



**Green2Gold®
E-Nuggets™
The International
Newsletter for
Environmental
Entrepreneurship
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Featured Events Tech Brew



Photo Courtesy of Ardalan Nami

The Santa Barbara Tech Brew was held on June 22nd at the Fess Parker Doubletree resort in Santa Barbara, California. Santa Barbara Tech Brew, originally founded by the Santa Barbara Technology Group, is the premier business networking event for high-technology professionals in the tri-counties area, and one of the best attended and longest running technology networking events in the country. Roughly six times each year, the SB Tech Brew provides hundreds of professionals with a venue to exchange ideas, network, and focus on high-tech business growth in Santa Barbara. Invitations to the event are open to anyone who is interested in technology and wants to actively participate in the future of the local business community. At the latest Tech Brew event, the Maverick Angels- Angel Investing group announced the exciting news that they will be opening a chapter in the Santa Barbara area- which will mean great opportunities for small business development in the Tri- County Region.

Business, Politics, Economy



Eco Friendly Coffee By Ella Talkin

Large coffee companies often claim to be “going green”. Yes, their cups and napkins are 10% recycled and some chain’s facilities have been remodeled to be more environmentally friendly, but still a very low percentage (<10%) of their main product, coffee, is Fair Trade.

What is Fair Trade? Although there is no official agreement, the main international Fair Trade organizations (FINE) have laid out the main premises of the conditions which define Fair Trade. There are both environmental and social requirements. Fair Trade is coffee that relies on organic fertilizers and natural pest control. This is less harmful to the environment although slightly more expensive than other coffees as it is purchased directly from the growers. Fair Trade coffee is one of many Fair Trade certified products that is available worldwide. The purpose of Fair Trade is to promote healthier working conditions and greater economic incentive for producers.

Since the 1970’s, in an effort to raise the volume of production, coffee growers have adopted hybrid plant varieties that tend to grow better under direct sunlight. For the coffee to be grown in direct sunlight land must be cleared which results in massive deforestation. This also results in soil erosion, wildlife elimination, agricultural and chemical pollution that is harmful to the local water supply and workers. The harm that “sun coffee” has become a problem for a multitude of species, especially birds.

With this in mind, Bird Friendly® coffee was established. Bird-Friendly® coffee is coffee that is shade grown and organic. It comes from Latin America and provides a good forest-habitat for birds and other animals alike. Bird-Friendly coffee is the only company that is certified as 100% shade-grown

coffee and was established by the Smithsonian Migratory Bird Center of the National Zoo. Companies that sell “Bird Friendly®” coffees contribute 25 cents per pound to support Smithsonian Migratory Bird Center research and conservation programs.

There are many reasons to choose Bird-Friendly, Fair Trade coffee over others despite the few cent price increase per cup. Coffee experts say that coffee that is grown in the shade tastes better because of the time the coffee beans have to ripen which enriches their flavor. This coffee benefits coffee farmers and the environment’s overall health. When purchasing coffee look for the Bird-Friendly® logo and remember that the coffee you are buying has been traded fairly and that supporting Fair Trade organizations is truly beginning the process of “going green”.

Please see

<http://nationalzoo.si.edu/ConservationAndScience/MigratoryBirds/Coffee/faq.cfm>

for more information about Bird Friendly coffee ®

Other resources:

<http://www.fairtrade-advocacy.org/index.php>

<http://www.fairtradefederation.org/>

<http://www.fairtrade.net/>

Green Entrepreneurship

Establish Permanence In Changing Times

Colton Dirksen

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During the Great Depression, an entire entertainment genre was created by a forward-thinking advertising team. While no obvious one-stop solution exists for the current recession, marketers do have an opportunity to successfully tap into the zeitgeist. Gone are the days of flash, glitz and punching monkeys. Consumers today value sustainability, social responsibility and fiscal prudence. If marketers can align with consumers, they can come out of the recession with a more loyal audience than they went in with.

