

The First Stop

Environmental News & Information Small Businesses Need to Know

Printed on Recycled Paper with Soy Ink.

Online Material and Manure Exchanges Available

SUMMER 2008

EMAP offers two online resources for businesses to connect with each other to save money on waste disposal and raw material costs, and to reduce their impacts on the environment.

Pennsylvania Material Trader (www.materialtrader.org) and Pennsylvania Manure Trader (www.manuretrader.org) are free, confidential online services (materials may be offered at a nominal cost) for businesses to find or get rid of surplus materials.

Check out some of these most recent listings:


Material Trader Listings:

Materials Wanted:

| Item | Description |
|----------------------------------|--|
| Plastic clothing hangers | Particularly pants and child-sized hangers. 500 needed |
| Thread cones, tubes, spools, etc | Plastic or cardboard thread cones, tubes or other spools |
| 250 tons of cow manure | Wanted to build soil for fruit trees and garden produce |
| Horse manure | Needed for composting |

Materials Available:

| Item | Description |
|--------------------------|---|
| Scrap rubber | Approximately 8 tons per month |
| Pattern paper | Melamine/Formaldehyde treated pattern paper |
| Dog waste for composting | Kennel produces steady stream of compostable material |
| Horse manure | Some composted. Contains sawdust and wood shavings |

Do you have waste materials that may have value to someone else? Are you looking for raw materials or other used business items? List and Find YOUR materials on Pennsylvania Material Trader. 



Pennsylvania SBDC Locations:

State Director's Office:
Wharton School of the University of Pennsylvania
215-898-1219
Bucknell University SBDC
570-577-1249
Clarion University SBDC
814-393-2060
Duquesne University SBDC
412-396-6233
Gannon University SBDC
814-871-7232
Indiana University of Pennsylvania SBDC
724-357-7915
Kutztown University SBDC
610-683-4725
Lehigh University SBDC
610-758-3980
Lock Haven University SBDC
570-484-2589
Penn State SBDC
814-863-4293
Saint Francis University SBDC
814-472-3200
Saint Vincent College SBDC
724-537-4572
Shippensburg University SBDC
717-477-1935
Temple University SBDC
215-204-7282
University of Pittsburgh SBDC
412-648-1542
University of Scranton SBDC
800-829-7232
Wharton SBDC
215-898-4861
Widener University SBDC
610-619-8490
Wilkes University SBDC
570-408-4340

www.pasbdc.org/where

IN THIS ISSUE:

- 1 Use the EMAP Building Block Approach to Green Your Business
- 2 Textile Facility Receives Air Compliance Assistance
- 2 EPI Receives \$500K to Use Recycled Materials
- 3 Yellow Springs Farm Saves With Solar
- 3 Camp Management Implements Sustainable Practices
- 3 Keystone Pallet Wins Award for Excellence
- 4 Online Material & Manure Exchange

SPECIAL ISSUE!

Use the EMAP Building Block Approach to Green Your Business


Message from EMAP Director Christopher Lynch



Recently, we have noticed an increased number of inquiries from businesses wanting to "go green." In response to the high levels of both interest and confusion surrounding the topic, EMAP has developed an easy-to-follow building block approach for small businesses looking to go green. By considering each "block," you can approach going green as a strategy to be applied to your entire business model.

Going green is an extremely broad term. In general, for a business to become "greener" (i.e. more sustainable), it would have to reduce its impact on the environment. Increased sustainability can be accomplished in a range of ways; changing light bulbs, putting solar panels or a green roof on a building, and implementing a recycling program are examples of ways a business can become green. Going green is not just a feel-good strategy; by improving efficiency and long-term sustainability, businesses can also reduce costs and increase their bottom line.

There is a wealth of information available to business owners interested in sustainability. However, it can be overwhelming to determine which solutions are best for your situation. With this in mind, each EMAP building block considers a different aspect of sustainability (see box below). Our team of environmental professionals can provide one-on-one consulting assistance to help you identify opportunities to make your practices greener and can explain the short-term and long-term costs and benefits of various sustainability strategies. In addition, we are developing a "Green Portal" on our website (www.askemap.org/gogreen) as a resource for small businesses interested in sustainability.

This special issue of *The First Stop* is designed to introduce the building block approach, as well as to highlight some of the small businesses we have assisted that are well on their way to going green. With the help of our environmental consultants, many EMAP clients—representing different types of small businesses throughout Pennsylvania—have implemented elements of the building block approach by putting in place innovative sustainable practices to improve their operations, save money, and reduce their environmental impacts. Look inside to see some of the ways we are helping small businesses go green, and contact us today at 877-ask-emap to begin greening your business. 

