations, 213 active landfills and 78 recycling facilities processing billions of pounds non-hazardous solid waste – solid gold, if you would.

“Going green wouldn’t be possible without us. We live and breathe green,” Mulloy told Lookin’ Green.

Amplified by David who said: “We were green before green was in. We are not just the people who pick up the trash. We are leading the charge to make sure it is disposed of safely. We engineered our landfills to produce energy. And we continue to play a key role in sustainability efforts.”

Each year consumers dump 251 million tons of garbage, roughly 197 pounds per person, according to the U.S. Environmental Protection Agency (EPA). And for their duty, trash moguls get paid triple time:

**First, collection of wastes.** This represents the largest chunk of revenues for garbage collectors. It is generated from the amount consumers pay via local municipalities or private services to pick up trash once a week, so consumers wouldn’t need to directly get involved in transporting their own garbage to the

dump. Republic Services reports \$2.86 billion in trash pickup revenues in 2008.

“The most popular though passive way people live green is by putting out their items on the street. After that, green living may leave their minds as they move on with daily lives,” David said. “From the curb, we take the garbage straight to a transfer station where it is consolidated into larger loads to be transported to a processing plant – the very first level of environmental care.”

## Eco-Impact

### Republic Services

- A single dump truck picks up all recyclables on a particular route, to be separated at a recovery center.
- Trash trucks fueled by natural gas and hybrid systems.
- Landfills newly landscaped to wildlife refuges and golf courses.

**Second, all that trash is not just dumped into the landfill,** rather it is salvaged and sifted like gold to recover valuable elements including glass, paper, plastics, and various metals. Republic Services report \$1.34 billion in transfer and disposal income.

“When businesses and individuals look at how they can become sustainable, the first thing they think is – recycle. We further that

cause by funneling all reclaimable items to our material recovery centers, and from there the items are sold to manufacturers for reuse,” David told L’G.

**Third, while we may percieve stench, the trash service anticipates dollars and cents.** At more than 65 landfill sites, Republic Services captures landfill gas and converts it to low-emissions energy. In 2008, the company’s landfill gas projects generated enough methane-to-electric energy to supply 319,177 homes.

According to Mulloy, “Converting abundant landfill gas to renewable energy reduced emissions equivalent to taking more than 3.1 million cars off the road. To replicate such a positive effect, we would have to plant 3.8 million acres of pine or fir trees.”

Accumulative savings from onsite generation to run those landfill facilities plus sale of extras to electric utilities, amounted to another \$163 million in revenue for Republic Services.

In total for 2008, Republic Services reported earnings of \$3.69 billion, plus merging with Allied Waste added a guestimated \$6.5 billion, for a nearly \$11 billion revenue ledger ending December 31. Ahead in the industry is Waste Management, Inc. earning \$13.39 billion in core U.S solid waste revenue that year.

The trash industry, however, has not been insulated from the effects of the 2008-09 depreciated economy, which has dipped deep down into almost everyone’s wallet. For example, between October and January, recycled cardboard dropped to \$20 per ton compared to nearly \$120 per ton months earlier.

“The markets for recycled materials are near all-time lows and if things don’t turn around, the cost to recycle will rise significantly. The critical next step to make recycling successful, however, is more robust end-use markets, Mulloy said.”

But despite a deteriorated economical season, trash collectors yet remain at an advantage. In spite of how efficiently consumers reduce-reuse-recycle, waste, a side effect of life, still remains.

On an increasing scale, smart consumers are figuring out ways to get paid to get rid of their trash. Many people no longer assume the committal of the trash. The idea of resurrecting used items is catching on and more and more consumers are dedicated to separating rubbish from recyclables.

The one thing lacking, however, is the momentum in public education to motivate consumers to reduce consumption by repurposing the reusable and returning the recyclable, if not for the sake of the environment, then for the potential pot of gold at the end of the trash pile. ■

[www.lookinggreen.com/republicservices](http://www.lookinggreen.com/republicservices)



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As unwelcoming as grocery store plastic bags may be, we have found a multitude of purposes for them. But what to do with those flimsy dry cleaning plastic sleeves?

Darleen Reilly, founder of AGREENDAY and Green Sleeves, crafted a unique way to rid her consumption of plastic dry cleaning sleeves. She manufactures reusable, recyclable dry cleaning bags. From raw materials to labor, to shipping and distribution, AGREENDAY's bags are 100 percent made in the USA.

From the day Reilly stitched her first prototype, she realized going green could be bigger than just her own preferences. "Its about the mission and the green movement. It's impossible to be responsible for the whole world, but I can encourage everyone I meet now to become a part of the solution," Reilly told L' G.

Though the genius idea for reusable dry cleaning bags was not new, AGREENDAY's bags innovatively ingenious products compliment the green industry. The uniquely designed "Globo Bag" has a smooth lightweight canvas feel and is made from 100 percent sustainable recycled plastic bottles.

AGREENDAY's other garment sleeves are made from recycled fabric, nylon, or organic cotton and the commercial bags are water repellent. Each bag is guaranteed to be durable for three to five years. After it has been worn and torn, it can be recycled again to make another bag – recycling at its best.

Sustainable goods and services are sprouting up as top sectors across all industries and stem-by-stem, green manufacturers are growing a new spinal cord of products to regenerate the American economy.

In less than two years of putting reusable dry cleaning bags in consumer hands, AGREENDAY is sketching a plan to open its own manufacturing plant in Chicago, a leap in achieving its goal to produce its product as close as possible to the consumer. The products are now manufactured at plants located in Chicago, Wisconsin, Massachusetts, and California. The company's expansions further help to reduce impact on the environment, create more green-collar jobs, and reduce consumer costs.

"Many other companies in the green market off-shore their products and workforce," Reilly said. "We think 'consumer first.' When it comes to green, we can no longer focus on the bottom line. We've got to focus on rebuilding our country and our economy, and what is best for the environment. It is possible," Reilly told L' G. ■ [www.lookinggreen.com/agreenday](http://www.lookinggreen.com/agreenday)

## Eco-Impact

### Darleen Reilly:

- At home we minimize trash to a once a month pickup instead of a weekly.
- I take my own bags to the store and refuse plastic.
- I watch the amount of driving I do.

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# We the People... Promote Green Speech

Virgin in big bold letters on a t-shirt could be an advocate for sexual purity, but there is no shortage of passion in the life of a person wearing such a shirt. The finer print on the t-shirt from A Lot To Say reads: "Virgin plastic is what most shampoo and conditioner bottles are made from and they add to over 25% of the waste in landfills. Not sexy."

This story is not meant to be a "Turn On." Contra wise viewers are encouraged to: "Turn on your lights with a timer. In one 12 hour day, we collectively could save \$187 million in energy costs. That's big buzz."

At a time when so many voices ricochet across media lines, how do you drown out the clatter without losing curiosity, and how do you zero in on new conversations in the noise?

The green dialogue emerged amidst all that static as Jennifer Starnich's voice quietly echoed visible sentiments for the environment. Starnich is the CEO and co-founder of A Lot To Say, makers of organic messaging t-shirts, the new media on seriously light-hearted environmental communication.

"Words give people power," Starnich told Lookin' Green. "And we wanted to form new thinking that would overcome old behavior in the way we treat our environment."



Not all their t-shirts ignite sexual ambitions, A Lot To Say also promotes speech of inspiration, politics and civil liberties. The messages are educational and intended to drum up the green dialogue.

"It depends on what is personally important to you," Starnich told L'G. "Whatever people connect with. The initial impact of the bolded word is the strength of the message."

A Lot To Say t-shirts are made locally in the USA by a premier Los Angeles

organic t-shirt maker. To further improve its brand's eco-impact, A Lot To Say is pursuing a waterless air-dye process for its t-shirt messaging. Such a textile printing technology dates back to the 1970s to address pollution from dye bath wastewater.

Current developments, under non- or low-aqueous operations use a superficial carbon dioxide fluid clothes dyeing method, or waterless mercerization, to eliminate more than 30 gallons of water per t-shirt. The result is zero-pollution from dyeing effluents and will help A Lot

To Say achieve a near 90 percent organic product.

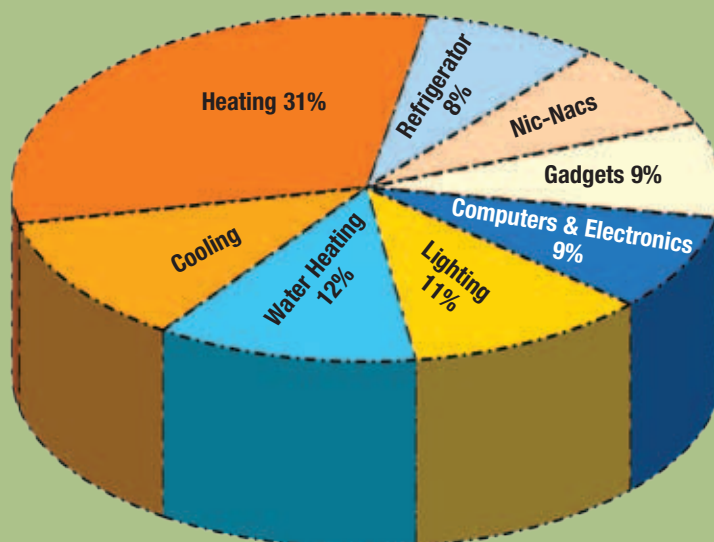
Other ways A Lot To Say is making a positive contribution to the environmental cause is through their Give Back program, which donates a portion of their proceeds to charitable organizations.

