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A New Buildings Institute (NBI) study (April 2008) shows that in terms of energy use new buildings certified under the USGBC's LEED certification system are performing 25-30% better than non-LEED buildings, which means energy savings.



This Is Our Responsibility

Written by Larry Beltramo

I would like to thank the REI Green Team for allowing me to participate in this issue of the Rosendin Green Wire.

Recently I attended a meeting of the United States Green Building Council (USGBC Silicon Valley Chapter) held at the Adobe Headquarters in San Jose. This meeting featured several speakers that touched on various topics revolving around Green Building and our environment. As I looked around the room (there were several hundred people in attendance) it was very easy to notice the positive energy and passion that they all shared for the Green movement. I began thinking of REI's role and involvement and how we can become even a better leader in our community. What came to mind was that although we can set company goals and even mandate certain items, it goes beyond that. It really has to happen with us, the people of REI and our families. Each one of us has a responsibility to, in some way, support the Green movement. Both personally and professionally you have countless opportunities to support our Green Team's objectives, as well as your own goals. We want REI's Green goals to be driven by our people and for the right reasons. Making our environment better is not a marketing scheme or some sort of façade. We are doing this because we truly feel we can make a difference.

Please take a moment to reflect on your role and what a difference you can make, then set some simple goals for yourself and your family. Your contributions will make an impact on our environment and certainly the environment of our children and grandchildren.

Our REI Green Team can provide you with all you need to get started. But remember, it is our responsibility to make it happen.

- LB



REI Earth Day Recycle Grocery Bags

Written by Kathy Richert

WOW ... what a great response to REI's Earth Day recycle grocery bag event!! The Green Team wanted to help our employees get into the "Green Spirit" by offering a set of recycle bags for only \$5, one being a canvas bag and the other being an REI blue thermal insulated bag with a zipper opening for cold (or hot) items, all with the REI logo on them. The interest was outstanding and we sold over 800 bags to all of our REI offices and field personnel. We are extremely grateful to our regional office administrative staff for our regional office sales.

The Green Team thanks all participants for the great success of our 1st Annual Earthy Day Event, and applauds our employees who recognize that the resource of paper won't last forever and the plastic bag wasn't the answer either. We do have just a few more sets available, so contact our Green Team Leader, Erica Paul, if you would like additional sets.

HopeLine is a Lifeline of Hope

For 13 years now, Verizon Wireless has been running our program HopeLine; a program to inspire change in the areas of domestic violence awareness, prevention and victim recovery. HopeLine today collects no-longer-used wireless phones, batteries and accessories in any condition from any wireless service provider. Phones that can be refurbished are donated and those without value are disposed of in an environmentally sound way.

In 2002, Verizon launched #HOPE. When dialing this from any Verizon Wireless phone, victims of domestic violence have a free call to the National Domestic Violence Hotline and are able to access professional support quickly and confidentially.

August 11th - 15th bring in your old cell phones to Rosendin Electric's Corporate Headquarters San Jose, CA lobby and drop them in the HopeLine bin for donation.

For more information email:

Alison.Vorsatz@verizonwireless.com





USGBC NORTHERN CALIFORNIA

Silicon Valley Branch

TRANSFORMING THE BUILT ENVIRONMENT

**Meetings are held the 2nd Tuesday of every month. For more information go to: <http://www.usgbc-ncc.org/>*

Silicon Valley Branch Monthly Meeting: Emerging Green Technology

Tuesday, August 12, 2008 (5:30 PM - 8:00 PM)

Palm 950 W. Maude Ave., Sunnyvale, CA 94085

For more information contact:

Paul Buckman

Paul@usgbc-ncc.org

REI's Field Strives Towards A Green Fleet



Rosendin's Fleet Manager, Victor Mumford, and VP of Field Operations, Steve Foxworthy, have made it a goal to turn our fleet green. Over 20 of REI's field personnel have traded in their traditional work truck to drive a Hybrid vehicle. The drivers have noticed a huge reduction in the amount of money they spend on fuel, and they are proudly saving the environment at the same time.