Permanence

Establishing a sense of permanence is

particularly important during economic downturns. It's not a time a brand can afford to pull back on its marketing efforts, or they will lose the potential to endear valuable customers. Procter & Gamble wrote the script during the Great Depression. P&G had a strong marketing philosophy: don't cut advertising budgets during recessions.

While many were cutting back on advertising during the Depression, P&G reinvented the wheel with its first soap story -- "Oxydol's Own Ma Perkins" radio show" -- which launched in 1933. It proved so successful that P&G doubled its marketing budget and launched 21 serial radio dramas by 1939, thus creating an entertainment institution: the Soap Opera.

Not only did P&G remain relevant during these times, but it remained a constant in consumers' lives by connecting in a unique way. It successfully engaged its core audience, allowing P&G to come out of the Depression stronger than it had started.

Responsibility

What message can build brand equity during this economic downturn? Economic, social, and particularly environmental responsibility. There is a call-to-action for brands to lead the charge in finding solutions for climate change. Consumers need to know their brands are working towards a common goal.

It's not an easy time for a brand; consumers are more educated and more demanding than ever. They stand behind brands that make them feel conscious and informed. A recent Havas Media study by IPSOS found that 79% of consumers said they would rather buy from companies doing their best to reduce their impact on the environment.

And 89% are likely to buy more "green" goods in the next 12 months, with a third willing to pay a premium for those goods. While it's not an easy time, the returns are high. A bond driving a customer to pay a premium for a similar good during an economic crisis is a bond worth establishing.

Resorting to sustainable claims isn't enough for a brand on its own. The Millennium Generation is particularly vigilant about weak or unfounded responsibility and sustainability claims. A Hartman study found that "consumers are thinking much more broadly than marketers about what words like 'organic', 'green' and 'sustainable' mean. They use more positive words to describe these products, like hope, connection, simple living, authenticity, and control."

The first step in establishing this "connection" and "hope" is to create an authentic story. And if you don't have a sustainable message to tell today, start establishing trust through other channels while working towards sustainability. Take MARS for example. As one of the world's largest cocoa purchasers, it is making great strides to support sustainable rainforests. But even before they had the opportunity to speak to this story, MARS had established consumer trust with transparency and a commitment to their five sustainable principals: Quality, Responsibility, Mutuality, Efficiency and Freedom.

Context

With ad budgets tighter, how can marketers efficiently and effectively tell their sustainable story? First, don't waste dollars on deaf ears. Identify engaged and influential audiences and tell your story in credible environments.

Reaching fewer passionate consumers will go further than blanketing your message across a larger, less engaged audience.

If these change agents believe in your message, they'll do the heavy lifting for you and stretch your marketing dollars. In addition, identify contextually relevant advertising opportunities and media outlets with a similar ideology to your message. You'll find the setting in which the story is told can be as important as the story itself: The medium is the message.

Modern Day Soaps

We are starting to see some great soap opera stories unfold today, from large CPG companies to small start-ups. Jeremy Moon, founder of Icebreaker, offers outdoor clothing created from sustainable materials. Moon faced a significant challenge: He needed to charge consumers a premium price for a premium fabric.

By creatively giving transparency to the source of the material -- you can see pictures of the sheep that grew your merino wool sweater and email the farmer -- Moon's message resonates with change agents. These influencers quickly turned Icebreaker from an unknown shop to the largest outdoor clothing brand in Australasia. It's not just niche brands that are able to capitalize on sustainability and change. Even

behemoths like Wal-Mart are finding sustainable stories of their own and bringing them to life through advertising. Wal-Mart recently announced an initiative to cut its supply chain's packaging by 5%. This opens up Wal-Mart's doors to a new and influential type of consumer. What they care about is that Wal-Mart is saving millions of pounds of garbage from landfills and taking the equivalent of 213,000 trucks off the road every year. The fact that Wal-Mart stands to directly save \$3.4 billion doesn't hurt its bottom line either.

In this economy consumers are feeling vulnerable. Now, more than ever, people want to feel a part of a responsible and sustainable culture, and they are spending their dollars accordingly. Go tell your story. People are listening.

