

A G E N D A

600 NORTHEAST GRAND AVENUE | PORTLAND, OREGON 97232 2736  
TEL 503 797 1542 | FAX 503 797 1793



**METRO**

**Agenda**

MEETING: METRO COUNCIL REGULAR MEETING  
DATE: September 30, 2004  
DAY: Thursday  
TIME: 2:00 PM  
PLACE: Metro Council Chamber

**CALL TO ORDER AND ROLL CALL**

**1. INTRODUCTIONS**

**2. CITIZEN COMMUNICATIONS**

**3. DETAILS ON LEADERSHIP IN ENVIRONMENTAL AND ENERGY DESIGN (LEEDS) CERTIFICATION OF OREGON CONVENTION CENTER** Blosser/  
Williams

**4. NEW AREA PLANNING** Benner/  
Valone

**5. CONSENT AGENDA**

5.1 Consideration of Minutes for the September 23, 2004 Metro Council Regular Meeting.

**6. ORDINANCES - SECOND READING**

6.1 **Ordinance No. 04-1059**, For the Purpose of Amending Metro Code Title IV Oregon Zoo Regulations, Metro Code Section 4.01.020 Definitions; Metro Code Section 4.01.050 Admission Fees and Policies, and Metro Code Section 4.01.070 Parking Regulations, Effective January 1, 2005. Park

**7. RESOLUTIONS**

7.1 **Resolution No. 04-3494**, For the Purpose of Adopting a Policy for Establishing a process and criteria for proposed investments from the new Metro Tourism Opportunity and Competitiveness Account (MTOCA). Park  
*(Discussion and Public Hearing – no final action)*

**8. CHIEF OPERATING OFFICER COMMUNICATION**

9. COUNCILOR COMMUNICATION

ADJOURN

Television schedule for September 30, 2004 Metro Council meeting

<b>Clackamas, Multnomah and Washington counties, Vancouver, Wash.</b> Channel 11 -- Community Access Network <a href="http://www.yourtv.org">www.yourtv.org</a> -- (503) 629-8534 Thursday, September 30 at 2 p.m. (live)	<b>Washington County</b> Channel 30 -- TTVV <a href="http://www.yourtv.org">www.yourtv.org</a> -- (503) 629-8534 Saturday, October 2 at 11 p.m. Sunday, October 3 at 11 p.m. Tuesday, October 5 at 6 a.m. Wednesday, October 6 at 4 p.m.
<b>Oregon City, Gladstone</b> Channel 28 -- Willamette Falls Television <a href="http://www.wftvaccess.com">www.wftvaccess.com</a> -- (503) 650-0275 Call or visit website for program times.	<b>West Linn</b> Channel 30 -- Willamette Falls Television <a href="http://www.wftvaccess.com">www.wftvaccess.com</a> -- (503) 650-0275 Call or visit website for program times.
<b>Portland</b> Channel 30 (CityNet 30) -- Portland Community Media <a href="http://www.pcatv.org">www.pcatv.org</a> -- (503) 288-1515 Sunday, October 3 at 8:30 p.m. Monday, October 4 at 2 p.m.	

**PLEASE NOTE: Show times are tentative and in some cases the entire meeting may not be shown due to length. Call or check your community access station web site to confirm program times.**

Agenda items may not be considered in the exact order. For questions about the agenda, call Clerk of the Council, Chris Billington, (503) 797-1542. Public Hearings are held on all ordinances second read and on resolutions upon request of the public. Documents for the record must be submitted to the Clerk of the Council to be considered included in the decision record. Documents can be submitted by e-mail, fax or mail or in person to the Clerk of the Council. For additional information about testifying before the Metro Council please go to the Metro website [www.metro-region.org](http://www.metro-region.org) and click on public comment opportunities. For assistance per the American Disabilities Act (ADA), dial TDD 797-1804 or 797-1540 (Council Office).

Consideration of Minutes of the September 23, 2004 Regular Council meeting.

Metro Council Meeting  
Thursday, September 30, 2004  
Metro Council Chamber

**Ordinance No. 04-1059**, For the Purpose of Amending Metro Code Title IV – Oregon Zoo Regulations, Metro Code Section 4.01.020 Definitions; Metro Code Section 4.01.050 Admission Fees and Policies; and Metro Code Section 4.01.070 Parking Regulations, Effective January 1, 2005.

*Second Reading*

Metro Council Meeting  
Thursday, September 30, 2004  
Metro Council Chamber

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING METRO )      ORDINANCE NO. 04-1059  
CODE TITLE IV - OREGON ZOO )  
REGULATIONS, METRO CODE SECTION )  
4.01.020 DEFINITIONS; METRO CODE )  
SECTION 4.01.050 ADMISSION FEES AND )  
POLICIES; AND METRO CODE SECTION )      Introduced by Chief Operating Officer Michael J.  
4.01.070 PARKING REGULATIONS, )      Jordan, with the concurrence of Council  
EFFECTIVE JANUARY 1, 2005 )      President David Bragdon

WHEREAS, the Oregon Zoo periodically needs to increase admission charges to keep pace with increased operating costs; and

WHEREAS, Oregon Zoo admission fees have not been increased since January 1, 2004; and

WHEREAS, the Oregon Zoo desires to operate the Zoo parking lot in an entrepreneurial manner that generates revenue for the Zoo while encouraging Zoo patrons to gain access to the Zoo in a manner that promotes public transit alternatives to private motor vehicles, consistent with Metro's Facility Related Parking Policy, set forth in Chapter 2.14 of the Metro Code; now therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

1. That Metro Code Section 4.01.020 is amended to read as follows:

"4.01.020 Definitions

For the purposes of this chapter unless the context requires otherwise the following terms shall have the meaning indicated:

- (a) "Director" or "Zoo Director" means the Director of the Zoo, and also includes such subordinate employees of the Zoo or other Metro employees to the extent the Zoo Director or Chief Operating Officer has delegated specific duties in writing.
- (b) "Parking lot" means that portion of the Zoo outside of the premises including the paved parking lot area adjacent to the Zoo leased from the City of Portland, but not the public right-of-way located therein, and also includes the adjacent sidewalks, landscaped areas, and plaza outside of the Zoo gates.
- (c) "Premises" means the property, buildings, and grounds within the perimeter fence surrounding the Zoo, the admission and exit gates, all Zoo buildings including but not limited to the administrative, commissary, haybarn, and shop buildings, the employee parking lot, the Zoo vehicular storage area, and the Zoo Railroad right-of-way from the Zoo to and including the Metro Washington Park Station.

(d) "Public" means any person other than a Zoo employee.

(e) "Shuttle Parking Lot" means any facility located outside the Zoo and the Parking Lot and designated by the Zoo for overflow parking.

(fe) "Special event" means any event or occasion held on the premises other than during normal operating hours as specifically authorized by the Zoo Director and Chief Operating Officer.

(gf) "Zoo" means the Oregon Zoo and includes the parking lot and the premises.

(hg) "Zoo employee" means any paid employees of the Zoo, any other paid employees of Metro performing tasks or functions at the Zoo at the request or direction of either the Zoo Director, the Metro Council, or the Chief Operating Officer, volunteers performing functions and duties assigned or authorized by the Zoo Director, and any contractors or agents of the Zoo carrying out their duties or obligations to the Zoo.

(ih) "Zoo Railroad" means the equipment, rails, and right-of-way extending from within the Zoo premises through the City of Portland park adjacent to the Zoo to a location near the Rose Test Gardens, also known as the Washington Park and Zoo Railway."

2. That Metro Code Section 4.01.050 is amended to read as follows:

"4.01.050 Admission Fees and Policies

(a) Regular Fee Schedule

Adult (12 years and over)	<del>\$9.00</del> <u>\$9.50</u>
Youth (3 years through 11 years)	<del>\$6.00</del> <u>\$6.50</u>
Child (2 years and younger)	Free
Senior Citizen (65 years and over)	<del>\$7.50</del> <u>\$8.00</u>

(b) Free and Reduced Admission

- (1) The Director may set free or reduced price admission rates for groups, special events, or as otherwise in accordance with this Chapter.
- (2) A free admission pass will entitle the holder only to enter the Zoo without paying an admission fee.

