



Nuggets Newsletter

The International Newsletter for
Environmental Entrepreneurship

Edition 1 Vol. 2 January 2009

Editors: Larissa Keiser, Nora Cata

Alan Tratner: Green2Gold Executive Director
Green2Gold.org

In this Issue...

- ◇ Articles of Interest
- ◇ Incubee Spotlight
- ◇ Save the Date
- ◇ Our Mission Statement
- ◇ Contributors
- ◇ Advertisement

Articles of Interest...

Ode to the Free Bin

Marie Nightingale

With solar panels and hybrid cars all the rage among the environmentally conscious, many other littler things go unnoticed. Today, I would like to recognize one of those things, the free bin. The free bin is a remarkable place where previously unwanted items get a new lease on life. It offers a green alternative to the trash and benefits everyone who participates. No longer fit into those pants, bring them to the free bin, hey maybe you will even be luckily enough to find a different pair in your size. In terms of the three Rs of waste management, (in case you have forgotten, recycle, reduce, reuse), the free bin is perfection. It is the ultimate in recycling, nothing has to be melted down and made again or manufactured into something new, everything is good as is. In terms of reduction,

the amount of refuse going into landfills is decreased, as is the consumption of raw materials used to make new products. Lastly, the free bin is all about reuse; reuse of grown-out-of clothes, unworn shoes, mismatching towels, and books you have already read. In essence, the free bin is an environmentalists dream.

The free bin is entirely self-sustaining does not take any money or resources to run or use it. Even the bin itself is even superfluous. The apartment complex I use to live in had an unspoken rule that any unwanted items could be placed on the laundry room counter and someone else would find a use for them. Clearly efforts like these often go unnoticed and unappreciated, but I feel that they are an important step in lowering our environmental impact and they are step that anyone can take anywhere. So while double pane windows and organic cotton do reduce pollution and waste, the free bin does the same only with no price tag, only smiling faces.

“Going Green is a Glimpse Into Our Future”

Article courtesy of Santa Barbara News-Press
Wednesday, October 22, 2008
Derrick Z. Jackson writes for the Boston Globe

How much green can you make off a green job? Since the 1970s, California's energy-efficiency programs have created 1.5 million jobs, increased payrolls by \$45 billion, and yielded \$56 billion in energy savings that went toward other consumer spending, according to a University of California at Berkeley study. David Roland-Host, the study's author, said the state's new mandates to curb greenhouse gases and further efficiency measures will add 400,000 green jobs, \$48 billion and 400,000 green jobs, \$48 billion in household income, and \$76 billion to the state's domestic product by 2020.

“If the country can follow California's example, it will have a dramatic effect on our future emissions

and energy independence," Mr. Roland-Holst told the Associated Press.

There have been several attempts to project what this would look like nationally. The U.S. Conference of Mayors said an economy that shifts to generating 40 percent of its electricity from wind, solar, biomass, and other fuels will generate 4.2 million green jobs by 2038.

The Apollo Alliance coalition of environmentalists and business leaders says a \$500 billion investment over the next 10 years will create 5 million green-collar jobs. The alliance says the \$50-billion-a-year average "is a smaller share of our gross domestic product than what we spent on the original Apollo program" to go to the moon. "It is one-third the amount that we spend each year in Iraq."

At the University of Massachusetts-Amherst, the Political Economy Research Institute is a bit more conservative, but still estimates an impressive net increase of 2.5 million green jobs over the next 10 years for an investment of \$150 billion a year. Institute co-director Robert Pollin testified last month before the House select committee on energy independence and global warming – chaired by Ed Markey of Massachusetts – that the jobs could be created with the same kind of cash that President Bush plowed into those \$600 stimulus checks (remember them?).

"It is actually very simple to think about," Mr. Pollin said by telephone Monday. "For the most part we are talking about construction and manufacturing, retrofitting buildings, improving the electrical grid, boosting public transportation. Then, once you get the energy savings, then there is a lot of money around to spend on other things, instead of spending more importing oil from Saudi Arabia. The money can go elsewhere in the American economy.