Green Opportunities

Walmart holds a competition for green products with cash prizes and other financial incentives:

Do you have a great idea for the next big green/sustainable Walmart product? Edison Nation is seeking new product ideas or patents to acquire and bring to Walmart's shelves. If selected, you will get paid a \$2,500 advance and a generous percentage of sales for up to 20 years.

Challenge: Walmart Stores Inc. is looking for sustainable/green home products that minimize impact or create a positive effect on the environment.

Deadline: Fri, July 31st 2009 11:59PM - Pacific Time (US & Canada)

Details: Since 1962, Walmart has become one of the top choices for consumers worldwide, and is dedicated to delivering **quality products at great values.**

It has become a vital task to produce green innovations in all areas of manufacturing, retail and technology to ensure a better world for ourselves and our children. Always a pioneer within the mass merchant industry, Walmart has expanded its goals to include a sincere commitment to the environment.

Edison Nation has offered to provide Walmart with innovative products and product concepts help sustain our environment for years to come. **Walmart's Live Product Search seeks sustainable/green and innovative products for their Home Division** to add to their store shelves across the country. Walmart wants to introduce customers to an affordable and green lifestyle they can bring into their own homes. Innovative product ideas should feature sustainable elements that minimize impact or create a positive effect on environment and perhaps change consumer behavior.

For this Live Product Search consider home product innovations that: may reduce energy consumption; Operate more efficiently; Feature improved recycling elements; Reduce use of harmful, toxic chemicals; Reduce or eliminate wasteful packaging; Improve reliability; Create less impact on our landfills; Improve our environment; Change consumer behavior.

For more information please visit:

<http://www.edisonnation.com/walmart>

Statewide entrepreneurial Competition Comes to the Tri-Counties



The California Business Ascent Competition will be hosted by Green2Gold and Tech Brew and many other co-sponsors on August 17, Monday for the San Luis Obispo, Santa Barbara, and Ventura county regions.

Innovative entrepreneurs and new enterprises get in front of investors and compete for prizes and recognition against 20 other regions in California to foster innovation, sustainable economic development, and new job creation.

Santa Barbara, CA—CALIFORNIA BUSINESS

ASCENT is a statewide business competition for entrepreneurial growth companies produced by the [Golden Capital Network](#) and officially endorsed by the [State of California Business, Transportation and Housing Agency](#).

Innovation and entrepreneurship are the key drivers to economic health and prosperity. Our purpose is to identify, coach, and showcase up to 200 innovative growth companies from diverse geographies, industry sectors and development stages to acknowledge and accelerate their success.

The Green2Gold incubators and the Tech Brew Mega Mixer will host this regional showcase and competition which typically features 8 -10 outstanding early stage companies seeking investment, judged by a panel of 6-8 Venture Angel Investors. Each company gives a presentation about business and judges ask follow up questions. The event is live streamed video to the web at large, so a network throughout state of California can screen the “deal flow”. This provides companies with substantial exposure to potential investors and also helps to source talent and resources. This is the underlying value to participation in the Ascent competition.

The competition includes these industry categories: Energy Efficiency, Water Technology Solar Technology, Wind Technology, New Media/Web 2.0, Consumer Products, Communications Technology, Software Medical Device, Health Care Technology or Services, Agricultural Innovation, Advanced Materials, Biotech-Diagnostics, Biotech- Therapeutics, Aerospace and Emerging Technology.

The August 17 program is a dual element event beginning at 3 in the afternoon with the California Business Ascent Competition, and at 5:30pm until 8:30pm the Tech Brew Mid Summer’s Nite Mega Mixer. The SANTA BARBARA TECH BREW brings together local professionals to exchange ideas, network, form alliances and focus technology and business growth in the Santa Barbara region. The invitation is open to anyone who is interested in high technology/entrepreneurship and wants to actively participate in the future of sustainable economic development. The focus is business managers and tech innovators and inventors, service providers, as well as non-profits and government agencies.