- (3) A reduced admission pass will entitle the holder only to enter the Zoo by paying a reduced admission fee.
- (4) Free or reduced admission passes may be issued to the following groups or individuals and shall be administered as follows:
  - (A) Metro employees shall be entitled to free regular Zoo admission upon presentation of a current Metro employee identification card.
  - (B) Metro elected officials shall be entitled to free admission.
  - (C) Free admission passes in the form of volunteer identification cards may, at the Director's discretion, be issued to persons who perform volunteer work at the Zoo. Cards shall bear the name of the volunteer, shall be signed by the Director, shall be non-transferable, and shall terminate at the end of each calendar year or upon termination of volunteer duty, whichever date occurs first. New identification cards may be issued at the beginning of each new calendar year for active Zoo volunteers.
  - (D) The Zoo Director may issue reduced price admission passes to individuals using a TriMet bus or the Metro Area Express (MAX) for travel to the Zoo, upon presentation of acceptable proof of fare payment, which includes TriMet passes, MAX tickets and bus transfer receipts validated on the date of Zoo entry.
- (5) Admission to the Zoo shall be at a reduced rate for all persons during a portion of a day each month, as determined by the Director.

(c) Special Events. The Zoo, or portions thereof, may be utilized for special events designed to enhance Zoo revenues during hours that the Zoo is not normally open to the public. The number, nature of, and admission fees for such events shall be determined by the Zoo Director.

(d) Parking Fee. The Zoo Director may establish, charge and collect a parking fee from Zoo patrons for parking in the Zoo Parking Lot and Shuttle Lot and may adjust said parking fee annually.”

3. That Metro Code Section 4.01.070 (a) is amended to read as follows:

“4.01.070 Parking Regulations

The following rules shall govern all vehicles operated within the area of the Zoo parking lot and Zoo premises:

(a) It shall be a violation of this Code for the driver of any motor vehicle or bus to fail to pay for parking when required under this Code, or to violate any legend or direction contained in a any sign, signal, or marking now installed or hereafter installed upon any portion of the Zoo premises or parking lot areas. Drivers of all vehicles shall drive in a careful and safe manner at all times, and shall comply with the signals and directions of the police or security officers and all posted traffic signs. Blocking of entrances, driveways, walks, loading platforms, fire lanes, or fire hydrants is prohibited. Parking without authority, or parking in unauthorized locations or in locations reserved for other persons or contrary to the directions of posted signs, is prohibited.

(b) Security personnel designated by the Chief Operating Officer as serving as a Zoo parking patrol shall have the authority and duty to issue parking citations in accordance with subsection (c) of this section for a violation specified by subsection (a) of this section. The Zoo parking patrol shall have no other policy authority or duty. Persons appointed as Zoo parking patrol shall be special police officers of Metro. As special police officers, the Zoo parking patrol personnel and the Zoo parking patrol supervisor shall have authority to issue citations for violations of parking or non-moving traffic violations occurring on Zoo property or property adjacent to the Zoo leased from the City of Portland by Metro for Zoo parking purposes, and particularly they shall have authority to issue citations. To the extent of the power and authority granted in this section, such personnel and their supervisor shall exercise full police power and authority.

(c) Parking Citations

(1) Form of Citations. All parking citation forms used by the Zoo parking patrol shall be in a form approved by the Metro Attorney and as issued by the Circuit Court for the State of Oregon for Multnomah County. Such parking citations shall, at a minimum, clearly state:

- (A) The date, place, and nature of the charge;
- (B) Time and place for the defendant's appearance in court;
- (C) Name of the issuing officer;
- (D) License number of the vehicle.



- (2) Procedure for Issuing Citations. Any citation form issued pursuant to this Code section shall either be delivered to the defendant or placed in a conspicuous place upon the vehicle involved in the violation. A duplicate original of the notice shall serve as the complaint in the case when it is filed with the court. In all other aspects, the procedure now provided by law in such cases shall be followed, but ORS 810.365 does not apply. The officer need not have observed the act of parking, but need only observe that the car was parked in violation of Metro Code.
- (3) Use of Parking Citation as Complaint. The original of the traffic citation form when completed to meet the minimum requirements of ORS 221.333 may serve as a complaint; other forms of parking complaints are prohibited.
- (4) Citation Form Books Issued by circuit court. Citation form books for parking violations shall be provided by the circuit court and upon request distributed to the Zoo parking patrol officers who issue them.
- (5) List of Parking Citations. A list of the parking citations issued by Zoo parking patrol officers shall be forwarded to the circuit court within 24 hours.

(d) Person Responsible for Violation Charged by the Citation. The registered owner of the vehicle is prima facie responsible for the violation charged by the citation.”

- 4. That all other provisions of Metro Code Title IV Chapter 4.01 - Oregon Zoo Regulations remain the same.
- 5. That the Admission Fees and Policies of Metro Code Section 4.01.050 and Parking Regulations of Metro Code Section 4.01.070 (a) take effect January 1, 2005.

///  
 ///  
 ///  
 ///  
 ///  
 ///

ADOPTED by the Metro Council this \_\_\_\_\_ day of \_\_\_\_\_, 2004.

\_\_\_\_\_  
David Bragdon, Council President

Attest:

Approved as to Form:

\_\_\_\_\_  
Christina Billington, Recording Secretary

\_\_\_\_\_  
Daniel B. Cooper, Metro Attorney

## STAFF REPORT

IN CONSIDERATION OF ORDINANCE NO. 04-1059 FOR THE  
PURPOSE OF AMENDING METRO CODE TITLE IV – OREGON  
ZOO REGULATIONS, METRO CODE SECTION 4.01.020  
DEFINITIONS, METRO CODE SECTION 4.01.050 ADMISSION  
FEES AND POLICIES AND METRO CODE SECTION 4.01.070  
PARKING REGULATIONS, EFFECTIVE JANUARY 1, 2005

---

Date: September 7, 2004

Prepared by: Sarah Chisholm

### BACKGROUND

The purpose of this ordinance is to amend Metro code sections 4.01.050 and 4.01.070 in order to increase the admission fee by \$.50, to grant authority to charge for parking at the Zoo, and to grant authority to provide reduced admission to guests using public transit. The changes would take effect January 1, 2005.

In conjunction with the increase in the gate admission charge for all customers, the Zoo will begin charging an additional fee to those customers who use the automobile parking lot. The Zoo will institute a paid parking system where a flat parking fee per car will be collected at the Zoo admission gates. This will be an honor system payment method. Additionally, guests using public transit will be entitled to reduced priced admission to the Zoo.

### ANALYSIS/INFORMATION

1. **Known Opposition:** None known.
2. **Legal Antecedents:** Metro Code Section 4.01.050 Admission Fees and Policies identifies policies on Zoo admission fees, and requires the Zoo to request an amendment to increase fees. Metro Code Section 4.01.070 Parking Regulations sets forth the rules governing vehicles operated within the Zoo parking lot and Zoo premises. Metro Code Section 2.14.010 Facility Related Parking Policy and Regulations provides policy direction as to the use and regulation of parking lots at Metro regional facilities.
3. **Anticipated Effects:** The proposed fee increase of \$.50 would take effect January 1, 2005. The \$.50 fee increase proposal would bring the adult admission rate to \$9.50. This rate is still the lowest of comparable facilities on the west coast and considerably lower than the other two AZA accredited facilities in Oregon. The anticipated effect of charging for parking and providing transit incentive is an increase in public transit ridership to the Zoo.
4. **Budget Impacts:** The fee increase of \$.50 was part of the Zoo's proposed FY 04-05 budget, with an expected increase to revenue at the Zoo of \$120,595 this fiscal year.

### RECOMMENDED ACTION

The Chief Operating Officer recommends adoption of this ordinance.

Agenda Item Number 7.1

**Resolution No. 04-3494**, For the Purpose of Adopting a Policy for  
Establishing a Process and Criteria for Proposed Investments from  
the New Metro Tourism Opportunity and Competitiveness Account (MTOCA).

Metro Council Meeting  
Thursday, September 30, 2004  
Metro Council Chamber

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ADOPTING A POLICY ) RESOLUTION NO. 04-3494  
FOR ESTABLISHING A PROCESS AND )  
CRITERIA FOR PROPOSED INVESTMENTS ) Introduced by Councilor Rod Park  
FROM THE NEW METRO TOURISM  
OPPORTUNITY AND COMPETITIVENESS  
ACCOUNT (MTOCA)

WHEREAS, on May 20, 2004, the Metro Council passed Ordinance No. 04-1052, increasing the excise tax on solid waste by \$.50 per ton; and

WHEREAS, proceeds from this tax are allocated to the Metro Tourism Opportunity and Competitiveness Account (MTOCA); and

WHEREAS, the purpose of the Metro Tourism Opportunity and Competitiveness Account (MTOCA) is to maximize the competitiveness, financial viability, economic impact, and continued success of the Oregon Convention Center; and

WHEREAS, it is desirable to have a policy establishing a process and criteria for proposed investments from the new Metro Tourism Opportunity and Competitiveness Account (MTOCA); and

WHEREAS, under Chapter 6 of the Metro Code, MERC is authorized and directed by the Metro Council to make recommendations to the Council regarding convention, trade and spectator facilities; and

WHEREAS, on August 25, 2004, the MERC Commission unanimously passed MERC Resolution Number 04-15 recommending that the Metro Council adopt a policy establishing a process and criteria for proposed investments from the new Metro Tourism Opportunity and Competitiveness Account (MTOCA); and

WHEREAS, the policy recommended by the MERC Commission provides that the Metro Council, as MERC's budget authority, must make all final decisions on recommended expenditures from the fund; and

WHEREAS, the Council wishes to ensure that the decisions made on recommended expenditures from the fund are subject to a thorough and clear process that is set out separately from the overall Metro budgeting process.

