



Green2Gold

News Nuggets

**The International
Newsletter for
Environmental
Entrepreneurship**

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Featured Events

Earth Day in Santa Barbara

Larissa Keiser



Earth Day in Alameda Park was a huge success. Held on Sunday April 19th in Alameda Park, Local Santa Barbarans could not have asked for better weather to celebrate our planet and our environment. The event drew more than 15,000 people. Many environmental leaders were present ranging from individuals and nonprofits, to



Tesla

big energy and automotive industries. Participants included the orfalea fund, presenting their S'cool Food Initiative, Clipper wind power, and Tesla automotive complete with a racy sample of their sexy and green sports cars. New comers to the enviro-entrepreneurial scene also showed face, adding a new dynamic to the typically enjoyable earth day festivities. Santa Barbara's earth day has become an intensive networking entrepreneurial opportunity.



ick Pederson inside the Life Cube

Earth day has blossomed since its conception in 1978, and this year the Santa Barbara Earth day moved to a new location this in order to accomodate for its exponential growth. What resonated as especially differnt this year at our annual celebration was that the event seemed to take on a new paradigm. With all of the economic, social and environmental problems that have been brought to the public threshold in the last year, earth day carried a new sense of urgency and importance. Gone



Paul Ghasur, Trevor Cantanho and Larissa Keiser at Alameda Park

is the day when Earthday was a local hippie fest, a justification for flower children not to shower and walk barefoot. Earthday has taken on a new meaning and closely tied to that is the call of economic development, innovation and an opportunity for entrepreneurship.

Green2Gold had a phenomenal exhibition booth at the fairgrounds. The Nonprofit set up a small table detailing activities and events which we sponsor, but what stole the show were the exhibits presented by several of our incubees. Life cube set up a full sized prototype of their product, generating much interest and enthusiasm. For those who are unfamiliar with life cube, the product is an emergency survival tool for crisis situations, they aspire to provide their services to Crisis situation to assist in the mitigation of damages and human suffering.

Also present at the event were the incubees Sprinklelights, Continental Wind Power and Green2Golds longtime partner, Christie Communications. The beautiful weather in sunny Santa Barbara created an ideal environment to celebrate our planet in a city that has a legacy fo having a passion for the environment and its preservation. For information about presenting at an upcoming Green2Gold Events or to get tips on starting an Earth Day in your community, please contact Alan Tratner at alan@green2gold.com

Catalyst: Inspiring Entrepreneurs and the Community as a Whole

Larissa Keiser

It would not be possible to find a more accurate word to synthesize the Santa Barbara nonprofit group, Catalyst. It is ultimately a catalyst of conscious social, business and entrepreneurial innovation. This self described "public benefit corporation" is one of the greatest gems we possess in our local community. Founded in 2006 by Chrissy Deferville, under the umbrella of the Santa Barbara Young Professionals club, Catalyst sponsors and coordinates "an official event and lecture series, promoting entrepreneurship, financial literacy, and philanthropy for entrepreneurs and professionals". On top of these wonderful opportunities that Catalyst offers to the community, 100% of their ticket sales are donated to a select nonprofit.

The last Catalyst event was held at Stateside Restaurant and Lounge in Downtown Santa Barbara. The event was a huge success and drew in a large crowd. The proceeds of this event was Opportunity International, a microfinancing group that provides loans, savings insurance and training to over a million people living in poverty.

David Jay, who is an international lecturer, photographer and entrepreneur spoke at the event, giving the audience insight into his business philosophy, mentors and innovation.

For more information about Catalyst events, please see our calendar of events.

On the Philosophy of Entrepreneurship and Management Part III

Nick Pederson

I. *Entrepreneurship and Management*
Barringer and Bluedorn's article, The Relationship between Corporate Entrepreneurship and Strategic Management, examines the relationship between the intensity of entrepreneurship and the following five strategic management practices: scanning intensity, planning flexibility, planning horizon, locus of planning, and control attributes. The following is a brief description of the five aforementioned strategies as defined by the authors:

- a. Scanning refers to the managerial activity of learning about events and trends in the organization's environment
- b. Planning flexibility refers to the capacity of a firm's strategic plan to change as environmental opportunities/threats emerge
- c. A firm's planning horizon refers to the length of the future time period that decision makers consider in planning
- d. The term locus of planning refers to the depth of employee involvement in a firm's strategic planning activities
- e. The purpose of a control system is to make sure that business strategies meet predetermined goals and objectives (422-426)

*Business, Politics and
Economy*

-The Stimulus Plan- With the official title of the American Recovery and Reinvestment Act of 2009 - includes some \$50 billion of spending on energy and the environment

-The solar energy provisions in the plan will help to create \$60,000 jobs in the solar industry alone and a total of 110,000 jobs over the next two years, says the Solar Energy Industries Association.