"Rosie" and Brian Sierzega, Safety, Division 12, T-Mobile Project in Washington State.



Pictured (L-R): Brent Bowers – Safety, Mark Penner – Superintendent; Steve Kennedy – Superintendent, Jeff Schaffer – Superintendent, Dave Kurze – Superintendent, Carl Latona – Training, Dave Elkins – Superintendent, Tim Bixler – Pre-Fab, and Tony Caraballo – Safety



Green Ideas Wanted:

Submit your green idea for REI and each month we will award a \$25 gift card to the winning idea.

Send submissions to green@rosendin.com

Sustainability Survey Results

By: *Diane O'Carroll*

In May 2008, 207 REI employees participated in the 1st Annual Sustainability Survey. We promised to share the results and here they are:

Does REI have a "Green Team"?	99 % Yes
Do you read the "Green Wire" Newsletter?	83 % Yes
Do you know what LEED stands for?	60 % Yes
<i>*FYI – Leadership in Energy and Environmental Design</i>	
Do you recycle at home?	87 % Yes
Do you recycle at work?	90 % Yes

Of the 190 people who responded that they recycle at work: 89% recycle paper, 63% recycle ink cartridges, 65% aluminum cans and 37% other recyclables.

Green Team Event Participation

Hybrid Ride n' Drive Event	14% attended
Water Pledge Agreement	26% signed
Earth Day Grocery Bag Event	36% purchased bags

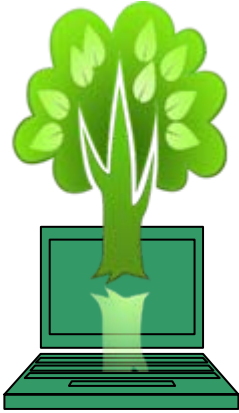
How do you think REI is doing with educating and encouraging everyone to practice green business practices?

Categories:	<u>Very well</u>	<u>Okay</u>	<u>Not Well</u>
Encouraging practices at work –	47%	43%	9%
Educating practices at work –	41%	48%	12%
Educating practices at home –	26%	52%	22%

When asked for ideas on how REI could become more environmentally conscious, the response was tremendous. Here are just a few:

- "Provide recycle bins at larger sites for water bottles and cans."
- "Convert fleet to hybrid or alternate fuel vehicles."
- "Encourage the implementation of recycling at all remote office locations as well as all field sites; especially plastic water bottles."
- "Paycheck stubs be distributed to employees electronically."

Thank you all for participating in the Sustainability Survey. The Green Team will address the viability of all comments and ideas at the upcoming monthly Green Team meetings. If anyone is interested in joining, please contact epaul@rosendin.com.



REI's IT's In-House Green Efforts

Just thought you might enjoy hearing about some of the things the IT Department is doing to be more green! In an effort to help us go green, James Ryer has worked out a deal with Dell Computer that every PC we order from Dell, they will plant a tree for us!

21 Things You Didn't Know You Could Recycle

Submitted by Ross Holly

- **Compact fluorescent bulbs:** Take them to your local IKEA store for recycling: www.ikea.com
- **CDs/DVDs/Game Disks:** Send scratched music or computer CDs, DVDs, and PlayStation or Nintendo video game disks to AuralTech for refinishing, and they'll work like new: (888) 454-3223, www.auraltech.com.
- **Tennis shoes:** Nike's Reuse-a-Shoe Program turns old shoes into playground and athletic flooring. www.nikereuseashoe.com.
One World Running will send still-wearable shoes to athletes in need in Africa, Latin America, and Haiti. www.oneworldrunning.com.
For the complete list visit: www.coopamerica.org/pubs/caq/articles/21Things.cfm
- **Eyeglasses:** Your local Lion's Club or eye care chain may collect these. Lenses are reground and given to people in need.
- **Sports equipment:** Resell or trade it at your local Play It Again Sports outlet: (800) 476-9249, www.playitagainsports.com