BE IT RESOLVED as follows:

1. That the Metro Council adopts the policies for establishing a process and criteria for recommending expenditures by Metro from the new Tourism Opportunity and Competitiveness Account as shown on the attached Exhibit A, with the proviso that the Council directs that Goal Number One and the Strategies listed under Goal Number One shall have the highest priority for funding.
2. That the MERC Commission is directed to submit proposals for funding Goals Number 2 and 3 and the Strategies listed under those goals only after the Commission finds that Goal Number 1 has been fully funded.

3. That it is the desire of the Council that annual requests for appropriations from this Account be set out for discussion, consideration, and action in a manner separate and discrete from general budget procedures.

ADOPTED by the Metro Council this 30<sup>th</sup> day of September, 2004

---

David Bragdon, Council President

Approved as to Form:

---

Daniel B. Cooper, Metro Attorney

## METRO TOURISM OPPORTUNITY AND COMPETITIVENESS ACCOUNT

### POLICY AND GUIDELINES

**Purpose:** The purpose of Metro's Tourism Opportunity and Competitiveness Account (MTOCA) is to maximize the competitiveness, financial viability, economic impact, and continued success of the Oregon Convention Center.

**Background:** In fiscal year 2002-03, the \$116 million expansion of the Oregon Convention Center came in on time and under budget. The expansion almost doubled the size of the center, positioning Portland to compete for a much larger share of the national and international convention market, and add jobs to the region's economy. At the time the funding package was assembled for the facility's expansion, operating funds were identified to sustain the facility in the short term, with the recognition that the Metro Council, along with public and private sector stakeholders, would develop a longer term solution.

A recent study performed by a national consultant confirmed that the Oregon Convention Center is under funded. The study by C. H. Johnson and Associates shows that the Convention Center is operating at a fraction of the average subsidy that its competitors enjoy. The lack of additional funding to help pay for the operation and maintenance of the expanded Convention Center has resulted in MERC being required to operate a facility which has been doubled in size with only 5 additional staff persons. Staffing levels now are insufficient to meeting the building's operational and maintenance needs, and no funds are available to contribute to renewal and replacement—thus putting this important public asset at risk for the future.

Since the events of September 11, 2001 and the downturn in the national travel and meeting industries, competition for scarce visitor dollars has become intense. Now, the Metro region must compete with much larger "Tier One" locations such as Las Vegas or San Francisco---parts of the country that never used to compete for the smaller events that typically consider the Portland metro region. These factors led the Council to create the Metro Oregon Convention Center Advisory Committee last year, with representatives from the local hospitality community and civic leaders. That Committee advised Metro to examine the possibility of dedicated excise tax dollars to help fund the Center, so as to keep it competitive with other, better funded jurisdictions.

On May 20, 2004, the Metro Council passed Ordinance No. 04-1052. This ordinance increased the excise tax on solid waste by \$.50 per ton. Proceeds from the tax are allocated to the Metro Tourism Opportunity and Competitiveness Account, and are intended to contribute to the long term viability and competitiveness of the Oregon Convention Center, helping to enable the center to achieve its intended economic benefits for the region. The Tourism Opportunity and Competitiveness Account will create a fund that will assist the Convention Center in maintaining its competitive position in an increasingly difficult convention and meeting business. The funds generated from the proposed excise tax will be available for specific proposals that will assist with Convention Center operation, maintenance, and marketing.

**Process:** Proposed expenditures from the MTOCA will take place in accordance with the Metro Code and State Budget Law, which require formal supplementary budget proceedings. The

MERC Commission will be required at the outset to conduct public proceedings of its Budget Committee, with proper notice and opportunity for public testimony, in order to determine initial proposals for expenditures from the fund. Any proposals will then be subject to a formal MERC Commission resolution recommending such expenditures to the Metro Council. The Metro Council is the ultimate budget authority and final decisions on the recommendations received from MERC will be made as Supplementary Budget actions by the Council with the required notice, public hearings, and opportunity for public testimony and input.

**Priorities:** The top priority of the MTOCA is to ensure that OCC is successful in order to preserve the public investment in the facility, generate the maximum economic return for the community, and maintain OCC in first class condition.

**Goals and Strategies:** The following goals and strategies are identified as major priorities to ensure the greatest returns on investment and success of OCC. Actual ranking of priorities and specific funding proposals for particular years will be made on an annual basis through public meetings of the MERC Budget Committee, the full MERC Commission, and the Metro Council:

**Goal #1: Targeted capital investments in the Oregon Convention Center's physical plant that yield demonstrable marketing advantages.**

Strategy A: **Green Building (LEEDS) Certification.**

Funds could be expended to obtain official LEEDS certification for OCC. This certification could be used to enhance OCC's marketing advantages, particularly in conjunction with the Portland Oregon Visitor's Association (POVA's) "It's Not Easy Being Green" marketing plan for Portland. Such certification would enhance OCC and Portland's distinctive reputation for environmental quality and build on the State's "Brand Oregon" campaign.

Strategy B: **Oregon Convention Center Operational Advantages.**

Funds could be expended for targeted capital investments that enhance the visitor experience at OCC, permit OCC to differentiate or brand itself in the national marketplace, or otherwise enhance marketability. Examples could include remodeling old OCC office space into a high tech meeting center desirable for many new potential clients, or creating additional Oregon branded sales points consistent with the State's "Brand Oregon" campaign.

Strategy C: **Headquarters Hotel Related Investments**

Given the anticipated costs of Headquarters Hotel development, MTOCA funds will be insufficient to make a major contribution. However, certain targeted Improvements in OCC itself will be necessary in the event of successful hotel development, i.e., pedestrian connections, signage changes, security related issues, etc. Funds could be expended to assist with some of these projects.

**Goal #2: Assist the Visitor Development Fund with Oregon Convention Center facility costs.**



Strategy A: MTOCA could provide the ability to offset all or a portion of the Oregon Convention Center facility costs in order to secure business in years in which the Visitor Development Fund does not receive its full allocation of funding from the Visitor Development Initiative. MTOCA is insufficient for and should not be used as a wholesale substitute for the VDF. It can however provide some needed help for this purpose in years in which VDF receives less than a full allocation. In order to qualify for this strategy the OCC Director and POVA Executive Director should certify to the MERC General Manager that the proposed use of funds meets the Return on Investment criteria ordinarily utilized by the VDF board and also constitutes significant usage of OCC exhibit space, or otherwise presents adequate return to both the community and the facility.

**Goal #3: Maintain the Oregon Convention Center in First Class Condition**

Strategy A: **Ensure sufficient funds for basic OCC cleaning, maintenance, and event service.**

MTOCA could be used to support basic OCC cleaning, maintenance, and event service. Lack of sufficient operational support has forced OCC to cut basic programs beyond a level which is prudent or sustainable in the long term. Adding back some of these programs will keep OCC competitive in the long run by avoiding additional deferred maintenance and keeping the building clean, attractive, marketable and events well serviced.

## STAFF REPORT

IN CONSIDERATION OF RESOLUTON NO. 04-3494 FOR THE PURPOSE OF ADOPTING  
A POLICY FOR ESTABLISHING A PROCESS AND CRITERIA FOR PROPOSED  
INVESTMENTS FROM THE NEW METRO TOURISM OPPORTUNITY AND  
COMPETITIVENESS ACCOUNT (MTOCA)

---

Date: September 16, 2004

Prepared by: Mark B. Williams

### BACKGROUND

On May 20, 2004, the Metro Council passed Ordinance No. 04-1052. This ordinance increased the excise tax on solid waste by \$.50 per ton. Proceeds from the tax are allocated to the Metro Tourism Opportunity and Competitiveness Account, and are intended to contribute to the long term viability and competitiveness of the Oregon Convention Center, helping to enable the center to achieve its intended economic benefits for the region. The Tourism Opportunity and Competitiveness Account will create a fund that will assist the Convention Center in maintaining its competitive position in an increasingly difficult convention and meeting business. The funds generated from the proposed excise tax will be available for specific proposals that will assist with Convention Center operation, maintenance, and marketing.