- More than \$11 Billion is included in the recovery plan to create a bigger, smarter electric grid.

Is Recession Suffocating American Innovation?

Deb Riechmann- Associated Press

WASHINGTON - Got a bright business idea? Take a number. Americans haven't stopped dreaming up newfangled gizmos or sketching engineering marvels on the back of cocktail napkins. But tight credit and business cutbacks have slowed the pace of getting the latest U.S. Innovations to market.

Venture capital investments have plummeted. Lenders aren't lining up to fund business startups. New patent applications are down at the U.S. Patent and Trademark Office, creating a budget crisis at the agency, which depends on money from fees to keep operating.

If patent fee revenue continues at its current rate, the office will end the budget year collecting roughly \$100 million below projections.

That puts the patent office in a Catch-22. After several years of hiring more than 1,200 patent examiners a year, the office has suspended hiring, trimmed overtime and made other reductions. This comes as the office and its 6,000 examiners

are struggling to whittle down a backlog of 770,000 new, unexamined applications.

"Innovation is the way America generally gets out of downturns," said Robert Budens, president of the Patent Office Professional Association. The group represents 4,000 examiners and other patent professionals, many of whom worry the recession will mean layoffs before the end of the year.

"At the Patent Office, we're one of the key drivers of stimulating innovation and for us to get to the point where we might have to furlough or have a reduction in force would just be horrible," he said.

So far, companies that spend the most on innovation have resisted the temptation to raid their research and development budgets. They're opting to ride out the recession with an eye to future sales, according to Booz & Co., which surveys the world's 1,000 largest, publicly traded, corporate research and development spenders.

Although those budgets often are set months in advance, recent data that Booz collected on about 400 of the companies shows that research spending rose 2 percent from the first quarter of 2008 to the fourth quarter.

"The recession has caused us to be very conservative in a lot of areas, but research and development is not on of them," said James Norrod, president and chief executive officer of Segway In., the Bedford, N.H.-based maker of two-wheeled, standup vehicles. "We think that R&D is really the life blood of the company. We haven't cut back. We have actually added people in that area."

Matthew Sampson, an intellectual property lawyer at McDonnell Boehnen

Hulbert & Berghoff in Chicago, says business hasn't slowed yet, but patent work usually lags during economic downturns.

"I'm actually a little bit nervous about next year," Mr. Sampson said.

Businesses, however, have begun cherry-picking the ideas they want to shepherd through the expensive patent process. Seed money to nurture innovation also is drying up.

Venture capitalists invested just \$3 billion in the first quarter of the year - down 47 percent from the fourth quarter of 2008 and the lowest level since 1997, according to the National Venture Capital Association. Bank loans and "angel capital" - money that friends and families and wealthy individuals cough up to support innovation they personally believe in - also are contracting.

"If banks stop lending in general, lending for small innovative technologies dries up completely," said Jere Glover, a Washington business attorney who directs the National Small Business Association's technology council. "Banks are more likely to make loans to a company that has bricks and mortar, land and property."

Basement inventors are really feeling the pinch.

"A lot of independent inventors get their start by floating their expenses on charge cards and of course charge card credit lines have been greatly restricted," said Ronald Riley, the man behind numerous patents including those related to the automated industrial monorail and the treadmill. "For independent inventors, at least until they achieve some commercial success, the money for patenting comes out of discretionary income. It doesn't mean they're not inventing, it just means they're just not going to file until things improve."

said Mr. Riley, founder of the Professional Inventors Alliance.

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Green Innovation

Greening from the Air

Nora Cata

One of the barriers to growth and change in terms of sustainable transportation are the complicated infrastructures already in place. A prime example of this is air traffic control and the types of airplanes still used on the tarmac for commercial or private businesses. These regulations and costly purchases took years of development. Operational changes are pricey when dealt with on such a scale and in this hugely competitive atmosphere. Plus, many companies are reluctant to take the initiative when there are no incentives; especially while the fuel-guzzling models are still functional and lucrative. Despite this, some business are pushing for an overhaul in the air traffic system in face of these challenges.

Fedex, the United Parcel Service, Southwest Airlines, Delta Airlines, and American Airlines have decided to invest in these short-term costs decidedly overcoming the common misconception that a business would not be able to compete in the market with these changes. In fact, they are already saving money from reducing fuel consumption and simultaneously, carbon emissions. According to Alan Epstein, vice

president of technology and environment at Pratt&Whitney (a jet engine manufacturer), "fuel economy and carbon emissions are exactly the same thing" (Negroni).