Democratic presidential nominee Barack Obama has made a pledge of 5 million green jobs a staple of his stump speech, calling them "jobs that pay well

and can't be outsourced; jobs building solar panels and wind turbines and fuel-efficient cars; jobs that will help us end our dependence on oil from Middle East dictators."

What is unclear to researchers like Mr. Pollin is how Mr. Obama will get there if he is elected. Mr. Obama's pledge to spend \$15 billion a year to create such jobs is well short of the annual investment estimates of Mr. Pollin and the Apollo Alliance. Also unclear is how Mr. Obama's pledge will weather the economic storms waiting for him.

"When I was testifying, someone suggested we can't do this because we're in a financial crisis," Mr. Pollin said, "We have to do this precisely because we're in a financial crisis. I just watched Ben Bernanke (the Federal Reserve chairman) call for another stimulus package. What we ought to be doing is rethinking regulating the financial market to channel credit into useful investments instead of useless, destructive speculations. Putting money into green jobs is useful in many ways."

The investments can come none too soon as America has already fallen, as Mr. Pollin put it, "Dramatically behind" Europe and Asia in the wind and solar manufacturing sector.

The Boston Globe last week reported that wind turbine projects are being delayed for up to two years because the parts cannot be made fast enough, hurting one of the few big American players in this arena, General Electric.

"You can't retrofit a building in Amherst in China," Mr. Pollin said. "You can't rebuild a subway system from abroad. The technology is there. We know we're going to get a fast payoff if we get going."

Greener By Design 2009

Susan Abrams

Join Joel Makower of GreenBiz.com and author of the new book, *Strategies for the Green Economy*, along with event management partner, *The Global Executive*, at **Greener By Design 2009**, the premier event on one of the hottest topics in business today, May 19 & 20, 2009 at the Palace Hotel in San Francisco. Greener By Design 2009 will focus on products that align environmental innovation with affordability – how companies are designing greener products with little or no price premium.

Greener by Design 2009 focuses on the greening of mainstream products by combining first-rate speakers and panelists, including a keynote address by seminal architect, designer, and author William McDonough.

Participants will hear from leading companies, both large and small, as well as the top green products designers, manufacturers and distributors, presenting ground-breaking techniques and best-practices. **Greener By Design 2009** combines the best elements of a traditional conference with a hands-on, creative workshop.

On-site marketing opportunities are available and afford unique access to companies of all sizes and sectors integrating environmental thinking into their operations. For more information **on Greener By Design 2009** feel free to contact me at your convenience at +1.203.403.9462 or email sabrams@etouches.com.

Incubee Spotlight:



Nila is a revolutionary new lighting solution for the entertainment industry-setting unprecedented environmental

standard while delivering unmatched lighting performance and product versatility.

Nila offers:

- Reduced electric and air conditioning load
- Fully recyclable "Cradle-to-Cradle" design
- No toxic heavy metals
- RoHS compliant
- Bulb life exceeding 20,000 ours; no bulb replacement or disposal required
- Comparable light quality, even at 100 feet

Nila is modular, durable, and flexible. Individual lights lock together for greater illumination. Nila does not flicker or break, even in the harshest environments. Built in dimmers are DMX controllable without external hardware. Run on AC or DC, from 90-240 volts. Get 350W of illumination for only 65W of power (battery solution available).

Save The Date...

Upcoming International Events of Interest

◇ **January 23rd 2009 10:00AM, Green Expo: The Las Angeles Convention Center, Los Angeles, CA.**

This expo is the largest "eco-friendly" trade show of its kind. Its purpose is to bring both businesses and consumers together in order to facilitate growth in green industry, while at the same time educating our communities about the importance of limiting our impact on the environment through the use of eco-friendly products and services.