### ANALYSIS/INFORMATION

1. **Known Opposition.** Hospitality industry stakeholders supported MERC Resolution 04-15, which recommended Council adoption of goals and strategies for proposed expenditures from the fund. Level of stakeholder support for or opposition to the current Council resolution is not clear.
2. **Legal Antecedents.** Metro Council Ordinance No. 04-1052.
3. **Anticipated Effects.** If the resolution passes it will provide direction and guidance to the MERC Commission as it considers specific recommendations to the Council for expenditures from the fund. Any such expenditures proposed by MERC in this or future budget years will be sent to the Council as recommendations, as the Council must by separate actions authorize such expenditures by ordinance.
4. **Budget Impacts.** Council has already passed legislation creating the fund and authorizing a level of expenditure from the fund (leaving specific expenditure decisions to future actions). An ordinance amending the budget will be required to transfer the funds from General Fund Contingency to the MERC Operating Fund.

### RECOMMENDED ACTION

The MERC Commission in Resolution 04-15 recommended that the Council approval the goals and strategies contained in the recommended policy.

**MINUTES OF THE METRO COUNCIL MEETING**

Thursday, September 23, 2004  
Metro Council Chamber

Councilors Present: David Bragdon (Council President), Susan McLain, Rod Monroe, Rex Burkholder, Carl Hosticka, Rod Park, Brian Newman

Councilors Absent:

Council President Bragdon convened the Regular Council Meeting at 2:02 p.m.

**1. INTRODUCTIONS**

Councilor Newman reported on the 10<sup>th</sup> Annual Railvolution Conference. Metro was one of the sponsors of this conference. He noted many of the cities that were talking about the land use connection and transportation. Council President Bragdon talked about several sessions he had attended including measuring success of the transit oriented development and bus rapid transit.

**2. CITIZEN COMMUNICATIONS**

There were none.

**3. PORTLAND REGION: HOW ARE WE DOING – DRAFT 2004 PERFORMANCE MEASURES REPORT**

Dr. Gerry Uba, Planning Department, presented a power point presentation on Performance Measures (a copy of which is included in the public record). He said this was a presentation of the 2004 report. This was an update of the report presented to Council last year. They had additional information to share with the Council. They were working on making the report more precise. He spoke to why they were conducting performance measures: 1) to look at the success of the policies, 2) to assess implementation of the 2040 Plan and measure progress towards achieving Growth Concept goals and 3) to use the results to initiate discussions about other issues that should be considered in the policy revision process.

He noted the policies that were being measured and spoke to how we were doing in achieving those policies. He said some of the policies in the region were doing very well and some areas still needed work. Councilors asked questions about performance measurements and successes. They talked about the attributes for a sense of place and how these were unique to each community. Measurements were much more subjective. Dr. Uba spoke to cost of housing, rentals, and vacancy rates, parks and green spaces, and public involvement. He concluded by saying that this report was an update but there was a need for more resources to provide additional data. Councilor Burkholder reminded Council about the Strategic Planning process and if this fit into regional indicators. Councilor Newman thanked Dr. Uba and Scott Weddle for their work. He felt this was very helpful to be able to understand what was going on in the region. He asked about the presentation at Metro Policy Advisory Committee (MPAC) and the local jurisdictions' reaction to the report. Dr. Uba said that some jurisdictions were surprised at the results. Councilor McLain added her accolades to the work that staff had done. She asked, as they were doing the process did they find any gaps in information they might need? Dr. Uba gave some examples and talked about the need for additional resources.

Council President Bragdon asked if he had compared Metro to other regions. Dr. Uba said they had limited resources but that was one of their goals. They intended to do this in the next set of performance measures. Councilor Burkholder asked the Council, how do we use this information? He noted one concept, efficient use of land and type of housing being built. The policy question was, was the market actually meeting the needs of the demographics? He asked, where do we start debating this? Was it matching the needs of the citizens? He suggested looking at what was happening and where do we go with this information. Councilor McLain suggested having a joint meeting of MPAC and the Council to look at how the region was growing and discuss where the region wanted to go with some of this information. Council President Bragdon concurred with Councilor McLain's remarks and suggested this information could reinforce policy direction.

#### 4. TELECOMMUNICATIONS JOINT PROJECT

Alexis Dow, Metro Auditor, presented her report on Telecommunications Joint Project (a copy of this report is included in the meeting packet). She said this was an interesting joint project. She introduced Bill Stringer, Chief Financial Officer, who had worked with her on this audit. Mr. Stringer said they learned a lot from the project. He appreciated the opportunity to participate in the joint audit.

#### 5. CONSENT AGENDA

5.1 Consideration of minutes of the September 16, 2004 Regular Council Meetings.

5.2 **Resolution No. 04-3495**, For the Purpose of Confirming the Appointment Of Angela Rysdam and David Posalski to the Metro Committee for Citizen Involvement (MCCI).

Councilor Hosticka asked that separate votes be taken for each of these items.

Motion: 

Councilor Monroe moved to adopt the meeting minutes of the September 16, Regular Metro Council.
-------------------------------------------------------------------------------------------------

Vote: 

Councilors Burkholder, McLain, Monroe, Park, Newman and Council President Bragdon voted in support of the motion. The vote was 6 aye/1 abstain, the motion passed with Councilor Hosticka abstaining from the vote.
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Motion: 

Councilor Monroe moved to adopt Resolution No. 04-3495.
---------------------------------------------------------

Vote: 

Councilors Burkholder, McLain, Monroe, Park, Newman, Hosticka and Council President Bragdon voted in support of the motion. The vote was 7 aye, the motion passed.
--------------------------------------------------------------------------------------------------------------------------------------------------------------------

#### 6. ORDINANCES –FIRST READING

6.1 **Ordinance No. 04-1036**, For the Purpose of Amending Metro Code Chapter 5.02 to Establish the Initial Disposal Charge for Compostable Organic Waste at Metro Transfer Stations.

Council President Bragdon assigned Ordinance No. 04-1036 to Council.

**7. CHIEF OPERATING OFFICER COMMUNICATION**

Michael Jordan, Chief Operating Officer, announced that BeeJaye Jones would be joining the Council team October 1, 2004. He said he received by email several stories about employees. He talked about the quality of human beings that were employed at Metro.

**8. COUNCILOR COMMUNICATION**

Council President Bragdon announced a coffee talk this was coming up Monday at Metro. The Planning Director of State of Melbourne, Australia would provide the presentation.

Councilor McLain talked about the Fork It Over food donation program. They now had 13 new businesses, which were participating. She felt it was a great program and they had gotten wonderful media coverage.

Councilor Park said this morning they met with Jenna Dorn from the Federal Transportation Authority. He said both Washington State and this region participated in the meeting. People continued to come to Metro to look at how we were doing it differently. He spoke to regional discussions and how unique our region's collaborative relationships were.

**9. ADJOURN**

There being no further business to come before the Metro Council, Council President Bragdon adjourned the meeting at 3:40 p.m.

Prepared by

Chris Billington  
Clerk of the Council

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF SEPTEMBER  
23, 2004**

Item	Topic	Doc Date	Document Description	Doc. Number
5.1	Minutes	9/16/04	Minutes of the Metro Council Meeting of September 16, 2004	092304c-01
3	Power Point Presentation	9/23/04	To: Metro Council From: Gerry Uba, Planning Department Re: Portland Region: How are we doing – draft 2004 Performance Measures	092304c-02

September 21, 2004

TO: MERC Commission  
Mark B. Williams

FROM: Jeffrey A. Blosser

RE: LEED'S Rating Certification for the Oregon Convention Center

I wanted to update you on the progress for achieving a LEED'S certification for the Oregon Convention Center. I will put the items into categories for easy references.

- 1) Process: With the US Green Building Council national meeting here in November, we have put together a plan in two stages.
  - A. Stage One: Include the hiring of ZGF and US Green Building Services, a sub of ZGF, to manage the process.
  - B. Stage Two: The LEED Certification will be in two phases, first will be a new building rating for the expansion because it can get done before November and secondly, with the excise tax funding, retrofit of the existing building to achieve an Existing Building LEED Certification for the entire facility once the improvements have been made.
  - C. Applications for new building certification has been sent in and approved as a part of the project.
  - D. Currently, groups involved are OCC staff (Jeff Blosser, Bob Spier, Sara Bernhard) ZGF staff, project staff who worked on the expansion (Karl Schulz) and other contractors, GBG, and Hoffman Construction as well.