Fred Smith, a chief executive of FedEx recently told ClimateBiz.com that FedEx aims to use 30% biofuels in their aircrafts by 2030 and plan to trade out old plane models for ones like 777s or 757s which are 47% more fuel efficient (ClimateBiz). Other airlines are beginning to use "Winglets" to save on fuel costs despite the \$2 million per plane installation and production costs. This hefty price-tag will pay for itself in savings over time though. Aviation Partners Boeing, designers of the Winglets, say the amount of reduced drag these Winglets provide can save as much as half a million gallons per year (Negroni).

Continuous Descents are also becoming a more common money-saver and environmentally friendly procedure because they're shaving off minutes from flights. These "CDAs" allow for an aircraft to glide at minimal power downward in contrast to traditional landings that require a series of steep descents intermittently broken up by level flight. While it doesn't sound like much, flights in Atlanta that cut 2.5 minutes out of descent times have saved around \$105 million since 2006 (ClimateBiz). Delta Airline flights to Atlanta that have use the CPA procedure saved an estimated 200 to 1,250 pounds of carbon and up to 60 gallons of fuel per arrival (Gregor)!

LAX has made a permanent change in about half of their aircraft landings - that's 400 arrivals daily and an estimated 100 million gallons of fuel saved annually (Weikel). That's a big deal when, as of four years ago, fuel surpassed labor as the most expensive operating expense (Negroni).

Walter White, an Federal Aviation Administration (FAA) manager who led the team for developing the CDA is pushing for all flights into Los Angeles to use this technique (Weikel) which would lead to huge savings both economically and environmentally.

About 80% of American airliners have the necessary equipment to make the transfer to CDA and satellite global positioning (which also saves minutes by showing more direct routes). But Brian Will, a program manager for American Airlines explains "air traffic control is compelled to maintain a system that will accommodate everybody... in my opinion, this is a mistake" (Negroni). This is where the lag-time for already developed programs creates a problem. In the face of young businesses that are just starting up and who could begin with these money saving opportunities, it would be worth the investment in green technologies by an older big business to keep their edge in the market.

Maybe environmental concerns aren't the biggest priority for some companies that are waiting to make the move towards efficiency... but soon they'll have to recognize what this new "leap-frogging" trend is doing to their revenues. In the end, airlines investing in increased fuel efficiency through using the CPA technique, buying newer plane models, or installing Winglets and better satellite global positioning systems will save the most and come out ahead'.

Geothermal Energy

Sam Benon

The geothermal sector that has been often overlooked for sometime is quietly gaining momentum and has the potential to

pass up more common sectors such as the solar and the wind sectors. According to the Green Chip Review, the sector "will quietly double in the next six years." This news is great for investors especially since the sector isn't bombarded with "public companies so the profits generated will be much more concentrated." More on Geothermal energy and this article can be found at <http://www.greenchipstocks.com/newsletter.php?date=2009-04-07>, or at their website www.greenchipstocks.com

Green2Gold Network

New Incubees

Green2Gold enthusiastically welcomes the following incubees, Anthony C. Olivas, Trinova Medical Waste Solutions LLC, Kidz Make Cents, Alfonso Rodrigues Jr. Chitra Vivek, Cospheric Displays, Solutions in AQUA Holdings LLC, Richland and Flip Green.

Incubee Spotlight:

The Greenest Flashlight on Earth: Ecolight

Nora Cata

Innovation has been the cornerstone in greening America and sustainable, revolutionary technologies are becoming more affordable for the average consumer. Inventors Workshop International member and Green2Gold incubee has managed to create one of these exemplary products.

We'd like to recognize inventor Mark Robinett of San Rafael, CA as an outstanding entrepreneur for his ergonomic Ecolight; a supercapacitor/LED flashlight that is the greenest and most travel-friendly in the world. Not only is this flashlight made from

recycled plastic and rubber, but it has nearly unlimited recharges and requires no batteries. The Ecolight is charged instead through either an hour in the sunlight, only four-minutes with the AC & Car charger, or through the AC charge cord for a computer USB port!

This water-resistant flashlight packs a punch with 50 lumens brightness and a focused beam that travels over 100 feet. By using supercapacitors that store electricity electro statically, there is no chemical pollution from batteries or bulbs thereby making it Restriction of Hazardous Substances compliant. The overall creativity involved in comfort, mobility, and sustainability of this product has made the Ecolight a favorite in the Inventors Workshop International and Green2Gold - as well as terms of user satisfaction!



If you're interested in learning more about this product or purchasing the Ecolight, please visit www.eco-light.com, call 1-888-877-6056, or email mrobi@sonic.net. Solarey Inc. will provide you with a full 2-year warranty plus you'll have the satisfaction of knowing you've contributed to an earth-friendly technological innovation.