Cost: Tickets: \$10.00

Contact: Chris Colihan-Grillo 212-655-4505 ext. 224

Learn more at:

<http://www.gogreenexpo.com>

◇ **February 25th-27th, 2009-Renewable Energy Technology Conference & Exhibition (RETECH 2009), Las Vegas, NV.**

Website: <http://www.power-gengreen.com/>

◇ **March 2nd-3rd 2009 -X-Ceuticals Synergy Conference, Hilton New York Hotel, NY.**

Website: <http://www.hbaexpo.com/synergy>

The X-Ceuticals Synergy Conference is a two day conference, March 2-3 at the Hilton New York Hotel. This year's conference is designed to uncover and focus attention on a new rapidly growing technical product development opportunity accompanied by an amazing robust business trend. This trend highlights the confluence of nutraceuticals and cosmeceuticals and provides consumer access to enhanced power and knowledge. At this event you will:

Increase your business or create new prospects in the cosmeceuticals and nutraceuticals market;

Take away the fundamental tools capable of generating a whole host of new, Synergistic product ideas that will transform your business;

Develop your knowledge by hearing from outstanding faculty of experts, keynotes and visionaries;

Monday, March 2, 2009 | 9:00AM
Keynote Speaker: John A. Luke, Jr.,
Chairman and CEO, MeadWestvaco
Corporation

"HOW BRANDS TAKE SHAPE: Packaging as a Catalyst for Profitable Growth"

John Luke will discuss MWV's market-focused approach to developing innovative packaging solutions that help promote brand image and generate profitable growth. He will detail the kind of global packaging partnerships that begin with

unique consumer insights and lead to better business outcomes. Along the way, he will share case studies for game-changing packaging solutions in the personal care and health care marketplace. It's a must-see for brand owners, packaging experts, *sustainability professionals*, and procurement officers in every consumer packaged goods category.

◇ **March 3, 2009 "BEYOND THE SPF: A Nutritional and Cosmeceutical Synergy for Skin Protection & Reversal of Photo-Aging"** 11:05AM

Karen E. Burke, M.D., Ph.D.,
Dermatologist,
Mount Sinai Medical Center

Dr. Karen Burke will present the importance of proving efficacy of specific formulations by the molecular and clinical research methods available today using cosmeceuticals and nutraceuticals for protection of the skin. Dr. Burke will also focus on topical antioxidants and comparing topical & oral delivery.

Click here for full conference program:
http://hbaexpo.com/synergy_schedule

Register by February 9, 2009 using PRIORITY CODE: ENLA and save \$300 on your conference fee. For more information on sponsorships and travel accommodations visit www.hbaexpo.com/synergy.

◇ **March 7th -8th 2009, Women's Festival: Corwin Pavilion, UCSB, Santa Barbara, CA.** People from throughout the world will attend the California Women's Festival on March 8th at the Corwin Pavilion located on the beautiful campus of the University of California, Santa Barbara. The festival will include a professional business expo, awards program, and educational and

enlightening discussions led by renowned speakers and authors.

For Sponsorship Opportunities:

Patty DeDominic
805-565-9967 (Pacific Time Zone)
Patty@DeDominic.com

For Exhibition Sales and General Inquiries:

Christopher Lowman
805-565-9967 (Pacific Time Zone)
Christopher@DeDominic.com



◇ **16-18 March 2009, Green California Summit, Sacramento Convention Center, Sacramento, CA.**

This convention will be the event of the year for companies offering green products and services to the California Market. Last year there were more than 5,000 delegates (including representatives of 38 California counties, 94 cities, and 30 states) who participated in workshops, general sessions, breakout sessions, special events, and attended speaker presentations.

The theme for the 2009 Summit will be "Green Solutions for Tough Economic Times" and will include a special keynote from the State Treasurer. Green2Gold is personally involved by co-sponsoring this premier event as well as hosting its own 2009 Green Schools Summit.

For more information please visit <http://www.green-technology.org>

◇ **March 26, 2009 Clean Business Investment Summit:**



The California Coast Venture Forum is a non-profit organization whose mission is to facilitate the interaction

between qualified entrepreneurs and leading investors, service providers and sponsors to maximize the opportunity to secure growth funding. For more information call contact Alan Tratner or Jerry Knotts at (805)495-6962 or email forum@ccvf.org.

◇ [April 19th 2009, Earth Day 2009, Santa Barbara](#)
[South Coast Earth Day Festival](#)
[Presented by the Community Environmental Council 10:30-5:00 PM](#)
[Alameda Park- booths, food, displays, kids activities, green car show, live music and much celebrating!](#)

◇ **May 19th-20th Greener By Design 2009**
Palace Hotel, San Francisco, CA. This premier event will be on one of the hottest topics in business today... focusing on products that align environmental innovation with affordability – how companies are designing greener products with little or no price premium.