2) List of areas to be renovated or replaced:

- Replacement of three 800 ton chiller units  
Cost: \$870,000
- Replacement of one 250 ton chiller unit  
Cost: \$130,000
- Chiller room ventilation and noise abatement  
Cost: \$ 60,000
- New controls for these units  
Cost: \$ 28,000
- Change out restroom toilets and urinals to automatic flush  
(198 in total) including electrical, hardware & labor installation.  
Cost: \$125,000
- Change out light sensors in all storage areas, mechanical rooms,  
restrooms and closets  
Cost: \$ 10,000
- ZGF contract for all work including drawings, subcontracts,  
management  
Cost: \$ 30,000
- Contingency at 10%  
Cost: \$125,000

Total cost of the projects will be estimated at \$1,378,000. Costs could vary depending upon the bid climate to complete this work.

- 3) Financing Options: We are looking at using the excise tax funds being rebated back to MERC/OCC as the major funding source. Funds can be borrowed from the State to put this project in motion and then be paid back over time with the excise tax monies.

Funds available - \$595,000 per year - from the excise tax rebate.

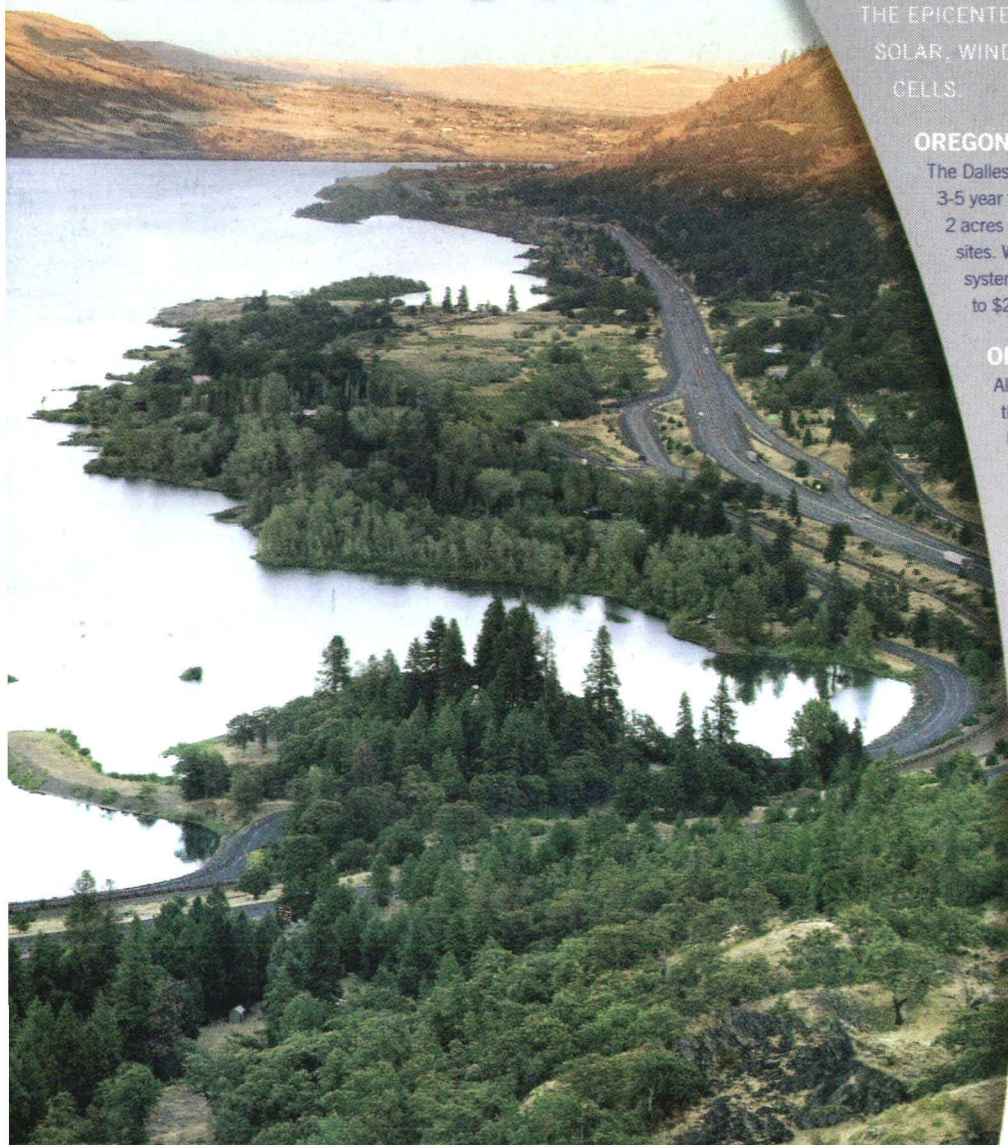
The options for funding are a 3 and a 5 year.

3-year option: project would be completed in about 6 months and would be paid off in 2.4 years if all funds are dedicated.

5-year option: Project would be completed in about 6 months and funding could be allocated at \$285,000 per year to pay it off and there would be \$310,000 per year for other projects.



# THE GREENEST PART OF OREGON



THERE'S MORE TO A LOCATION THAN TREES. SUSTAINABLE GROWTH, QUALITY OF LIFE, COST OF LIVING, AND ACCESS TO RECREATION. THE DALLES OFFERS ALL OF THIS AND MORE, PLUS WE SIT AT THE EPICENTER OF RENEWABLE ENERGY OPPORTUNITIES LIKE SOLAR, WIND, HYDRO-ELECTRIC, GEOTHERMAL AND FUEL CELLS.

## OREGON CERTIFIED

The Dalles Industrial Center is located within an Enterprise Zone that offers 3-5 year tax abatement for qualifying companies. So, whether you want 2 acres or 50, we are ready to fill your need, with Oregon Certified land sites. We'll help you finance purchasing or do a leaseback. We'll cut your system development costs up to 50%; and even apply a job credit of up to \$2,500 per employee to sweeten the deal.

## ONLY 70 MILES TO PORTLAND

Also, The Dalles is only 70 miles from Portland but a world away from the hassles. Through one of the prettiest drives in America, The Dalles offers the best weather in Oregon with less than one-third the rainfall, and one-third more solar days.

## LOWER COSTS

Construction costs and cost-of-living are significantly lower here. Plus, the Columbia Gorge Community College's mission is "to provide quality instructional programs and services" to support local industry.

## WORLD CLASS FUN

We can promise world class windsurfing, kite boarding, sailing, fishing, mountain biking, hiking, kayaking and skiing. With historical and cultural choices like the Discover Center and Lewis & Clark trail. The Dalles Industrial Center even backs up to a 9-mile pedestrian walkway that meanders along the beautiful Columbia River.

So, why aren't you considering moving to the greenest part of Oregon? Whether you have a 5-person startup or a 100-person company looking to reduce costs, we are ready to work for you. For a private tour please call (800) 901-7678.

 **Port of The Dalles**  
www.portofthedalles.com

# Sustainable Industries

# Journal

## NORTHWEST

In this issue...

SIJ EDITORIAL  
Biofuels in jeopardy  
PAGE 2

SIJ NEWS  
OCC follows LEED  
PAGE 3

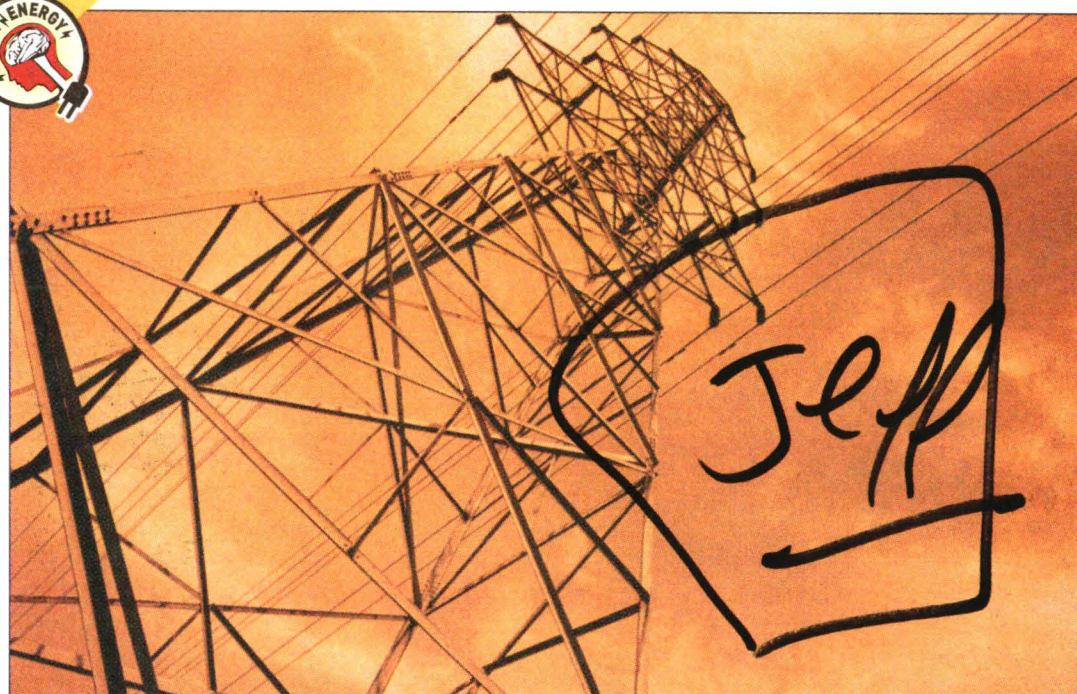
SIJ PROFILE  
Metro's David Bragdon  
PAGE 11