Individual Spotlight

A common saying of wisdom goes "Your network is your Networth". Green2Gold has established a program to help entrepreneurial and innovative individuals and companies to network amongst

themselves. The News Nuggets will have a new feature, a monthly spotlight highlighting a Green2Gold intern. This will be valuable for the interns and Green2Gold enterprises as well, some of which may be needing to bring interns onto their team, or may eventually be looking for dedicated new hires for their budding ventures. We work closely with bright, talented students and the UCSB and SBCC communities. These students are creative, motivated and highly capable individuals. Please contact Larissa Keiser with any questions about this program or if you would like a referral to an intern.

Featured Intern: Nora Cata

Nora Cata is a recent graduate of the University of California at Santa Barbara, where she received a B.A. in Environmental Studies and minored in Global Peace and Security. In addition to interning at Green2Gold, she also volunteered at the Santa Barbara Zoo, worked part-time as a wine hostess, and served as social chair for her sorority. During her youth, Nora lived in numerous cities including Bethel, AK, Farmington, NM and Sacramento, CA - these diverse locations have helped nurture her love of traveling and new experiences. Currently she is studying for the GRE in hopes of attending Graduate School as well as searching for the next opportunity in her budding career. If you would like to contact Nora to learn more about her experience and qualifications, you may reach her at Nora.Cata@yahoo.com or (916) 599-2635.

CA 6pm. Peter Matthies is a technology entrepreneur, venture capitalist, and founder of the Conscious Business Institute. He is the author of 3 books and over 100 articles on business, technology and Leadership. 100% of ticket Sales benefit Santa Barbara Dance Institute. For more information or to RSVP, visit www.catalystsb.org

- **May 21st 2009: Clean Energy In the Developing World Panel. Stanford University, Palo Alto, CA.** This interactive panel held by Stanford's Energy Crossroads will feature **Alejandro Toledo:** former president of Peru, **Harry Shrimp:** Former CEO BP Solar, **Susan Amrose Addy:** Guest Researcher at Lawrence Berkely National Lab to RSVP, go to http://spreadsheets.google.com/embeddedform?key=rzC_rJZGqJJFpT4EntSxjtQ
 - **May 21st-23rd BALLE Conference-** Business Alliance for Local Living Economies, CCD Auraria campus, Denver, Colorado
 - **June 6th 2009: Where's the Money? 5th annual Access to Capital Expo:** 8am-2:30pm Sheraton Los Angeles Downtown. Join the VEDC for a day of Education, Resources and Business Growth! The event will include a business resource Expo, One on one consultation, educational financial workshops, an opportunity to learn more about the credit crunch, what you need to know about your credit and alternative financing. For more information go to
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Save the Date:

- **May 19th 2009: Catalyst Event**
Featuring Peter Matthies, Stateside Restaurant and Lounge, Santa Barbara,
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www.vedc.org

WHERE'S THE MONEY?

5th Annual Access to Capital Business Expo

Click here to register online!

Saturday, June 6, 2009
8am - 2:30pm, Los Angeles, CA

Join us for a day of Education, Resources & Business Growth!

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- **June 8th-10th PV America: Philadelphia, PA** presented by the SEIA. PV America is a PV focused event for the growing industry. For more information see www.pvamericaexpo.com
- **July 14th, 2009 Catalyst Event**, Stateside Restaurant and Lounge. For more information visit www.catalystsb.org
- **August 21st, 2009. Entry Deadline for Popular Science's 22nd annual Best of What's New awards program.** For more information go to www.popsci.com/enter
- **July 14th-16th 2009 Intersolar North America: Exhibition and Conference.** San Francisco, CA, Moscone Center. For more information see www.intersolar.us
- **November 10th 2009, Catalyst Event**, Stateside Restaurant and Lounge. For more information visit www.catalystsb.org

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 its main headquarters at the Santa Barbara Business and Technology Center although has several satellite operations throughout the nation and internationally. 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.

-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.

Contributors



Alan Tratner is the Founder and Executive Director of Green2Gold. You can contact him at (805) 879-1729 or alan@green2gold.org



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



Larissa Keiser assists the Director of *Green2Gold* with editing and publishing the *Green2Gold Nuggets Newsletter*. She works in the Environmental Sector and holds a BA in Global Studies from the University of California, Santa Barbara. Feel free to contact her with any questions or comments at larissa.green2gold@gmail.com

Nick Pedersen is a freelance entrepreneur who specializes in project management and business development. He brings a charisma to every project in which he is involved that regularly transfers to his colleagues. He is goal oriented and has extensive experience producing under a looming deadline. His magnetic personality attracts like-minded innovators ensuring that any project with which he is involved will operate with maximum efficiency while generating innovative creations. His experience has given him a world view that is wide in scope but fine in detail giving him the capability of managing projects that are generic or complex.

Greening from the Air: Sources

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