"What is the significance of our impact on the green scene?" asked Maria Lyons, Brand Marketing Manager at A Lot To Say. "The message is: "We are backing up our message, which is to get the message out." ■ [www.lookinggreen.com/greenspeech](http://www.lookinggreen.com/greenspeech)

## American Appliance Pie

Your Home's Energy Usage by Percentage

Taking a whole-house approach to understanding how your home consumes energy can give you clues of how to make simple adjustments so you spend less on your energy bills. Heating and cooling are the largest energy users. The pie chart below illustrates the functional areas in which the average home uses energy:



Data Source: October 2008, U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy



# Ecosystems Gone Vertical

Space is not an issue with trendy new lean-against-the-wall gardens that let you grow anything in or out, up or down, anywhere.

Space-scarcity has moved sustainability architects and builders to find creative ways of expanding the local ecosystem by designing wall gardens into their master plans. But better than that, ecosystems have gone vertical.



Scott Hutcheon with GreenRoots has taken this concept of sustainable land use beyond outer walls. GreenRoots' wall planters can be used in the home, at the office, as event décor. The applications are innumerable.

Soil beds placed in three- or six-inch slats are set in a light-sturdy wooden frame to house any assortment of seedlings, from flowers to berries to fruit to herbs and vegetables.

Single handedly, you can create a very sustainable eco space indoors or outdoors, and you don't even need a green thumb. Most living wall systems come with instructions and need relatively little care once the set-up is done to match your climatic orientation.



Sustainable benefits from wall gardens are endless. Growing a living wall on the outside can act as insulation to cool the indoors – lowering air conditioning costs in hot climates. Living walls promote a healthy habitat for critters, birds, and butterflies – a pleasantry. Planted walls act as a noise buffer and dust absorber – serenity to metro living.

Small space or large, creating your own living wall can also improve your health and well being. Your new eco-system could become a showplace in your neighborhood as well as a source of inspiration for others to follow. ■ [www.lookinggreen.com/greenroots](http://www.lookinggreen.com/greenroots)

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### PERFORMANCE CHARACTERISTICS

Rated Power (Pmax): 136W  
Production Tolerance: ± 5%

### CONSTRUCTION CHARACTERISTICS

**Dimensions:** Length: 5486mm (216"), Width: 394mm (15.5"), Depth: 2.5mm (0.1").

**Weight:** 7.7 kg (17.0 lbs.).

**Output Cables:** ~2.5mm<sup>2</sup> (RHW AWG# 12) cable with weatherproof DC rated Multi-Contact connectors - 560mm (22") length.

**By-pass Diodes:** Connected across every solar cell.

**Laminate Encapsulation:** Durable ETFE (e.g. Tefzel®) high light-transmissive polymer.

**Adhesive:** Ethylene propylene copolymer adhesive-sealant with microbial inhibitor.

**Cell Type:** 22 triple junction amorphous silicon solar cells 356 x 239mm (14" x 9.4") connected in series.





**D**oubt not for a moment that the idea of a cooking range that keeps the heat under the pot and in the oven for a cooler work area would be of extreme sauce piquant for restaurant workers.

And as line cooks brave the furnace, mastermind Matt Wise turn up the heat on green technology to lower the temperature in the kitchen with a 550-pound cooking genie dubbed Green Tech Range, it reduces heat exhaustion to a pinch and may abolish "cooling" trips to the walk-in refrigerator.

Wise has been the general manager at Imperial Commercial Cooking Equipment in Corona, Calif. for over 13 years and holds a computer science degree from California Polytechnic State University.

Roughly three years ago, Wise decided to develop a product that would dwarf Imperial's already leading ranges. And within a year a green concept converged with consumer research and a green range flamed onto the commercial stage.

"Our green tech range is so efficient that nobody else has even tried to make one like it," Wise said in an interview with Lookin' Green. "The range is way ahead of its time."

Wise's genius design and selection of the highest quality material makes the Green Tech gas range a flame above the rest. The result is a darling piece of equipment that heats up fast and retains temperature 60 percent more efficiently than the next comparable model.

Thanks to its induced aspiration and proprietary designed "hot surface" ignition system on all burners, the Green Tech surpasses industry energy-efficiency standards by leaps and bounds. The screwless cast iron open burners are removable for easy cleaning and come standard with top grates that maximize energy usage.



The Green Tech oven is nothing but a bakers delight. It efficiently heats up in half the time and keeps its temperature level 70 percent more than other commercial brands. The reformulated porcelain efficiently reflects energy internally and the extra dense super wool insulation around the entire oven cavity keeps the heat in the oven. To top off its efficiency, an air knife captures and blocks heat escape and takes less than half the time to recover the prescribed temperature when opened during cooking.

The fantastic thing about the Green Tech range is its affordability. "Our customers and the marketplace wants something that is not only efficient but affordable too," Wise said.

At \$3,500, the six-burner Green Tech range and oven could hardly be counted as a setback. The energy savings alone – retained heat on burners and inside oven, elimination of staff break time in the

refrigerator, easy clean-up, and less gas to operate – make the Green Tech range a net-buy.

**The downside.** When everyone is touting energy-efficiency, ratings and certifications, you are not going to be getting a product rebate check from Energy Star. The Green Tech range is so beyond efficiency there is nothing close enough for comparison.

**According to Wise,** other manufacturers have shied away from improving commercial ranges and there is no established standardizing body for equipment in this class. Thus for now Imperial's Green Tech range stands out as the positive outlier in energy efficiency and savings.

**Talk about style.** If you're serving up in one of those open-faced restaurant kitchens, the Green Tech range sets your eatery apart from the rest. All stainless steel front, sides, backguard, shelf, landing ledge and kick plate, steel tubing, and welded stainless steel seams make the range a top notch beauty, even futuristic. ■

[www.lookinggreen.com/greenrange](http://www.lookinggreen.com/greenrange)

## Home Solar Calculator

*Estimated averages for Pasadena, California*

Electric Bill:	\$100	
Solar Installation:		\$26,190
Pasadena Rebate:		(\$7,425)
Federal Rebate:		(\$7,857)
Additional Tax Savings:		(\$518)
<b>YOUR COST:</b>		<b>\$10,390</b>

Increase in Property Value:	\$10,360
Annual Electric Bill Savings:	\$869
<b>25-year Utility Savings:</b>	<b>\$21,736</b>

Return on Investment (ROI):	483%
Years to Break even (includes property value)	1 year

Greenhouse Gas (CO<sub>2</sub>) Eliminated:  
**4.3 tons or 178,000 auto miles off the road**

Data Source: October 2008, U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy

# Why Automakers Keep Cranking Out Air-Polluting Cars...

A mission to launch a land craft that runs on self-generated energy and that anybody could afford to drive seemed impossible until the Prius, Toyota's iconic hybrid green car.

Fifteen years after the Prius peeled out on the auto stage, and nine years after making the trip from Japan to hit the American shoreline, Toyota is still building cars that run on fossil fuels.

Car makers who, in denial of major advancements in clean automobile fueling, even technology developed by their own genius, continue to invest billions in extremely high carbon-emitting, air-polluting dinosaurs. More

troublesome, the same carmakers come knocking on the American taxpayer to foot the bill - \$25 billion in bailout cash.

Would it be too brazen to stipulate that automobiles built with bailout-bucks be designed to run on low-emission fuel sources like electric vehicles, powered with a plug rather than at the pump, or hydro-electric transports, or cars running on hybrid systems, similar to the Prius?

The bigger question is, for Toyota and all car manufacturers at that, if the Prius of today is the green car of the future, why do you yet make anew cars of yesteryear?

Lookin' Green (LG) had a one-on-one with Douglas Coleman, Prius Product Manager in the marketing division of Toyota Motor Sales, USA. Coleman, a mechanical engineer hailing from Stanford, has expertise in advanced technology and alternative fuel vehicles and has been with Toyota for 7 years. He is responsible for directing communication, sales and marketing plans and merchandise support for the Prius.

**L' G: How did the Prius, your green car come to life?**

**Coleman:** The Toyota Prius was developed in Japan over 15 years ago. The philosophy was to develop a product that the average consumer could use and one that would serve to improve the environment. With the second generation,

introduced in the late 90's, the technology was improved and the vehicle moved into the mainstream. And in the 90s we realized new advancement in car making, before the green movement.