The EMAP Building Block Approach



Energy. Determine ways to decrease your energy use, increase efficiency, and possibly get "off the grid" entirely. Contact EMAP for a free utility bill analysis, energy assessment, and to identify funding opportunities




Materials. Carefully choose how you use, reuse, and dispose of materials. Incorporate green building techniques. Contact EMAP for a free waste audit at your facility.



Assurance. Build a strong foundation for your business by practicing smart environmental management, which starts with regulatory compliance. Contact EMAP for compliance assistance and to schedule a free on-site visit.



Purchasing. Think about what you buy and use; how it affects your customers, your employees, and the environment. Contact EMAP for assistance identifying opportunities to green your purchasing. 

SUCCESS STORIES: EMAP CLIENTS TAKE STEPS TO GO GREEN

Textile Facility Receives Air Compliance Assistance

After receiving a letter from the Pennsylvania Department of Environmental Protection (DEP), a plant engineer at a Pennsylvania textile facility contacted EMAP for air quality assistance. Like many employees at small manufacturing companies, this engineer was required to play several roles: he was tasked with overseeing Environmental Health & Safety issues in addition to his daily plant and process engineering duties. Even environmental professionals sometimes experience difficulty making sense of the multiple federal, state, and local environmental regulatory requirements. For a plant engineer with many operational responsibilities, it was overwhelming. EMAP consultant Andrew Radcliffe reviewed the DEP letter, which indicated that the facility needed to file an Air Inventory report. As is often the case, the employee had most of the necessary compliance items but due to a recent change of ownership and associated staff transition at the facility, he did not have knowledge or access to all of the historic records. Mr. Radcliffe met with the plant engineer and assisted the facility with completing the required report.



While working with the client, Mr. Radcliffe realized that the facility was in need of permit renewal. He began assisting with the renewal application and through the process, found that the facility needed to file an additional permitting form. One of the facility's previously permitted sources had been out of service for more than one year, and the proper planning was not conducted to allow for the source to be brought back into service. After filing the appropriate permitting paperwork, the source was approved to be brought back into service.

Through the help of EMAP, this textile manufacturer is now operating in compliance with air quality regulations. Perhaps more importantly, the plant engineer is equipped with the tools and information so that he may independently submit reports and permit applications in the future.

EPI Receives \$500K to Use Recycled Materials

As owner of Engineered Plastics Incorporated (EPI) in Erie, Kurt Duska has a passion for pursuing unharnessed sources of recyclable materials. His latest project will tap into large sources of materials otherwise considered "waste," such as shrink wrap from shipped materials, plastic hospital IV bags, and purged plastic material from injection presses.



With the assistance of EMAP consultant Joseph Nordstrom at the Gannon University SBDC and EMAP Associate Director Nancy Crickman, EPI applied for and received a Recycling Markets Infrastructure Development grant of \$500,000 from the Pennsylvania DEP. The funds, which will be supplemented with \$150,000 from Mr. Duska, will enable him to buy equipment that can recycle plastic in almost any form into plastic pellets for reuse in new plastic products. By utilizing typically discarded materials, EPI has the potential to:

- remove 2,500 tons of non-biodegradable plastic from landfills;
- create 7 to 10 new jobs;
- reduce demand for natural resources by using recycled materials;
- eliminate high energy demands from virgin material production;
- decrease the generation of air pollutants including nitrogen oxides, carbon dioxide, volatile organic compounds (VOCs), and other hazardous air pollutants (HAPs); and
- supply an economically viable source of plastic for future consumption.

EMAP helped Mr. Duska evaluate the economic and technical feasibility of recycling materials currently incinerated or sent to landfills. Environmental consultants also acted as an intermediary between EPI and Pennsylvania regulatory agencies to help educate the client about applicable regulations. Mr. Duska will continue to rely on EMAP for assistance in executing his vision to educate other businesses and provide an outlet for difficult to recycle products; thereby reducing the environmental impact of the plastics industry in the region.

Yellow Springs Farm Saves With Solar

Yellow Springs Farm promotes land stewardship through the propagation and sale of native plant species. The farm came to the Kutztown University SBDC with a broad vision of becoming energy efficient.