AGRICULTURE  
Mining for Cleangold  
PAGE 8

ENERGY  
Index charts clean energy  
PAGE 9

GREEN BUILDING  
LEED accreditation sweeps the nation  
PAGE 10

LIST OF THE MONTH  
Smart energy companies  
PAGE 23



The region's emerging smart energy sector promises cutting-edge efficiency technologies and alternatives to top-down energy distribution.

## Energy technology gets smart

### From fuel cells to software, NW innovators create efficiency industry

BY PATRICK THOMAS HUNT

"Smart energy" has become a buzz term. Rolled off the tongue and written on the page with the same ease and ambiguity as "sustainability" and "environmentally friendly," its nature is jeopardized by overexposure and overuse.

A few values for smart energy, however, can be agreed on: a premium placed upon energy efficiency and conservation; less dependence on fossil fuels and a

greater reliance on renewable resources; the application of advanced technology to the electricity system; and more controlled distribution of energy.

"It's the only way we are going to get out of the predicament we're in of surging fossil fuel prices, dependence on foreign sources and not to mention the degradation of the environment," said Marc Krasnowsky, communications director for Northwest Energy Coalition, a regional consortium advocating for

CONTINUED ON PAGE 12 ►

## Agricultural plastics seek recycling profits

BY APRIL STREETER

No huge profit has been generated yet by collecting the used baling twine, nursery pots and empty pesticide containers in piles behind corrugated tin walls at the Agri-Plas Inc. recycling company in Keizer, Ore. But there's potential — potential that Agri-Plas owners Dari and Alan Jongsma said spurred them through a decade-long slog to make plastic recycling a profitable business.

Dari Jongsma started the business when her young daughter came home from school on an Earth Day and asked her where used baling twine ended up. Jongsma

and her daughter starting picking up the plastic twine from nearby farms, and eventually it grew into a business taking back and recycling nearly every type of plastic used on farms and at nurseries. The Jongsmas' dairy-farm background helped them imagine recycling

Alan Jongsma readies heaps of shrink wrap for recycling.



CONTINUED ON PAGE 19 ►

Sustainable Industries Journal

3941 SE Hawthorne Blvd.  
Portland, OR 97214

ADDRESS SERVICE REQUESTED

PSRST FIRST CLASS MAIL  
U.S. Postage PAID  
Portland, OR  
Permit No. 816

NEXT MONTH:

Expanded GreenBuild 2004 issue!

## Don't defuse fledgling biofuels market

EDITORIAL BY TOM KOEHLER



An obscure state administrative rule in Oregon mandates that ethanol, a renewable biofuel, be blended with gasoline sold in the Portland metro area during the four months of winter.

Blending biofuel with gasoline has a number of environmental benefits, including reduced emissions of cancer-causing air toxics, carbon monoxide and most importantly, climate change-causing gases. The fact that it's produced in the United States means ethanol also reduces our heavy reliance on foreign oil. And over the last five years, the price of ethanol has averaged 30 cents per gallon less than gasoline.

The national ethanol industry has grown steadily in recent years, and Oregon is poised to capture some of the growth. Several companies have proposed building plants in rural Oregon to produce ethanol from agricultural products. An 852-acre facility in Clatskanie, Ore., proposed by Cascade Grain, would produce 100 million gallons annually. Referring to the project, Sen. Gordon Smith (R-Ore.) said: "At a time when both the national economy and Oregon's economy are struggling, it's good to see the commitment and desire to add new jobs and industry..." Other plants, planned in Eastern Oregon near Ontario and La Grande, could bring millions of dollars of investment to rural parts of the state (see "Reaping biofuel's rewards" chart on page 4).

One wouldn't expect the state's environmental watchdog, the Department of Environmental Quality (DEQ), to care so much about the price of gas, energy security, or even economic development. But even though use of biofuels in gas has proven environmental benefits, DEQ staff are recommending the state do away with its biofuel-blending requirement in 2005. This is especially bizarre because DEQ's own internal analysis claims keeping the fuel rule in place would reduce emissions of carbon monoxide, carbon dioxide and other toxins over the next 15 years.

Who's in favor of keeping the biofuel rule the way it is? Republican and Democratic legislators from urban and rural Oregon, state agencies like the Oregon Office of Energy and the Department of Agriculture, the City of Portland and the City of Beaverton, the Oregon Farm Bureau and the Oregon Environmental Council.

Who's opposed? Lobbyists for Western States Petroleum Marketers and British Petroleum, otherwise known as BP (I guess we're not quite yet "Beyond Petroleum"). Apparently they have a

lot of pull, and apparently they aren't as excited about low-cost fuel and clean air as you and I are.

DEQ's staff has concluded that if we don't need the rule to meet a federal emissions standard, it should be scrapped. There are two major problems with this reasoning. First, the ethanol regulation is not burdensome. It actually saves taxpayers money while cutting pollution. Even the oil companies make money on it. Secondly, making a narrow decision on one pollutant alone is emblematic of "silo" decision-making. Recently, the National Academy of Sciences issued a report urging public agencies to adopt multi-pollutant, multi-media analyses for regulations. Failure to do so undercuts other state initiatives and goals.

Gov. Ted Kulongoski is pushing two major initiatives that would seemingly benefit from increased use of biofuels. The first is his renewable energy plan, currently in draft format. The second is his lead role in the West Coast Governor's Global Warming Initiative. Kulongoski has yet to weigh in on this biofuel issue, and it's high time he did.

Oregon currently imports 100 percent of its transportation fuel. There will never be an oil refinery built in Oregon, but with the right economic development and environmental policies, the state could build a billion-dollar biofuel industry with a biorefinery in every county. It wouldn't require lavish subsidies or tax credits. All it requires is a market, which the current biofuel program provides. The biorefineries would produce renewable fuel, create new jobs, put agricultural and municipal waste to good use, and help mitigate environmental woes. This is called sustainable development, but it could all amount to unrealized potential and worthless words if the Portland biofuel program is ended.

DEQ is holding hearings and accepting public comment on the rule in October (comments can be emailed to [nordberg.dave@deq.state.or.us](mailto:nordberg.dave@deq.state.or.us)). The state Environmental Quality Commission plans to take up the issue Dec. 9-10.

**Tom Koehler ([tom@celilo.net](mailto:tom@celilo.net)) has been in the biofuel industry for the last 15 years and is a co-owner of Celilo Group Media.**

### COMING IN NOVEMBER...

► Expanded GREENBUILD 2004 Issue spotlighting 25 GREEN BUILDING LEADERS IN THE NORTHWEST; an in-depth look at what makes the U.S. GREEN BUILDING COUNCIL tick, and more!



## Sustainable Industries Journal

[www.sijournal.com](http://www.sijournal.com)

A monthly publication  
of Celilo Group Media Inc.  
[www.celilo.net](http://www.celilo.net)

3941 SE Hawthorne Blvd., Portland, OR 97214  
Phone: 503-226-7798, Fax: 503-226-7917

**Editor & Publisher**  
B.J. Back, [brian@celilo.net](mailto:brian@celilo.net)

**Associate Editor**  
April Streeter, [april@celilo.net](mailto:april@celilo.net)

**Contributing Editor**  
Linda Baker

**Contributors**  
Patrick Thomas Hunt, Missy Somers

**Art Direction**  
Bryan Potter Design

**Advertising Director**  
Eric Loebel, [eric@celilo.net](mailto:eric@celilo.net)

**Circulation Director**  
Lindsey Morse, [lindsey@celilo.net](mailto:lindsey@celilo.net)

**Research Director**  
Katie Pearmine, [katie@celilo.net](mailto:katie@celilo.net)

**President, Celilo Group Media Inc.**  
Nik Blosser, [nik@celilo.net](mailto:nik@celilo.net)

**Subscriptions**  
Yearly rate: \$85  
Group and student rates available.  
Please add \$15 for international postage.  
Subscribe online at [www.sijournal.com](http://www.sijournal.com)  
or call 503-226-7798.