**L' G: To what does the Prius owe its market acceptance or rejection in the U.S. market?**

**Coleman:** Word of mouth. The people waiting at the front of the line for months were the techies who make up part of our core market. The Prius owes some of its success to the public media, but largely to early adopters who have made the Prius a symbol of a better future. These include people who are knowledgeable on environmental

impacts. These folks have a global outlook on life who were anxious for the newest technology.

**L' G: What major design flaws have been noted?**

**Coleman:** It is the little things that really make a big difference. For example, the auxiliary battery was not quite big enough and if the car was parked for a long time it may run low on power. A smaller and lighter battery is now more powerful and more efficient.

**L' G: What do owners complain about the most?**

**Coleman:** Prius owners also complained about not knowing quite how much gas was in the car. This was due to the flexible bladder inside the gas tank, which is used to control evaporative emissions. Sometimes this bladder, especially in cold weather, would not always allow the driver to fill up the tank, so he or she wouldn't know how much was actually in it. We've gotten rid of the flexible bladder. This next generation of the Prius has no bladder but completely new sensory computer system.

**L' G: Why should people buy the Prius or any of your green models?**

**Coleman:** In the automotive world, something efficient at a relatively affordable price is just not normal. The value proposition is not just green; it is everything - safety, style, design, gas

mileage and the most advance technology. Plus, with the Prius everything is new and improved. The question is really, why not buy a green car?

**L' G: Are green cars as reliable as other models?**

**Coleman:** We have a saying here at Toyota, "people bought Prius because it was a Toyota, now people buy Toyota because we build the Prius". Today we are already seeing the fuel type of the future. The Prius is flexible. We see the hybrid as our core technology for the future. The hybrid system can run on diesel, natural gas, gasoline, or hydrogen. We've essentially created a modular system whose technology can carry over components from generation to generation.

**L' G: If green cars are the future, why not stop building older models?**

**Coleman:** Hybrid technology is available today, but we also have to create a profit to keep our doors open for tomorrow. Hybrid technology adoption continues to climb and we will always stay true to our philosophy of building better cars for the consumer and the environment.

**L' G: Are you by default eliminating the green car option from regular Joe?**

**Coleman:** We do see that those who are buying the Prius today fall in a mid to higher income range. Today, we have in the pipeline more affordable hybrids that will be sold at a lower price. The question for us now is how do we keep costs low for a model that comes more efficient.

**L' G: How soon do you see the retail price dropping for green cars they going up?**

**Coleman:** The market largely dictates the price. At first we could make enough hybrid Priuses and dealers were able to markup the cars based on demand. We bumped up production and cars were sitting for a while, that allowed dealers to significantly lower prices. Next we went through a phase of extremely high gas prices, the demand for the Prius grew and prices were marked up again at the dealer level.

Overall, at Toyota we have a history of reducing price while improving technology. Now we envision that some day you will walk in to a Toyota dealer and see the







same price for an all-gas car as the price of a hybrid car. That day is pretty close.

## **L' G: What is the most effective way to influence consumers to buy green cars?**

**Coleman:** Get behind the wheel of a Prius. The car enjoys a loyalty rate above 90%. I've talked with people who were skeptic and within a few minutes behind the wheel it all turned around to an "ah ha" moment.. This vehicle is roomy, it has quality, comfort, and all the amenities are there. It is hi-tech with a futuristic appeal.

## **L' G: Critics have said that driving a car like the Prius is just a pricey feel good move?**

**Coleman:** The Prius is not just about being green. Once you experience the "ah ha" moment, you realize you can buy a great car that just happens to be green. The Prius has low CO2 emissions and extremely low tail pipe emissions. At 50 miles per gallon there is no losing here.

## **WRAP-UP:**

**Warranty.** The Prius comes with battery warranty for 100,000 miles or 8 years. In California and in seven other states that have established the stricter emission controls, the warranty is up to 150,000 miles or 10 years.

**Efficiency.** The new model has solar paneled sliding glass moonroof that powers a new ventilation system and air circulation fan independent of the engine. The solar system doubles to keep interior temperature low when it is hot out and reduces air conditioning energy strain. This increases efficiency, comfort and performance. And the exhaust heat recirculation system reduces heat waste by warming engine coolant during cold startup.

**Safety.** The Prius has earned a five star crash test rating for driver star driver and a four-star passenger rating. The Insurance Institute for Highway Safety gave the Prius an overall "Good" in collision crash tests.

In the 2010 Prius, the hybrid synergy drive system is 90 percent revamped with significant improvements over previous models. It boasts added backseat legroom (comparable to the Corolla and the Camry.) Aerodynamics in body and style combined with a lighter battery, make the new Prius a real driving machine. ■  
[www.lookinggreen.com/toyotaprius](http://www.lookinggreen.com/toyotaprius)

## **HISTORY OF THE PRIUS:**

Prius is Latin for "to go before," suggesting it is a predecessor of cars to come. In 1994, leading engineer, Takeshi Uchiyamada led a team of Japan's brightest minds who enlarged on a 1974 Toyota patent to develop a hybrid system that runs on gas plus the voltage of a battery pack. Three years of intense development, hard work, hits and misses, and a billion dollars later produced a green icon.

The first-generation Prius was built at the Motomachi Plant in Toyota City, Japan, and in **December 1997**, a 40-horse power 288-volt engine, 4-door compact car debut on the Japanese market as the Prius.

**In 2000, the Prius**, with a more refined 273.6-volt patented hybrid synergy drive (HSD), 44-horse power electric engine, graced the American highway at 41 miles per gallon with a \$19,995 retail tag. Configured as a stylish, roomy, five-passenger family sedan, the Prius is the world's first mass-produced hybrid vehicle, was a breakthrough in combining an efficient, powerful gasoline-fueled internal combustion engine and a clean, quiet electric motor.

Prius carried an EPA label fuel economy rating of 52 miles per gallon city and 45 highway, and an SULEV (super ultra low emission vehicle) certification - about 75 percent cleaner than ULEV and nearly 90 percent cleaner than LEV for smog forming exhaust gases.

**The 2002 Prius** carried over unchanged with the exception of four new factory options - cruise control, daytime running lights, SRS side-impact airbags for driver and front passenger and DVD-based navigation system. Two new exterior colors were added, Brilliant Blue Pearl and Blue Moon Pearl, which was discontinued in 2003 when the Black Prius became available.

**The 2003 model** was vastly improved to 46 miles per gallon. The improved hybrid systems allows the Prius to run on gas alone, battery alone, or a combination of both. The system blends the best of parallel hybrid to operate on electric mode alone. The car battery is recharged while the car is running by converting the energy from braking back to electricity. The car is classified as a Super Ultra Low Emissions Vehicle (SULEV) and is certified by California Air Resources Board as an Advanced Technology Partial Zero Emission Vehicle (AT-PZEV).

**For 2004**, the all-new Prius launched Toyota's second generation powertrain technology to employ Hybrid Synergy Drive with more power from both the gasoline engine and the electric motor, giving the new Prius acceleration comparable to a 4-cylinder midsize car. This version is built at Tsutsumi Plant also in Toyota City, Japan and Toyota Auto Body in Aichi, Japan.

**The 2006 Prius** received freshened front and rear lamps, advanced airbags, Tire Pressure Monitoring System and four new exterior colors: Magnetic Gray, Barcelona Red, Silver Metallic, and Silver Pine Mica. In addition, a leather-trim interior and steering wheel, rear camera and MP3-media capability and universal mini-jack connector became available.

A Touring Edition model for **2007 Prius** gained standard driver and front passenger seat-mounted side airbags and front and rear side curtain airbags, which were previously optional.

**The 2008 Prius** received a detail change: a Standard Package replaced the Base Package. This deleted cruise control, tonneau cover, wheel trim ring, heated mirrors and seat back pocket.

**The 2010 Prius** with a revolutionized hybrid system promises at least 50 miles per gallon. The new 1.8-liter engine is the first Toyota system that requires no belts under the hood. This equates to better fuel economy and less maintenance.

Starting at \$22,000 MSRP, the 2010 model is upgraded to a mid-size liftback, a full six inches longer than previous versions. A multi-information display panel that monitors fuel and energy consumption comes standard, providing feedback on the Prius' efficiency, with three displays to help the driver develop economical driving habits.

# LA Community Colleges: Trendsetter in Solar and Sustainability

The Los Angeles Community College District (LACCD) is influencing change for good with a sustainable construction program that lauds the district as the national leader in public green building, and a sustainability curriculum that gives students hands-on training in a real world application.

Bond Measures A and AA in 2001 and 2003 respectively, provided the LACCD with \$2.2 billion to embark on a massive construction program that would renovate, modernize and retrofit all nine community colleges serving 188,000 students across Los Angeles County.

Bond Measure J, which passed by 69.7 percent on the November 2008 local ballot, provided the District with an additional \$3.5 billion for a total of \$5.7 billion to fuel the program.

Larry Eisenberg, executive director of Facilities Planning and Development, oversees the bond construction project and he is as committed to protecting the environment as he is to preparing eager minds to utilize its resources.