This twin event is presented by the Green2Gold incubator and workshops for sustainable economic development, renewable energy, green products and enterprise innovation, the Maverick Angels network of Angel and Venture capital, the Clean Business Investment Summit of the California Coast Venture Forum. The Business Ascent Project is operated by the Golden Capital Network. Tech Brew Mega Mixers foster communication between businesses, governmental leaders, non profits, and inventors. This is an opportunity for new entrepreneurs to network, and mix and make connections. Tech Brew will host the ascent enterprises, judges, and attendees at this reception. Exhibits and special demonstrations are part of the Tech Brew success. An official event program will be presented to all attendees.

The last Clean Business Investment Summit was held at UCSB as a national event in March of this year and is an annual program of the California Coast Venture Forum. Maverick Angels has established a Santa Barbara County regional chapter that hosts a monthly investment arena and from time to time features the renowned Maverick Angels Boot Camps for entrepreneurs. Maverick Angels has chapters in Westlake Village, Santa Barbara, Santa Monica, Palos Verdes, and is forming chapters in Palm Desert and Orange County. Tech Brew has major media sponsors that include Cox Business, the Pacific Coast Business Times, Ameravant, the Santa Barbara Daily Sound, Noozhawk, and Radio and TV partners.

Enterprises, inventors, innovators interested in applying for consideration in the California Business Ascent competition can download the form at the following website <http://www.businessascent.com/portal/default/Resources/static/StaticPage?action=2&staticpage=41cbbad1bd432e4c45d93314b9397ec127128392> for more information.

When all the state wide competitions are completed there will be the culmination event with awards and prizes. This event will be held in the fall in San Diego. Through this process we expect to showcase 200 of the most innovative California companies you've never heard of with 50 of them going on to the statewide finals in San Diego. Presenting to an audience of active investors, media thought leaders, potential customers and strategic partners. All of the companies participating will receive coaching and mentoring from GCN production team and their network of advisors.

Primary sponsors of this special event include: CBIZ, Christie Communications, Bermant Development SBTV; SCORE; Amerivant; RICOH USA and dozens of institutions including the California Space Authority, Inventors Workshop International, the Santa Barbara Enterprise Center, NAWBO (National Association of Women Business Owners), Catalyst, and Techease.

Event Sponsor CBIZ states: "CBIZ has long been-term supporter of emerging entrepreneurs and we support Green2Gold, the California Business Ascent, and Tech Brew."
-Peter Iannone, CBIZ

For more information on the competition, and the sponsoring institutions:
TECH BREW: <http://www.smallbizentrepcntr.org/> and anyone wishing to sponsor, advertise, or exhibit. Alan Tratner (805) 879-1729
GREEN2GOLD incubators info green2gold.org
CALIFORNIA COAST VENTURE FORUM and CLEAN BUSINESS INVESTMENT SUMMIT contact ccvf.org
MAVERICK ANGELS, angel.net and is at maverickangels.com

Where's the Money??

NASVF Annual Conference:

NASVF is holding their 16th annual conference in Oklahoma City, Oklahoma. It will be held from September 14th-16th, 2009. The conference is a great opportunity to network with top seed and early stage investors, get new strategies from leading fund managers for raising and investing funds, query national policy makers about the post- presidential election early stage venture landscape, hear

institutional LPs tell how they choose early stage funds and take home best practices for state investing programs. A variety of people come to the conference including seed and early stage fund managers, fund of fund managers, state venture capital leaders, angel investment leaders, institutional investors and tech commercialization experts. The National Association of Seed and Venture Funds (NASVF) is a global non-profit organization with 600 individual members in 43 states and four countries. NASVF promotes investments in seed and early-stage companies by supporting entrepreneurship and job creation through the formation of innovation capital programs. NASVF connects investors, economic development organizations and tech transfer professionals in building their local economies through commercializing technologies.