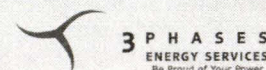
**Advertising**  
SII welcomes advertising and offers design assistance. Contact Eric Loebel at 503-226-7798.

**Letters to the Editor**  
Send letters to [letters@sijournal.com](mailto:letters@sijournal.com). SII reserves the right to edit submissions for clarity and length.

All rights reserved. Content may not be reproduced in whole or in part without written permission. The material presented in this publication is for educational and informational purposes only. No statement is to be construed as investment advice.

Printed on New Leaf 100% post-consumer recycled content paper, process chlorine-free.

Courtesy of 3 Phases Energy Services, 100% of the energy used in SII's printing and paper production is offset with emissions-free wind energy from the Stateline Wind Project. 3 Phases provides Blue Sky renewable energy to Pacific Power's Oregon customers. [www.3phases.com](http://www.3phases.com)



## Renewable and 'Smart Energy' Companies

in the Pacific Northwest

Rank	Last Year's Rank	Company	Product(s)	# of Employees
1	2	<b>Itron</b> , 2818 N Sullivan Rd., Spokane, WA 99216 <a href="http://www.itron.com">www.itron.com</a> , 509-924-9900	Energy information management, load forecasting, workforce automation	1,500
2	1	<b>Schweitzer Engineering Labs</b> , 2350 NE Hopkins Ct., Pullman, WA 99163 <a href="http://www.selinc.com">www.selinc.com</a> , 509-332-1890	Digital protective relays	750
3	4	<b>Xantrex Technology</b> 8999 Nelson Way, Burnaby, BC V5A 4B5, 604-422-8595 5916 195th St. NE, Arlington, WA 98223, 360-435-8826 <a href="http://www.xantrex.com">www.xantrex.com</a>	Advanced power electronics for use in solar, wind and renewable energy systems	600
4	6	<b>Shell Solar/Siemens Solar</b> , 12016 NE 95th St., Vancouver, WA 98682 <a href="http://www.earthsolar.com">www.earthsolar.com</a> , 360-944-9251	Silicon for photovoltaic cells	472
5	3	<b>AREVA T &amp; D</b> (Last year was Alstom Esca Corp.) 11120 NE 33rd Pl., Bellevue, WA <a href="http://www.aveva-td.com">www.aveva-td.com</a> , 425-822-6800	Energy transmission and distribution	300
6	-	<b>Power Measurement</b> 2195 Keating Cross Road, Saanichton, BC V8M 2A5 <a href="http://www.pwrm.com">www.pwrm.com</a> , 250-652-7100	Advanced metering	250
7	5	<b>Vestas American Wind Technology</b> 111 SW Columbia, Suite 480, Portland, OR 97201 <a href="http://www.vestas-awt.com">www.vestas-awt.com</a> , 503-327-2000	Wind turbines	190
8	-	<b>Control Contractors Inc.</b> , 1128 Poplar Pl S, Seattle, WA 98144 <a href="http://www.controlcontractors.com">www.controlcontractors.com</a> , 206-328-1730	Systems integrator that designs, installs and services building automation and control systems	178
9	-	<b>TIR Systems Ltd.</b> , 3350 Bridgeway St., Vancouver, BC V5K 1H9 <a href="http://www.tirsys.com">www.tirsys.com</a> , 604-294-8477	Manufacturer of next generation lighting using semi-conductor-based technology using Light Emitting Diodes (LEDs)	82
10	7	<b>IdaTech</b> , 63160 Britta St., Bend, OR 97701 <a href="http://www.idatech.com">www.idatech.com</a> , 541-383-3390	Compact and efficient fuel processors incorporating a patented two-stage purification process and integrated PEM fuel cell systems for portable and stationary applications	76
11	9	<b>Outback Power Systems</b> , 19009 62nd Ave NE, Arlington, WA 98223 <a href="http://www.outbackpower.com">www.outbackpower.com</a> , 360-435-6030	Power systems equipment	50
12	-	<b>Cadex Electronics</b> , 22000 Fraserwood Way, Richmond, BC V6W 1J6 <a href="http://www.cadex.com">www.cadex.com</a> , 604-231-7755	Designer and manufacturer of advanced battery chargers and analyzers	47
13	-	<b>Circon Systems Corp.</b> , 110-6651 Fraserwood Pl., Richmond, BC V6W 1J3 <a href="http://www.circon.com">www.circon.com</a> , 604-232-4700	Manufacturer and distributor of intelligent building automation systems	40
14	8	<b>Serveron Corp.</b> , 3305 NW Alcock Drive, Hillsboro, OR 97124 503-924-3200, <a href="http://www.serveron.com">www.serveron.com</a>	Battery monitoring and management systems, dissolved gas analyzers, and remote on-line monitoring services for power utilities	34
15	-	<b>Soltek Powersource Energy Ltd.</b> 2-745 Vanalman Ave., Victoria, BC V8Z 3B6 <a href="http://www.soltek.ca">www.soltek.ca</a> , 250-727-2135	Design and distributes solar PV systems	30
16	10	<b>Canyon Industries Inc.</b> , 5500 Blue Heron Ln., Deming, WA 98244 <a href="http://www.canyonindustries.com">www.canyonindustries.com</a> , 360-592-5552	Hydroelectric generation	20
17	-	<b>InnovaTek</b> , 350 Hills St. Suite 104, Richland, WA 99351 <a href="http://www.tekkie.com">www.tekkie.com</a> , 509-375-1093	Developer of a fuel processing system that provides a clean hydrogen stream to fuel cells	16
18	11	<b>EnerWaste International Corporation</b> , PO Box 1194, Bellingham, WA 98227 <a href="http://www.eco-web.com">www.eco-web.com</a> , 360-738-1254	Waste-to-energy incineration systems	12
19	-	<b>Systems West Engineers</b> , 411 High St., Eugene, OR 97401 <a href="http://www.systemswestengineers.com">www.systemswestengineers.com</a> , 541-342-7210	Engineering service provider for energy-efficient systems for public agencies and private facilities	11
20	11	<b>AquaEnergy Group Ltd.</b> , PO Box 1276, Mercer Island, WA 98040 <a href="http://www.aquaenergygroup.com">www.aquaenergygroup.com</a> , 425-430-7924	Ocean energy systems, offshore wave energy converters	10
20	11	<b>Edtek, Inc.</b> , 7082 S 220th, Kent, WA 98032 <a href="http://www.thinkenergy.com">www.thinkenergy.com</a> , 253-395-8084	Photovoltaic cell manufacturer	10
20	-	<b>Delta Q Technologies</b> 5250 Grimmer St., Suite 3, Burbaby, BC V5H 2H2 <a href="http://www.delta-q.com">www.delta-q.com</a> , 604-327-8244	Manufacturer of fuel cell technologies	10
20	-	<b>Legend Power System</b> 408-10a Park Royal, West Vancouver, BC V7T 1A2 <a href="http://www.legendpower.com">www.legendpower.com</a> , 604-913-8158	Manufacturer and distributor of voltage optimizers and power factor correctors	10
24	14	<b>Virtual Technologies Ltd.</b> , 3815 S. Union Rd., Spokane, WA 99206 <a href="http://www.virtualtechnologiesltd.com">www.virtualtechnologiesltd.com</a> , 509-244-3252	Engineering and manufacturing of custom power products and alternative energy electronics	9

SOURCE: A representative from each company; Yahoo! Finance RESEARCHERS: Patrick Thomas Hunt, Katie Pearmine

## Quick Picks

**October 18-21**  
**"Solar Power 2004,"** San Francisco  
 The Hyatt Regency welcomes what's being as billed as the largest-ever "business-to-business and business-to-consumer" solar event in the United States. All the big players are mobilizing for this one.  
 Info: [www.solarpower2004.com](http://www.solarpower2004.com)

**October 19**  
**"Better Business Through Green Power,"** Seattle  
 The conference and trade show at Seahawks Stadium aims to show how green power purchases can contribute to businesses' bottom lines. Nationally recognized speakers detail financial advantages, describe options (including on-site electricity generation), and show successful applications. Cost is \$60.  
 Info: [www.rnp.org](http://www.rnp.org)

**October 19-20**  
**"Environmental Conference of Washington,"** Seattle  
 The Association of Washington Business partners with the Northwest Environmental Business Council for this expanded conference at the Washington State Convention & Trade Center.  
 Info: [www.nebc.org/ECW.asp](http://www.nebc.org/ECW.asp)