“We incorporate sustainability as a core part of our curriculum at our colleges,” Eisenberg said. “Our guiding principle is to demonstrate an example of how sustainability can work. This project is a real teaching tool,” Eisenberg added.

Back in 2001 when LACCD broke ground on the first phase of the construction, the district realized the greatest cost would have been to stick with the status quo and not take action to improve its facilities for better energy-efficiency and reduced operating costs.

Since its newly completed \$9 million solar farm went online, East Los Angeles College (ELAC), for example, has seen a \$400,000 reduction in energy costs. That accounts for one third of its yearly energy budget. By the end of 2009, ELAC will reap 100 percent of all its energy needs from its solar installation and its other renewable energy investments in wind, geothermal, and advanced technologies.

“With our growing enrollment every semester, limited space, a \$9 million energy bill per year, and many more budget challenges, we could no longer hide from the enormous cost of running our facilities,” Eisenberg said. “Thanks to the voters and sound management, we are now better prepared to meet those challenges head on.”

For its accomplishments in green building, LACCD received the 2008 Energy Efficiency Partnership Program Best Practices in New Construction and Sustainable Operations award at the 7th Annual Sustainability Conference in San Luis Obispo – adding to its eleven other recognitions for its successful green projects and efforts.

The LACCD’s sustainable building program is on par with – and may well exceed – the State’s goals to get greener. Under Measure J, each new building constructed is expected to meet

the highest LEED™ standards set by the United States Green Building Council. Eisenberg believes the program at each of the nine colleges is well within reach of those standards.



Overall, the LACCD sustainable building program provides approximately 160 new construction projects that will open new job opportunities for professionals and student trainees. In addition, a project of this magnitude very timely boosts the local economy while riveting the Los Angeles area as a leader in the green industry.

“The educational opportunities for future students are unlimited. At LACCD, we put theory and practice together. And the goal here is to see to it that this bond project exceeds expectation in energy-efficiency, other environmental benefits, and its educational goals,” Eisenberg said. ■ [www.lookinggreen.com/laccd](http://www.lookinggreen.com/laccd)

## Get Your Blood Pulsing

Most folks have fitness and healthy living as a major priority, but only a few of us actually make these goals a reality.

In 1965 when Joe Gold opened a modest fitness center in Venice Beach, Calif. it wasn’t just a Hollywood sensation. His hope was to motivate people to stay committed to their health and fitness goals. And more than 50 years later, more than 600 Gold’s Gym locations across the globe still helps members realize their goals and find their inner strength.

Jack Boyajian worked his way up from front desk associate to general manager at the Pasadena Gold’s Gym located on Altadena Dr. and Colorado Blvd. He believes Gold’s Gym offers a complete fitness program tailored to each member.

The Pasadena gym offers many programs for members including a robust Silver Sneakers senior line-up. For a serious calorie-burn, the Body Pump or Dance Groove classes get the job done. Cool things down with Body Flow – a combination of Tai Chi, Pilates and Yoga rhythmically blended to meditative tunes.

Those looking for a light workout routine – whether it be a mom looking to burn baby-fat, a stud-at-heart, a marathoner prepping for long distance runs, or an up-and-coming star who needs to make the character cut – a good gym comes in handy.

Next to the fitness and strength training one can acquire at a gym such as Gold’s, Lookin’ Green encourages a healthy balance of nutrient-rich foods. And stay away from shelf-life meals. The closer to the food origin you eat in its season, the better the health results.

When it comes to the benefits of fitness, L’ G recommends finding what works best for you. An half hour jog is one of the best ways to get your blood pulsing, but if the outdoor air quality is as bad as it gets in cities like Los Angeles, find a gym or place where you can stay fit. ■ [www.lookinggreen.com/goldsgym](http://www.lookinggreen.com/goldsgym)



This season, stretch the wardrobe budget to cover your dwelling and keep it cozy. I get the message about insulating the house but have no idea how to go further than checking window seals and installing a rubber strip under the door. Now, an icy-hot wrap is available to help keep my little humble abode warm in the winter and cool in the summer.

Low-E Reflective Insulation offers a simple housewrap solution. The basic concept is the use of reflective aluminum on a thin layer of closed cell polyethylene, resulting in an insulation material between 1/8" to 3/16" thick. The aluminum is heat bonded on one or both sides of the polyethylene layer, depending on its application.

The housewrap is most suitable for new buildings. You literally wrap the house with a layer of the reflective insulation before applying or installing the external finish. It acts simultaneously as an insulator, a reflector of radiant heat and a moisture barrier.

The material with slight variations can be applied to the roof, the attic, interior walls, equipment such as a water heater and air

ducts as well as the ground slab. In the latter case, it acts as a vapor and thermal barrier and can be combined with in-floor heating systems.

The insulation is light weight, non-toxic, hypo-allergenic and has a Class A fire rating. It claims to stop 97% of radiant heat which may be translated into a difference of approximately 10-15 degrees Fahrenheit between the external and internal temperatures.

Charlie Snowden, distributor of Low-E Reflective Insulation, owner of the West Coast Division and a general contractor for 37 years, said that Low-E mildew proof, reduces noise up to 50% and comes with a 20-year warranty. Installing low-cost Low-E reflective insulation dramatically reduces heating and cooling costs, and can pay for itself in as little as two years.

The best part is that it can be handled most easily with a cutter and a stapler or a roll of foil tape. At a manageable cost of 37 cents per square foot, I might even have a go at installing this in the attic, or wrapping the water heater myself. ■ [www.lookinggreen.com/lowewrap](http://www.lookinggreen.com/lowewrap)

## Dollar-Wise

### New ENERGY STAR® Refrigerator

If you're shopping for a new refrigerator, choose an ENERGY STAR qualified model that can save enough energy to light your home about four months.

Initial Cost:	\$1,100
Rebate:	\$44
Lower Energy Costs by:	\$12/yr
Reduced Energy Usage:	20%

Emissions Reduced  
Equivalent to  
**planting 1/4 acre of  
trees in two years**

Data Source: [www.energystar.gov](http://www.energystar.gov)



**Dedicated** to environmentally friendly, state-of-the-art design and construction

**Committed** to providing education and training opportunities in science, health and technology for the next generation

## The Los Angeles Community College District

**Building Toward the Future**



L.A. CITY COLLEGE'S MARTIN LUTHER KING JR. LIBRARY



L.A. MISSION COLLEGE'S ROOFTOP SOLAR FARM



L.A. VALLEY COLLEGE'S ALLIED HEALTH & SCIENCE CENTER

[WWW.LACOLLEGES.NET](http://WWW.LACOLLEGES.NET)

[WWW.LACCD.EDU](http://WWW.LACCD.EDU)

[WWW.LACCCDBUILDSGREEN.ORG](http://WWW.LACCCDBUILDSGREEN.ORG)

# SHOP Green for a Brighter Planet

The cost of generating renewable energy from sources like wind, solar, geothermal, and biomass depends primarily on private investors or major grant making initiatives. Outside that core exists the great donut hole of potential energy suppliers who come up short even after the old piggy bank has been busted, they might be too small for the rigorous granting arena, or not as attractive to big money.

Luckily, all is not lost. An idea like Brighter Planet advantageously uses the marketplace to engage on the environmental platform. Brighter Planet's Outreach and Partnership Manager, Robbie Adler, told Lookin' Green: "Most of us hope to adopt a green lifestyle, but on a larger scale we are still highly dependent on fossil fuels, a financial barrier to action."

A team of college students including Andy Rossmeyssl, Product Design Director,

under the advisement of Jonathan Isham, Luce Professor of International Environmental Economics at Middlebury College in Vermont, co-founded Brighter Planet.

The Brighter Planet program sprouted as a service-learning project to mobilize people with the tools to cut through chain-mail type hurdles in the fight against climate change.

Now Brighter Planet has sprung up to partner with leading financial institutions to offer specially designed consumer charge cards that amass one point for every dollar spent (in net retail purchases.) Each point can be redeemed to fund renewable energy projects, and every 1,000 points is estimated to fund one ton of carbon offsets from polluting the environment.

The company earns revenues based on the sale of carbon offsets that would

have been emitted by fossil fuels. "With each renewable project we fund, Brighter Planet purchases the rights of those carbon offsets and retire them from the market," Adler told L' G. "Each offset represents a certified greenhouse gas emission reduction – and prevents other energy distributors and utilities from taking credit for any carbon offset created by Brighter Planet-supported renewable projects," Adler said.

A consumer card that rewards green and has the potential to benefit every member of the global household, might be a brilliant signal into the new era of green funding. "Would people open their wallets and spend greener?" Adler questions. "If consumers know they can earn offsets to support development of renewable energy projects, yes, they will shop green and with a card that helps build a cleaner energy future." ■

[www.lookinggreen.com/brighterplanet](http://www.lookinggreen.com/brighterplanet)

## A Window As Good As It Gets *by I Ping Chia*

My mother-in-law couldn't stop telling us how pleased she was with the new windows in her ranch style house built in the 1960s with beautiful redwood sidings. The views were clear and unobstructed and the rooms cheerfully brighter, not to mention the fact that the house seemed to have better insulation, helping maintain a comfortable indoor ambient temperature.