EMAP consultant Jeremy Hancher assisted Yellow Springs Farm with a financial analysis of their proposed 4.9 Kilowatt photovoltaic system. The electricity generated from the solar energy system would provide approximately 56 percent of total electricity use. Mr. Hancher helped the company determine project costs and estimate the simple payback. He recommended applying for a Small Business Advantage Grant from the Pennsylvania DEP to help offset the costs and shorten the payback period. With EMAP assistance, Yellow Springs Farm applied for and received the full \$7,500 requested. By implementing the solar project, the company will generate approximately 5,440 kWh "off the grid." This will reduce electricity costs by nearly \$780 per year, with a payback period of about 2-3 years.

EMAP will assist Yellow Springs Farm with additional energy improvements. To this end, EMAP helped the business apply for another source of Pennsylvania DEP funding: a loan through the Small Business Pollution Prevention Assistance Account (PPAA). This program provides two percent loans to small businesses undertaking projects that reduce waste, pollution, or energy use. PPAA loans will fund 75 percent of the eligible project cost, up to a maximum of \$100,000.

Camp Management Goes Green

Mickey and Barbara Black, directors of Camp Management Corporation (CMC) in Pike County, recently noticed campers, counselors, and management becoming more sensitive to environmental issues. CMC is a third generation company and one of the oldest summer camp organizations in the country; and the camps have used the same light bulbs, water heaters, and swimming pools with few upgrades since their establishment in 1931. As a business devoted to young people, the company felt motivated to set a good example of sustainability and environmental stewardship. For a fresh perspective, they sought help in 2006 from EMAP consultant Alison McKeachie through the University of Scranton SBDC.



CMC was using \$60,000 of electricity and \$150,000 in propane annually, in addition to about 30,000 gallons of water per day. They were sending tons of cardboard and cans to a landfill. An EMAP site visit revealed potential for improvement in energy efficiency, pollution prevention, and waste management. The camps implemented several recommendations immediately, including lighting upgrades, use of ENERGY STAR pool covers, and hiring a recycling coordinator. These changes resulted in noticeable energy and financial savings shortly after initial investment. Mr. Black met with EMAP again in March 2008 and is using staff suggestions to build on 2007 success. Current energy efficiency initiatives include: replacing the remaining lights; considering biodiesel, solar, and wind power generation; and insulating hot water heaters. Waste minimization initiatives include: replacing plastic and Styrofoam utensils with biodegradable products; implementing a "green pledge" for campers to sign; and purchasing a baler to facilitate recycling.

As a result of CMC's commitment to sustainability, the company improved its image in the community and with potential campers. Through the process of going green, CMC continues to update their clientele on their environmental initiatives. Camp families have expressed support and loyalty to the camps, and CMC's sales force believes that the environmental programs have increased business revenues. Mickey Black believes that "the goodwill generated by this campaign cannot be overestimated."

WHY GO GREEN?

Why Going Green Makes Sense:

- Save money
- Earn consumer trust
- Increase efficiency and productivity
- Create new market opportunities
- Create a safer and healthier workplace for employees
- Reduce your carbon footprint by reducing greenhouse gas emissions
- Stay in compliance with government regulations

IN THE SPOTLIGHT

Keystone Pallet Wins Award for Excellence



EMAP client Keystone Pallet & Recycling was recently honored with a 2008 Governor's Award for Environmental Excellence in recognition of the company's remarkable pollution prevention efforts. With the help of four consecutive DEP Small Business Advantage Grants totaling \$29,850, owner Matthew Roberts installed on-site mobile units to collect wood pallets at several businesses throughout central Pennsylvania. This innovative system has increased the number of pallets Keystone can collect, while decreasing the number of trips and fuel costs associated with collecting materials. Since the company launched in Milton in 2004, Keystone has prevented more than 1,672,000 pounds of wood waste from being sent to the landfill, which has allowed clients to save about \$8,000 per year in avoided disposal costs. The company's wood pallet collection system also reduced annual diesel fuel consumption by 2,600 gallons, saving \$7,200 per year in fuel costs and preventing 330 tons of carbon dioxide emissions.

This newsletter is a publication of the Pennsylvania Small Business Development Centers' Environmental Management Assistance Program (EMAP). EMAP is a free and confidential service for Pennsylvania small businesses.

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The Pennsylvania SBDCs are a network of eighteen college and university-based centers dedicated to helping Pennsylvania entrepreneurs start and grow their businesses. The Environmental Management Assistance Program of the PA SBDCs is a partnership funded, in part, by the Commonwealth of Pennsylvania, Departments of Community and Economic Development and Environmental Protection, the U.S. Small Business Administration and the participating colleges and universities. All programs and services are provided on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. For more information on the Pennsylvania Small Business Development Centers' services and impact, visit www.pasbdc.org

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