For more information go to: www.nasvf.org

Green2Gold Community

We'd like to welcome the following new Incubees!
Ardalan Nami, Cagefree productions,
Copper Grapes, The Autspot Foundation

Incubee Spotlight:



Water Solutions For Life: The LifeStraw Challenge

Water Solutions for Life, is dedicated overall to promoting water conservation and to providing

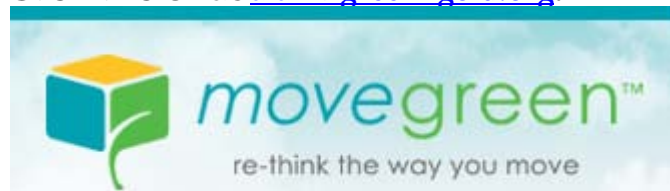
water to those who need it around the world. It was formed in 2008 by a group of students at Gabrielino High School in Los Angeles County, California, aided and abetted by advisor **Michael Winters**. In the spirit of the [Green Dream Festival](#), the students decided to bring together environmental and social solutions and, in short, help save the environment and people's lives at the same time. Throughout the years, members of this group have worked on various alternative energy projects, such as Biodiesel fuel, solar and hydrogen power and participating in Metropolitan Water District's Solar Boat program and other environmental outreach activities. Last October, they registered as the Roots and Shoots group "Green Dream," and became part of the Jane Goodall Institute. Recently they held a very interesting challenge to try and raise funds to purchase one million life straws for impoverished people around the world. See their website for more information <http://www.watersolutionsforlife.org/>

Save The Date....

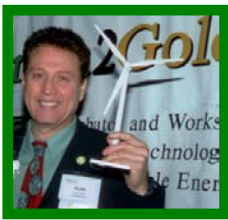
- **July 31st 2009, Entry Deadline** for Edison Nation's Walmart Competition.
- **August 21st, 2009. Entry Deadline for Popular Science's 22nd annual Best of What's New awards program.** For more information go to www.popsci.com/enter
- **September 14th-16th , National Association of Seed and Venture Fund Managers Annual Conference**, Oklahoma City, OK. <http://www.nasvf.org/confapp.php>
- **September 14th -16th, 2009 Going Green West** Cavallo Point, San Francisco, CA
GoingGreen West is the leading business development and investor-fest in the greentech space, This two-and-a-half-day executive event features CEO presentations and high-level debates on the most promising, emerging green technologies and new entrepreneurial opportunities. Contact Arden Pennell (917) 499-8379
- **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.



Contributors



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



Ella Talkin was born in London, England and has been living in the Santa Barbara area for the past ten years. She is a high school senior and looks forward to pursuing a career in environmental studies. She is currently an intern at Green2Gold.



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

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Specializing in...

Environmental Landscaping

Holistic sustainable environmental design, consulting, construction management, maintenance

Complete customized landscaping from concept to completion

Site and estate planning, design and implementation

Preventative environmental maintenance and management

Lighting and irrigation systems design and installation

Grading and drainage design, installation and construction

Erosion control systems

Fire retardant land use, design and plantings, artistic fire clearing and protection

Roof gardens for homes, garages, sheds, dog houses

Chemical-free gardens; natural pest control

Specialty tree trimming for fruit trees, roses, grapes, bonsai, topiary

Landscape Accessories

Original one of a kind garden art, sculpture, bonsai, unique botanical arrangements and containers

Custom water features: bird baths, fountains, waterfalls, koi ponds, spas, swimming pools, agriculture ponds, grey water systems

Fences, walls, patios, decks, gazebos, driveways, BBQs, fire pits

Garden, patio furniture and accessories

Specialties

Water conservation: drought/wind resistant sustainable plantings, low-use water features, rain water catchment and storage for irrigation and fire protection

Home/commercial organic, sustainable food production

Feng Shui environmental concepts design and consulting

On/off site recycling; green waste, composting, construction materials

Organically grown ornamental and edible plants, trees, flowers and greens

Habitat creation, restoration, enhancement

Medical, agricultural, and new green products, research and development

Self-sufficient home living design, consulting, implementation: food, water, power and others



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