When we went to visit, the house seemed like a grand dame who had a very subtle face lift. The effect was decidedly pleasing without being glaringly different. The new window frames matched the redwood siding so well that we would not have noticed anything different if we had not been told about them. The front yard seemed to be part of the living room and the den was transformed from a drab, dark room to everyone's favorite.

"Andersen's...it was worth every extra penny," my mother-in-law sighed contentedly while sinking into her favorite chair with a view of her idyllic green garden.

I chanced upon the booth set up by Renewal-by-Andersen at the Go Green LA Expo and was surprised to find that the window frames my inlaws had installed are a composite material with up to 40% reclaimed material, much of that coming from scrap material from the factory. The materials are combined with thermoplastic polymers resulting in a stable and strong composite material that performs very well compared to vinyl, aluminum, fiberglass or wood.

Its natural color resembles the color of timber yet it will not rot, mold or decay and will not require maintenance such as scraping and painting. I had no idea it was not entirely wood until I handled a sample and looked closely at the cross section. It can also be faced with real wood to match existing siding or paneling.

I wondered if the composite would rot or decay, or end up as non-biodegradable landfill when dismantled? Marc Jones, the distributor of the East Los Angeles division answered with a definite "No." Materials reclaimed by Renewal-by-

Andersen can be grounded and reused. How neat! The products are Green Seal certified, meaning that they have less impact on the environment than comparable products.

I asked if they could match beautifully molded window or door frames in older or historic homes? This time, the answer was a "yes!" Apparently, these frames are extruded like piped cookies and can be made into any profile or shape to match anything from a historic Greene and Greene to a gingerbread house.

The strange thing is that we usually do not notice a thing such as the door or window frame. We only feel the effect when we keep adjusting the thermostat, put in weekend hours to scrape and paint them, suffer a high utility bill or replacement costs. Doors and window frames, however, are an important integral part of our homes which deserve more attention than a granite counter. After all, they are the means with which we access any room or enjoy an outside view." ■

[www.lookinggreen.com/andersenwindows](http://www.lookinggreen.com/andersenwindows)



# Light Bulbs: No Screwing for Up to 25 Years



Induction lighting is nothing new, dating back to the 1890s. Impoverished mad scientist, Nikola Tesla, left a wealth of wisdom about transmitting alternating current and what we now call energy-efficient lighting.

An induction lamp relies on the fundamental principles of electromagnetic induction and gas discharge to create light without the need of filaments or electrodes. The result is a lamp of unmatched long life, lasting up to 100,000 hours or 20 to 25 years, based on 12-hour daily usage.

Architect and 17-year veteran in the lighting industry, Gerald Olesker, CEO and Founder of Architectural Detail Group Inc. (ADG), started his company in 2004 with manufacturing, warehousing, and main office in various locations around Southern California. In 2008, ADG opened its "all done green" division, Eco Lighting Products.

Inspired by Telsa's work and after much research, Olesker designed lighting systems that supersede today's energy-efficiency standards, cost a fraction of traditional light investments, can be customized to the customer's style, and, get this, won't need un-screwing for up to 25 years.

Olesker told L' G, "The eco-driven factor is our underlying value. From a sustainable stand-point, we found that induction lighting is the best 'eco-nomical' value. 'Eco' for ecology meaning it is better for the environment. And 'nonmical' for economy, where customers get something better for their pocket books."

The year 2012 marks the demise of the incandescent bulb, according to the new rules and regulations in the lighting industry. Coupled with the impact of the present global economic downturn, new technology and resilient small businesses bring to the table the most novel products that help protect the environment and save money too.

But rather than wait for the last breath of the old bulb, ADG plunges ahead of

the curve in developing induction lighting designed beautifully to fit customized fixtures that show off the benefits of crisp, clean, clear lights.



Most national marketing outlets, including ENERGY STAR® and utility providers, are aggressively promoting compact fluorescent lights (CFL) as the answer for reduced energy costs and as the environmentally-friendly option, but many consumers are hesitant about switching out their bulbs to CFLs. Rightfully so. Nearly all energy-efficient lighting uses mercury, some in liquid form and some in solid form.

Fluorescent lamps contain high levels of liquid mercury, which if they break or are thrown in the trash leak mercury into surfaces and landfills – not good.

On the other hand, Light Emitting Diodes (LED) do not render true color; they create glare, and last a good 50,000 hours, but are best used for small space and specific task lighting.

Though induction lighting uses mercury, it is applied in a solid form, which allows easy separation of the metal from the light fixture, in case of breakage and for disposal. Induction uses 50 percent less

wattage to output more light; one-third less heat emission, translating into lower energy bills. In addition, induction lighting offers the best quality of light and can reduce stress on the eyes caused by use of poor lighting.

"We've tried so many products, that glare, distract, or lack continuity. We found they didn't create the best quality lighting," Olesker stated.

Architecturally pleasing spaces make the best use of natural and electrode lighting. At the same time, ecologically friendly options do not need to be drab. ADG pairs the best lighting technology with stylish and decorative finishes for a desirable piece of eco-art. After 900

plus lighting projects using induction technology, ADG customers report better quality of light, energy savings of up to 60 percent, and reduced maintenance to almost nil.

"We are marrying all the good elements together. What we are bringing to the market is the highest quality induction lighting that reduces energy and carbon emissions." Olesker said. "Our quality of light is so high that the quality of life for our customers is much better." ■



**This decorative light by ADG that uses induction technology is installed on the Pershing Square building in downtown Los Angeles.**

[www.lookinggreen.com/inductionlights](http://www.lookinggreen.com/inductionlights)

## Eco-Impact

### Gerald Olesker:

- Involved with green initiatives like Energy Star® and US Green Building Council.
- The office staff telecommutes and hardly ever needs to drive into the office.
- We walk to lunch, so we support the local businesses around us.

The explicit joy of taking a hike on a crisp clean morning to explore the wonders of nature, can be diminished by the discovery of remnants of plastic and empty water bottles littered across even our most remote landscapes.

Mark Anthony, Founder and Owner of Bottless, decided he had seen too many people leaving their plastic water bottles in the wilderness to decompose 900 years later!

Anthony's vision incorporates a product that goes beyond water. "I really wanted to make a cross-over collection from water, to fuel, to soap with the switch of a cap. And stainless steel allows you to do just that," Anthony said.

Within a year, Bottless has become one of the largest designers, manufacturers and distributors of stylish, lightweight multipurpose stainless steel water bottles, thermoses and canteens.

Stainless steel food caddies have been around for a long time, but Bottless set out to "reinvent and redesign the canteen," Anthony told L'G. "We make it more desirable with a little bit of fashion, style and versatility."

Advancements in steel making with improved energy and material efficiencies maximizes the concept of getting more from less. The result is a lighter, higher quality stainless steel. "Our water bottles are light enough to give people the feeling that they are only carrying the water," Anthony said.

In 2008, his first year in business, Anthony sold stainless steel canteens from leading brands. But after studying their product designs closely, he found much lacking and decided to make the best even better.

At the time when Anthony weighed the opportunity to wrap Bottless products under his own production, distribution and sales company, he decided to finish and print locally in the U.S. but retain manufacturing in China.

"We believe goods should be manufactured as close as possible to where you reap the crop." Anthony said. "That reduces environmental stress on shipping and distribution. So we now produce stainless steel at our own facility



in China, were we get to oversee every step of production."

Justifiably so, China is the largest producer of refined steel and 6.1 million of the 31.8 million net tons of steel imported in 2008 came from China, according to the American Iron and Steel Institute (AISI).

The growing demand for steel products in the U.S. would require importing massive amounts of raw materials like ore and aluminum. However, with increasing rates of metal recycling, the steel industry compensates for some adverse environmental effects.

In 2008, more than 70 million tons of steel were recycled, 67 percent of all recycled products around the globe. A recent report from the Steel Recycling Institute, shows that in comparison to the amount of energy it would have taken to produce new steel from raw materials, recycling that volume of metals conserved enough kilowatts to power up over 18 million average homes for an entire year.

On the other hand, concerning plastics and toss-away beverage containers, more than 66 percent of the 215 billion plastic, glass and aluminum beverage bottles and cans sold in the U.S. 2006 in were thrown in the garbage instead of being recycled, the Container Recycling Institute reported.

The grave disparity between containers sold and those recycled will continue to widen without a concerted effort from bottling corporations like Coca Cola, Nestlé Waters, Pepsico, Coors and Miller. Ideally, bottling companies would be accountable for recovering their used cans and bottles.

But sustainability extends beyond idealism, and is graciously founded

in realism. In the green community realists and idealists alike ambitiously seek equilibrium for the environmental good. In a major way, the onus thus falls on the individual consumer to reclaim every recyclable item for reuse or for deposit at a processing plant, if one is conveniently located.