◇ **May 31st – June 3rd 2009 Sustainable Brands 2009, 8:30AM - 5:30PM, Monterey Convention Center, Monterey, CA.**

The conference is designed to give speakers and attendees the opportunity to discuss success, solve problems, and create collaborative partnerships. It will cover both the internal and external issues of building a successful sustainable brand and provide a mode of connection between like-minded executives who are at the forefront of creating profitable change.

Contact: Mandi Armond 650-344-9693 ext. 103

Or Register at:

<http://www.SureToMeet.com/exec/gt/event.h,event=bb9c5b03bb>

Our Mission...

Our Mission is to educate entrepreneurs by providing mentorship and resources to stimulate rapid commercialization of green products, services and technology, and renewable energy enterprises. Green2Gold works to encourage sustainable economic development, clean business, and socially responsible practices. Our "Incubees" involve innovative natural food/beverage products, cosmetics, travel services, conservation technology, water purification, green toys and games, recycled products, consulting services, transportation vehicles and alternative energy enterprises.

G2G is unique in that it is a nonprofit, community-based, mixed tech/mixed use incubator concept. The majority of clients are small businesses with under \$1 million in annual revenues, and include special targets such as minorities, women entrepreneurs, and other underserved sectors.

Green2Gold, a project of the Environmental Education Group Foundation (founded in 1972), has established it's main headquarters at the Santa Barbara Business and Technology Center although has several satellite operations throughout the Ventura Counties and nationwide. If you would like to receive more information about becoming a prospective Incubee, please contact Alan Tratner at (805) 879-1729 or at alan@green2gold.org.

Contributors:



of Green2Gold. You can contact him at (805) 879-1729 or alan@green2gold.org



Nora Cata is a current UCSB student and an intern at Green2Gold. She works first hand in editing and publishing the Nuggets Newsletter as well as assisting in G2G events. You can reach her at nyc@umail.ucsb.edu.



Larissa Keiser is an Executive Assistant to the Director of Green2Gold and works first hand in editing and publishing the Green2Gold Nuggets

❖ INCUBEE BENEFITS & PROFESSIONAL SERVICES

- Free Counseling & Mentoring
- Free loan of Professional Trade Show exhibit booth(10x10'or 20')
- Intellectual Property Protection Services/Searches at discount
- Model Making/Prototyping
- Preliminary Field Market Research studies
- Biz Plan creation and reviews
- Funding referrals--angel/venture capital
- Licensing assistance
- Distributor/Manufactures Rep for green related products
- Many other professional services at discount via G2G vendors /alliances

Newsletter. She can be reached at larissa.green2gold@gmail.com



Marie Nightingale just graduated from UCSB with a degree in Sociology and is a Green2Gold intern. She can be reached at Marie Nightingale2@gmail.com

-Advertisement-



Jonathan Goodwin's Super Luber nanotech engine conditioner:

High Tech "Super Lubers" Engine and Fuel Conditioner. Now available to the public from Jonathan Goodwin's Goodwin Concepts [a.k.a. the Motorhead Messiah] These proven lubricants and conditioners have been used extensively in the Racing community with terrific results. World Champion Funny Car Driver, Pro-Stock, as well as NASCAR Champions have used these products for over 15 years.

www.1automationwiz.com/app/?af=835671

How do these compare with Slick 50, Duralube, ProLong, etc.? Its apples and oranges and there is really NO comparison to the "other" conditioners. First off, these Super Lubers DON'T contain Teflon, TPFE, Graphite, or Carbon as a coating agent like all the others do! Secondly, the particles in the Super Lubers are nano compared to the others. Thirdly, the Super Lubers actually treat the metal NOT the oil. Goodwin Concepts backs up our belief in these Super Lubricants with an Unconditional Satisfaction Guarantee. Regardless of your reason for NOT being satisfied with this product, just ask and we'll gladly refund 100% of your purchase.