A few manufacturers like Bottless are playing by the rules of sustainability, combating the challenging and inequitable responsibility of environmental stability, accomplished by developing products that help others become better stewards of our natural resources.

"People are taking responsibility for their own consumption," Anthony noted. "People are challenging the convenience of grabbing a bottled beverage. People have seen and are understanding that with convenience comes waste and destruction. People are slowly going back to what worked in the early days – the days of the canteen lunch. They are now saving money by growing their own food and buying things they can use and reuse over and over again." ■

[www.lookinggreen.com/bottless](http://www.lookinggreen.com/bottless)

## Dollar-Wise

### New Air Conditioning Unit

Qualified room air conditioners often include timers for better temperature control, allowing you to use the minimum amount of energy you need to cool your room.

<b>Initial Cost:</b>	<b>\$300</b>
<b>Rebate:</b>	<b>\$13</b>
<b>Reduced Energy Usage:</b>	<b>10%</b>

If every room air conditioner sold in the U.S. were ENERGY STAR® qualified, it would eliminate 1.3 billion pounds of greenhouse gas emissions – or 115,000 cars off the road.

Data Source: [www.energystar.gov](http://www.energystar.gov)



Admittedly, many of us can be found guilty and convicted as notorious bottle-slinging water drinkers at up to \$4 a pop in assorted flavors, imported, mineralized, or fortified. And once we gulp the last drip, those bottles find a cushy permanent address at the nearest landfill – unless...

... a duffle-toting female, whose income denies her the luxury of labeled water, scavenges rollaway containers at 2:28 a.m. for used plastics and cans.

## Pre-Dawn Route

She moves speedily and covers a six-block radius by dawn, beating the dump truck on trash day. This morning she scoffs at a news reporter who seems to know no limits to get a story. She tries to ignore the glaring camera flash as she hefts the sack across her shoulders and onto her back and scoots in the opposite direction. Then she realizes she really wants to go the other way, but with the persistent in-your-face reporter, she is back into the sidewalk and almost loses her load. The reporter moved out of her way and let her go by as the camera caught a fuzzy glimpse of her moving figure.

A single dawn's prize can yield up to four pounds of Polyethylene Terephthalate (PETE) plastic containers.

At 92 cents a pound, she has almost earned enough for a jug of milk. The nameless female and her fellow planet-protectors have yet to win accolades for their heroic efforts to save the planet from undeniable doom.

According to the Beverage Market Data Analysis, only 34 percent of the 215 billion plastic and glass bottles and aluminum cans sold in the U.S. 2006

have been rescued from dumpsters and landfills. While there has been at least a five percent increase in plastic container packaging and use, recycling has been on the decline since 2000, according to the latest report from the Container Recycling Institute.

The Bottle Recycling Climate Protection Act of 2007, heralded by Massachusetts Congressman Edward Markey, calls for a five-cent deposit label on beverage containers sold in America. Presently,



eleven states impose container deposits, in an attempt to stem local trash costs.

No bill forces consumers to leave bottled water on shelves. And no legislation is necessary for poor planet-protectors, like the nameless female subject digging through our not-so-pleasant rubbish in hopes of scratching up a few dollars and saving our planet from plastic devils. ■ [www.lookinggreen.com/trashlady](http://www.lookinggreen.com/trashlady)

## Cool-N-Save Air Conditioner Pre-Cooling System

Air conditioning can account for as much as 90 percent of a homeowner's energy bill. Staying comfortable on a hot day can add up to a pretty hefty sum. But by attaching a simple, low cost, no-tools-required system to an existing central air conditioning unit, a homeowner can lower energy consumption by up to 30 percent.

Greenway Design Group, LLC with its one-of-a-kind product, the Cool-N-Save™ air conditioner pre-cooling system, is committed to the green movement and helping people save money. Endorsed by Ed Begley Jr., Hollywood's "King of Green," Cool-N-Save™ utilizes an ultra-fine mist of water to create a cool zone around a home's air conditioning condenser unit, reducing energy consumption by up to 30 percent.

In extreme heat, air conditioners are unable to effectively transfer their stored heat into the surrounding air. The units are forced to work harder and longer to cool the air in your home, shortening the condensers life span and producing unreasonably high electric bills.

The Cool-N-Save™ system is installed on top of an outdoor central AC condenser unit. The system is activated only when the AC unit turns on, raising the system's control valve arm, which allows water to flow to the misting nozzles that surround the AC unit. When the ultra-fine mist is released into the air, it evaporates almost instantly. This "Flash Evaporation" literally sucks heat out of the air as water absorbs the energy through a process called adiabatic saturation, a well-known scientific principal that has been used for years to lower air temperatures in outdoor zones.

The result of this constant, immediate evaporation is a substantial drop in ambient temperature without wetness. The air temperature near a misting system is lowered by as much as 30 degrees ■

# Dog Poop Pick-up Bags Made Bio-Flushable

One of the worst things that can happen to your name-brand shoes is to step in a fresh baked sidewalk doggie pie. But worse than that, dog poop is harmful to human health, the environment and ground water.

Think of how many of people in the United States have at least one dog. If your math is correct, the number would be about 63 percent, according to the Humane Society.

An over-population of dogs is mounting in this country to the tune of 74.8 million. The U.S. Department of Agriculture projects that each dog poops about 274 pounds per year. No need to do the math this time – it amounts to a big-island mound of poop.

Lookin' Green estimates that if only one-half of the doggy-pies get picked-up, billions of pounds of poop will still end up in our ground water systems. On top of that, if picked-up poop was tightly tied and in plastic bags, the result would be billions of pounds of lethal poop gas and pathogens stashed in the trash.

Maria Kusar from Los Angeles, Calif. realized that safely picking up and depositing her dogs' poop in plastic bags was not so safe, and may have even been more harmful than leaving it for pedestrians to squish. That thought sent Kusar e-looking. In 2007, she founded Walk the Dog, maker of Bio Pick-up Bag and pet care accessories.

"We didn't like the fact that the plastic we refused at the check-out was essentially the very same we were putting our dog's poop in," Kusar told L' G. "This created a need for us to come up with our own waste bags."

Kusar discovered a biodegradable waste bag product with a water-soluble film, made from Polyvinyl Alcohol (PVA/PVOH), similar to the bags used for hospital laundry, which can be specially formulated to hold waste with a small quantity of water content.

"The magic with our biodegradable bags is that they flush with the poop into the toilet and go straight to the sewer system

instead of to the landfill," Kusar said.

In a 1997 study conducted by the USDA to support composting of dog waste, health risks were intensified for those involved in the composting process, which in and of itself is a hotbed for mold, fungus spores, and diseases like cholera and dysentery.

The USDA report cautioned that of the many pathogens and parasites people encountered when composting dog waste, the primary agent for disease was roundworm eggs. The report warns pet owners not to make contact with the eggs.

The irony here is that worm eggs are too small to be seen with the naked eye. Further "if humans ingest the eggs [pathogens], they hatch in the intestine and migrate to other body tissue like lungs, liver, and spinal cord. The larvae can even attack the retinas in the eye," according to the USDA. In that regard, Lookin' Green suggests thinking thrice before wallowing around where your dog goes potty.

Dumping pet waste with your everyday trash or burying it underground does not prevent waterborne bacterial contamination and pathogen growth. Biodegradable bags, however, allow dog owners to pick-up, dispose of and treat dog poop like human waste, by utilizing existing

wastewater and sewer systems.

**Caution #1.** Regular plastic bags cannot be flushed and will clog sewer systems, so please do not attempt to flush anything other than biodegradable items into sewer systems.

**Caution #2.** Cat poop or litter is not the same as dog poop. Cat waste is even more lethal to health and the environment, and should never be flushed in the sewer system, regardless of using biodegradable

bags for pick-up.

Kusar's bio-bags pick up poop like any other bag. They do not leak or spill, and are safe to flush like toilet paper. If there is no access to flush your dog waste in a toilet facility, biodegradable bags are still your best bet.

Bio bags on the market today degrade within two years. Kusar's bags are expected to degrade in 90 days or less. The only inescapable task associated with biodegradable flushable doggie poop bags is you still

need to wash your hands with soap and clean water after caking care of the duty. And watch out for sidewalk or lawn pies.

■ [www.lookinggreen.com/biobags](http://www.lookinggreen.com/biobags)



**Dollar-Wise**

**New ENERGY STAR® Residential Clothes Washer**

The average American family can cut energy costs by more than a third — and the water costs by more than half — by switching to a new ENERGY STAR labeled clothes washer.

Initial Cost:	\$500
Rebate:	\$20
Lower Energy Costs by:	\$46/yr
Reduced Energy Usage:	39%

Eliminated Carbon Emissions

**1 car from the road every 4 years**

Data Source: [www.energystar.gov](http://www.energystar.gov)





Leading experts raise concerns about the dangers of cell phones, their link to tumors and cancer, and the probability that they could create a health epidemic among the rising numbers of teenagers and children using them.

“Cell phones are more dangerous than smoking and asbestos”

– Dr. Vini Khurana, Respected Australian Neurosurgeon

“Brain tumors are the second most common form of cancer in children. Teenagers and even younger children will be using cell phones for 20-30 years. We do not have enough data now to estimate the long-term ill effects of the devices.”

– Dr. Keith Black, Head of Neurosurgery, Cedars-Sinai Hospital

## ELECTRO POLLUTION

Power lines, transmitters, electrical wiring and appliances create electrico-magnetic fields, invisible lines of force that surround an electrical device. We are now living in a dense sea of electrical energy waves, called electro-magnetic frequency (EMF) which is estimated to be 100 million times greater than that of a hundred years ago. Compounding the problem is the explosion of wireless technology such as cell phones, Bluetooth, PDA's, Wireless Internet, Wi-Fi and powerful microwave towers that are required for transmission. The pervasive wireless world emits a particular spectrum of electromagnetic frequency that has damaging effects on living systems. Never before has the human race been exposed to such a massive amount of electromagnetic radiation. Our homeostasis is now being thrown into turmoil by an entirely unnatural levels of electrical activity, seriously compromising our body's ability to properly function.

Hundreds of studies have shown harmful effects of EMF on the immune system, enzyme synthesis, endocrine system, nervous system, learning, moods, and behavioral patterns.

“I have no doubt in my mind that at the present time, the greatest polluting element in the earth's environment is the proliferation of electromagnetic fields. I consider this to be far greater on a global scale, than warming, and the increase in chemical elements in the environment.” – Dr. Robert O Becker, medical researcher,

expert on electromagnetic radiation, author and twice Nobel Prize nominee.

## THE SOLUTION

There are three layers to the solution. Primary intervention eliminates the cause of the problem. Secondary intervention deals with the symptoms allowing the body to restore proper intercellular communication. The third level deals with stopping the problem and the symptoms from recurring. For full protection, all three layers must be initiated simultaneously: Protect the cells from direct harm, re-establish healthy cell-to-cell communication and provide the body with the essential nourishment so it can repair itself and stay healthy.

## BIOPRO Technology

The mission of BioPro Technology, a California based company, is to provide the most advanced, scientifically proven, and effective electro-pollutant solutions. They have been in the forefront of providing a complete “layered” approach for ultimate protection.

The primary protection is a Molecular Resonance Effect Technology (MRET) which cancels out the cell-damaging Information Carrying Radio Wave (ICRW). The second technology called Energy Resonance Technology (ERT) is a subtle energy technology that strengthens cell-to-cell communication and enhances the

body's energy field. Other preventative techniques include using a speakerphone or a hollow air-tube headset.

Secondary prevention increases the body's ability to successfully respond to a variety of stress-inducing assaults. This is done through the BioLife pendant and Home Harmonizer. By protecting the cells they can heal and move back into balance.

The third level involves the building blocks of health: good nutrition and supplementation, exercise, a good attitude, proper rest, good posture, structural integrity and nervous system function.

Dr. George Carlo, one of the world's leading experts on electro-pollution is adamant that all three levels of intervention are necessary. “The combined effects of electro-pollution covering all three effect windows are the most serious health risk we have ever faced because it is an overlay health risk that is now working insidiously in our lives. Electro-pollution makes the population more susceptible and vulnerable to other environmental assaults such as air and water pollution, poor nutrition, exposure to viruses and bacteria, as well as physical stressors such as extreme heat and cold, and stressful life events.” ■ [www.lookinggreen.com/electropollution](http://www.lookinggreen.com/electropollution)

## Water Wasters by the Gallon

Water heating typically accounts for about 13%–17% of your utility bill – the third largest energy expense at home. Cut costs and save energy by using unheated water instead, insulate your water heater and lower the thermostat on your water heater, or purchase a tankless water heating system and save even more.

Showers  
20 gals

Clothes  
Washing  
32 gals

Baths  
20 gals

Food  
Prep  
5 gals

Dish  
Washer  
12 gals

Hand  
Washing  
4 gals

Data Source: October 2008, U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy



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— Ed Begley, Jr.

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**W**ater. Energy. Two limited resources people use in an almost unlimited fashion, are easier to manage with tankless water heaters.

For nearly a century water heater tanks have served as both a storage unit and for heating. And while current technology has simplified water heating to tankless systems, market acceptance remains sluggish compared with the adoption of other advancements like electronics.

Kevin Phidayev, a Lithuanian immigrant, was surprised to find that almost every American home used water heating tanks. "In Europe, a water-heating tank is a rare find. And in Lithuania everyone has a tankless natural gas water heater," Phidayev told *Lookin' Green*.

Phidayev moved to America in 2003 to work with his father on construction projects. At each job site that he worked, Phidayev tried to educate homeowners and businesses about tankless systems. Within a year, Phidayev became a licensed general contractor and started Baltica Remodeling Solutions, serving the Los Angeles area. His specialty, of course, is installing Noritz tankless gas water heating systems.

"The goal is to help my clients spend less money on energy and less time waiting for the water to heat up, especially on cold days," Phidayev said.

Traditional water heater tanks rust and corrode, and can seep into the stored water creating a potential health hazard. Tankless water heaters deliver an unlimited supply of hot water on-demand, more than a single tank ever could. Water is heated as it passes through the heating module and does not require any water storage.

As square-footage becomes less and less available, tankless heaters make for the best space maximization. According to Phidayev, "Noritz tankless water heaters can be installed virtually anywhere. Compared to traditional heating tanks, one of the most obvious differences is size. Our tankless water heaters come in models that mount on the wall, indoors or outdoors, even under the sink."

There are many ENERGY STAR-qualified tankless water-heating systems on the market today ranging from \$200 to \$3,000

depending on the brand and the capacity. They come either all-electric, natural gas powered or diesel, and can deliver at an above standard flow rate.

A Noritz innovative dual-burner unit utilizes a fusion of stainless steel and copper heat exchangers. The stainless steel component captures the residual heat from the exhaust temperature to preheat the incoming water before it runs through the main copper heat exchanger. This results in dramatic reduction of carbon dioxide and increases the heater to more than 93 percent efficiency level.

"A high-end tankless system like a Noritz is extremely durable, lasting longer than traditional tank-type water heaters, and requiring little maintenance over its lifetime. It is backed by one of the best warranties in the industry," Phidayev told *L'G*.

The greatest advantages of going tankless are the immediate energy savings and reduced carbon emissions in the home. Unlike a tank-type water heater, which uses a pilot light to keep stored water at a constant temperature, an on-demand water heating-system consumes 40 percent less energy without any pilot. That translates to reduced energy bills and more money in consumers' pockets. ■ [www.lookinggreen.com/noritzheaters](http://www.lookinggreen.com/noritzheaters)

## Cholesterol Challenge?

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Contact Jerry Robin at 626-791-3085 for additional information and more drug-free wellness solutions.

## Water, Water

by Mardel Moreno & Muriel Donaldson

**W**e cannot live without water. It is the elixir of life. We should be good stewards of this natural resource by seeking to preserve it and keeping it clean and free of toxins.

### Water Purification

Negative effects are attributed to using liquid chlorine bleach as a water purifying agent:

Bleach works for clothes, not for purifying our water. Unfortunately, many people are misinformed, in that people have been using the common liquid bleach. Even reputable sources on emergency preparedness continue to encourage people to use bleach to purify water.

The truth is, straight chlorine (sodium dichloro-s-triazinetriene) is proven to purify water and works extremely well. Granulated chlorine in a very small amount (about 1/8 tsp.) purifies 55 gallons of water. After it purifies the water in 24 hours, all the chlorine dissipates and evaporates, and all that's left is clean drinkable water!

On the other hand, though bleach contains chlorine, in about one year after the manufactured date, the chlorine leaches out through the bleach container and all that's left are other chemicals and whitening agents. These chemicals in regular bleach preparation can make people very sick. Relying on bleach for cleansing water does very little to actually purify the water, but instead can cause severe stomach cramps, diarrhea and other illnesses.

### Water Filtration

Water filters can be effective in purifying water contaminated with microorganisms, toxic chemicals, and heavy metals. The effectiveness of these products depends on design, condition, and proper use.

One of the most important things to have in a 72-hour emergency kit is a water filtering bottle. In an emergency, even the dirtiest of water, when run it through a filtration system, becomes drinkable in a few minutes.

### Water Storage

Store at least two weeks' supply of water or 14 gallons per person. Use a container that is free of microbiological, chemical, and radiological contaminants like Bisphenol A (BPA), which can leach into the water. BPAs are quite dangerous to human health and can even cause cancer.

Replace stored water at least twice a year, but don't just empty it down the drain, repurpose the stored water for washing, bathing, or watering plants. ■ [www.lookinggreen.com/waterwater](http://www.lookinggreen.com/waterwater)

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# Green Valley Expo Speakers



**Dr. David Blekhman**  
Associate Professor,  
Cal State Los Angeles

Dr. Blekhman is a PI for DOE's "Hydrogen and Fuel Cell Education at CSULA" grant and a Co-PI for California Air Resources Board grant to build a Hydrogen Refueling Station at the CSULA campus.



**Charlene Brown**  
Editor, Lookin' Green Magazine  
Consultant, Southern California Edison

Charlene tries to live a healthy and sustainable lifestyle. She is a writer and designer at Edison, the largest electric company in California, and a national leader in renewable energy deliverables and technologies.



**Dennis Buckley**  
Chiropractor and Clinician

Dennis is actively transforming the health of humanity by helping people overcome obesity, lethargy and other diseases related to a sedentary lifestyle.



**Steve Edberg**  
NASA/Jet Propulsion  
Laboratory

Steve is a facilitator of spacecraft science studies and brings astronomical expertise to field of science and technology.



**Ruth and Joe Hopkins**  
Publishers of  
Pasadena Journal

This couple makes a point of publishing "good news" inspiring a sense of hope for the future and making a positive difference while providing a balanced voice for the community.



**Steve Julian**  
Morning Radio Host,  
89.3 FM KPCC

Steve is active in local theater productions as both as an actor and a playwright. He's received a host of prestigious awards for his broadcasting work.



**Dr. H. Keith Moo-Young**  
Dean of the College of  
Engineering, Computer  
Science, and Technology  
California State University,  
Los Angeles

Keith's research focuses on hazardous and solid waste management and technologies such as remediation of inorganic contaminants, recycling and reuse of industrial co-product materials.



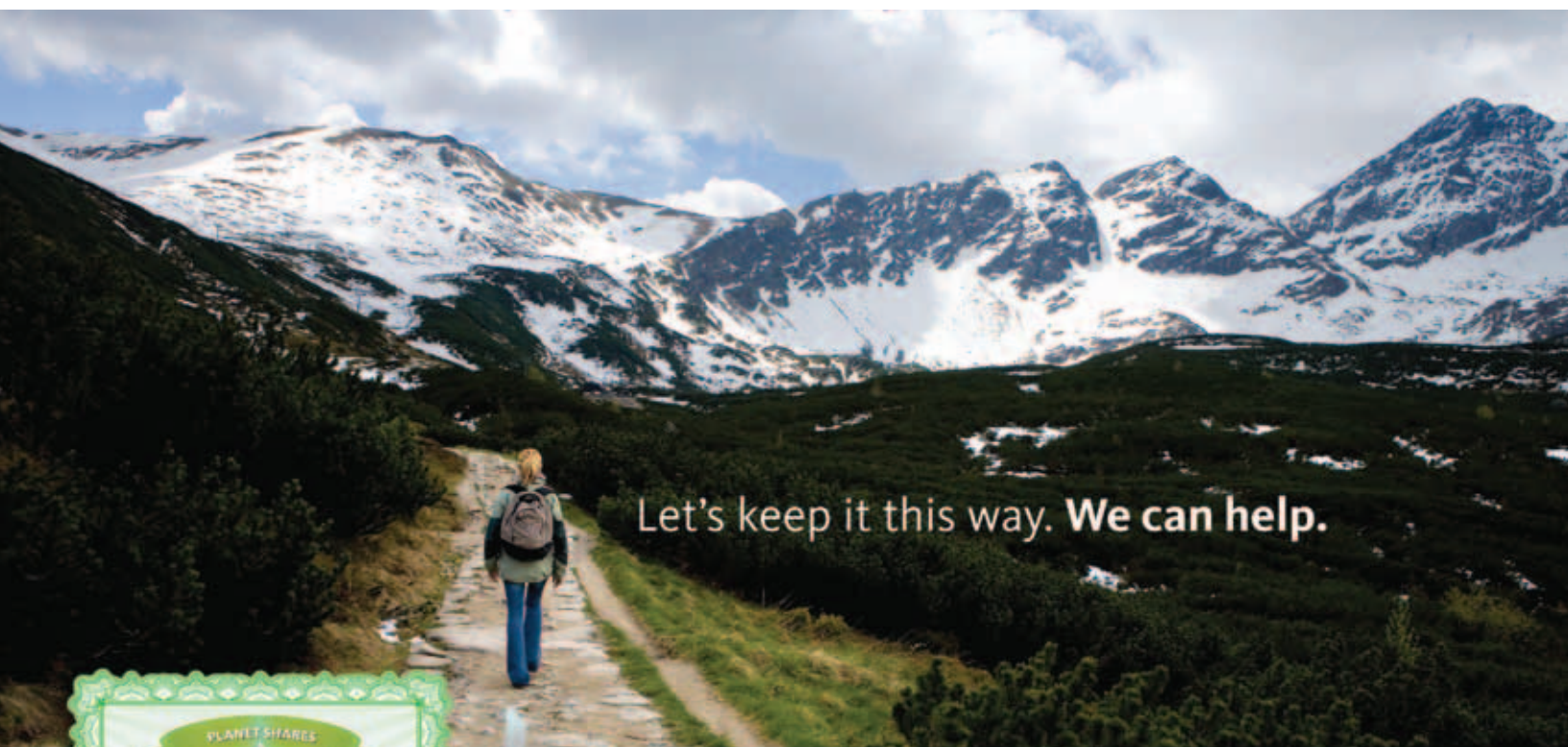
**Jerry Robin**  
Prosperity and Health.com

Jerry's passion since 1996 has been educating and connecting people with safe, scientifically sound nutritional supplement products from Unicity, a major nutraceutical research and manufacturing company, to achieve their personal wellness goals.



**Jacque Robinson**  
Pasadena City Councilmember  
District 1

Jacque is known for her community activism and building of effective coalitions. She is passionate about women, education and human rights issues.



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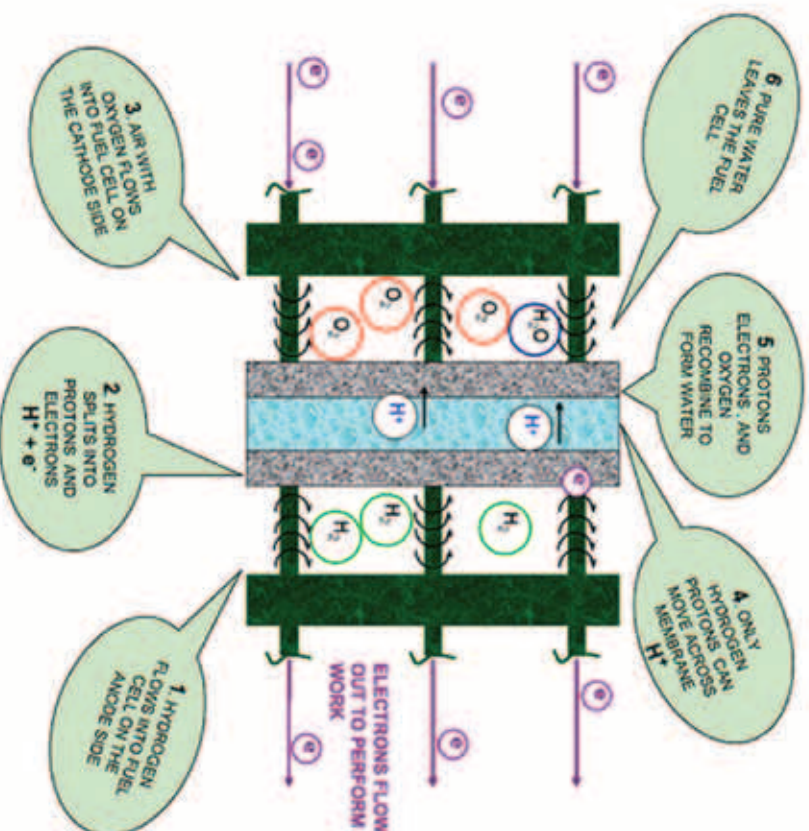
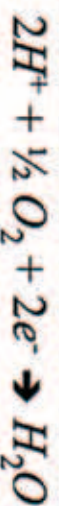
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Presented in honor of Earth Day at the 2009 Green Valley Conference, Pasadena, CA  
By: **Hector Ramirez**  
Graduate Student, CSULA  
Master of Arts  
Industrial & Technical Studies

Fuel Cell Honda Clarity

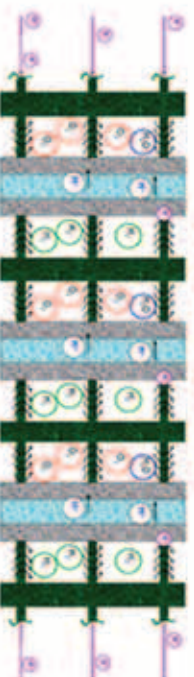


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# Green Valley expo



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**KEYNOTE SPEAKERS:**

**Steve Edberg – NASA, JPL Scientist • Steve Julian – Radio Host 89.3 KPCC FM  
Keith Moo-Young – Dean of Engineering, Cal State LA**

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