**October 21-23**  
**"North American Conference on Sustainability and Higher Education"**  
 Portland The University of Portland plays host to this Education for Sustainability Western Network gathering aimed at advancing sustainability at college and university campuses throughout the United States and Canada.  
 Info: [www.efswest.org/conference/index.html](http://www.efswest.org/conference/index.html)

**October 25**  
**"Cradle to Cradle Design: Designing for Deconstruction and Maximum Materials Reuse,"** Seattle  
 The workshop teaches design professionals, owners and developers how to assess a building for its deconstruction potential, write deconstruction into specifications, overcome challenges to deconstruction and salvage, design a building to be easily deconstructed and use deconstruction to achieve LEED™ credits.  
 Info: [www.resourceventure.org/calendar.htm](http://www.resourceventure.org/calendar.htm)

**October 29**  
**"Accounting for Sustainability,"** Portland  
 Presented by the Sustainability Leadership Academy at the University of Oregon, the one-day seminar focuses on the principles and practices of accounting and reporting environmental, social, and economic assets and liabilities. Cost is \$200.  
 Info: <http://center.uoregon.edu/sustain>

**September 30-October 2**  
**"Engineers for a Sustainable World Annual Conference,"** Stanford, Calif.  
 The theme of the conference: "Solutions for a Shrinking Planet: Sustainable Engineering and Enterprise for Human Development."  
 Info: <http://esw.stanford.edu/conf04/>

**October 2**  
**"Solar Tour,"** Washington  
 A statewide tour sponsored by the Solar Washington Association in conjunction with the American Solar Energy Society.  
 Info: Email Chris at [chris@wintersundesign.com](mailto:chris@wintersundesign.com)

**October 3**  
**"Re-envisioning Rainwater: O2 Eco-Design Event,"** Portland  
 This \$5 outdoor event at Mt. Tabor Park begins at 3 p.m. with a brief description of opportunities for rainwater use, followed by an activity in which participants generate new rainwater collection schemes.  
 Info: Email Debbie Driscoll at [dadrisc@yahoo.com](mailto:dadrisc@yahoo.com)

**October 7**  
**"LEED Intermediate Training Workshop,"** Vancouver B.C.  
 Info: Email [emayer@cagbc.org](mailto:emayer@cagbc.org)

**October 7**  
**"Position Your Company to Win National Institute of Health Awards,"** Seattle  
 The Washington Technology Center organized this one-day, \$150 event at the Hilton to help companies tap into federal grant programs to fund research and development projects.  
 Info: Contact Russell Paez at 206-616-3102 or [rpaez@watechcenter.org](mailto:rpaez@watechcenter.org)

**October 12**  
**"Creating a Successful Sustainability Initiative in Your Organization,"** Portland  
 Oct. 12 is the first day of this four-session workshop series facilitated by Duke Castle.  
 Info: [www.ortns.org](http://www.ortns.org)

**October 12**  
**"Crime Prevention Through Environmental Design,"** Tacoma, Wash.  
 A new approach to an age-old concern about security.  
 Info: [www.obrienandco.com](http://www.obrienandco.com)

**October 13-14**  
**"Wind Power Project Siting Workshop,"** Portland  
 The American Wind Energy Association presents a program addressing project siting (wildlife surveys, community relations, etc.).  
 Info: [www.awea.org/seminars/siting1.html](http://www.awea.org/seminars/siting1.html)

**October 14-15**  
**"Taking Your Natural Leadership Step From Inspiration to Accomplishment,"** Portland  
 Info: [www.ortns.org](http://www.ortns.org)

**October 15**  
**"Strategies for Zero Waste,"** Eugene, Ore.  
 Presented by the Sustainability Leadership Academy at the University of Oregon, the one-day seminar focuses on the principles and practices of strategies to reduce and eliminate all forms of waste. Cost is \$200.  
 Info: <http://center.uoregon.edu/sustain>

**October 15-16**  
**"2004 Environment Education Association of Oregon Conference,"** Oregon City, Ore.  
 EEAO is again focusing on "sustainability" for its annual shindig, held this year at Clackamas Community College.  
 Info: [www.eeao.org/eCONF04.htm](http://www.eeao.org/eCONF04.htm)

**October 15-17**  
**"15th Annual Bioneers Conference,"** San Rafael, Calif.  
 Info: [www.bioneers.org/conference](http://www.bioneers.org/conference)

**October 16**  
**"Aligning Your Career With Sustainability,"** Portland  
 Info: [www.ortns.org](http://www.ortns.org)

**October 18**  
**"Make Recycling Work for You: How New Recycling Trends and Regulations Affect Your Properties,"** Seattle  
 Half-day workshop for property managers, covering paper recycling, computer recycling and much more. Sponsored by the Building Owners and Managers Association and King County.  
 Info: Email Tom Watson at [tom.watson@metrokc.gov](mailto:tom.watson@metrokc.gov)

**October 18-22**  
**"Compost Facility Operator Training,"** Puyallup, Wash.  
 Info: [www.compostwashington.org](http://www.compostwashington.org)

**October 21-24**  
**"Northwest EcoBuilding Guild Annual Retreat,"** Port Orchard, Wash.  
 An opportunity to for NEBC members to network and learn.  
 Info: [www.ecobuilding.org/cal](http://www.ecobuilding.org/cal)

**October 25**  
**"National Charrette Institution Certification,"** Portland  
 The all-day course prepares students to plan, prepare and host a charrette.  
 Info: [www.charretteinstitute.org](http://www.charretteinstitute.org)

**October 26**  
**"Rethink Demolition: How to Deconstruct a Building from Start to Finish,"** Seattle  
 This workshop teaches general contractors and demolition contractors how to assess a building for its deconstruction potential, control costs, and more.  
 Info: [www.resourceventure.org/calendar.htm](http://www.resourceventure.org/calendar.htm)

**October 27**  
**"Net Zero Energy House,"** Seattle  
 An evening opportunity to learn about the design, technologies and feasibility of building a net zero energy house in the Pacific Northwest.  
 Info: Contact Marni Evans at 206-291-4568 or [marnijade@hotmail.com](mailto:marnijade@hotmail.com)

**October 28**  
**"People and Profitability: Human Resources for the Triple Bottom Line,"** Portland  
 Info: <http://center.uoregon.edu/sustain>

**October 31**  
**"Bio-based Plant Nutrient Products: Quality Assurance, Marketing, and Regulations,"** Seattle  
 Info: [www.asa-sssa.org/anmeet/](http://www.asa-sssa.org/anmeet/)

Send your SIJ Calendar event to [calendar@sijournal.com](mailto:calendar@sijournal.com).



The recently revamped Oregon Convention Center is chasing LEED certification, and a "green" hotel could soon accompany it.

## Portland rolls out green carpet

[PORTLAND]

Oregon may soon be able to put another notch in its green building belt for becoming the second state in the United States to have a LEED-certified convention center. And to round out its potential as a "green conference" focal point, a hotel could follow suit.

The only other LEED-certified convention center in the nation is Pittsburgh's David L. Lawrence Center, which in 2003 hosted the U.S. Green Building Council's wildly successful annual GreenBuild conference. The Oregon Convention Center is scheduled to host the Nov. 10-12 GreenBuild 2004 confab.

"Portland is considered leading edge when it comes to sustainability," said Jeff Blosser, OCC executive director. Blosser said he thinks certifying OCC will encourage more people to hold events in the Northwest. "It shows that we walk the talk and we protect what is valuable to us."

Blosser also said the Portland Development Commission is issuing a request for proposals in September for construction of a hotel with environmentally innovative design requirements across the street from OCC. Extra consideration will be given for LEED certification, he said.

The 800-room Headquarters Hotel, as the project is informally known, is expected to cost \$160 million and generate as many as 2,500 jobs (see "Convention hotel passes go on green," SIJ, July 2003). The project's estimated completion date is 2007 or 2008.

The convention center, meanwhile, gained positive exposure for its 2003 expansion (see "Convention center gurgles for fanfare," SIJ, April 2003), particularly the addition of a rain garden with natural settling ponds and landscape features that filter pollutants in runoff bound for the Willamette River.

OCC decided to pursue certification in June, and the estimated \$1.3 million project is expected to be completed by Dec. 1. To achieve LEED the building must change out four cooling units and add a variable-speed drive to air handling.

The level of LEED certification it will achieve is currently unclear, according to Blosser. Although it could be the second LEED convention center in the U.S., it would be the first to certify under LEED's new Existing Building standards.

Another city to position itself as a green-themed convention destination is Vancouver B.C. While not yet LEED certified, the Vancouver Convention Centre is an approved "go-green" building of the Building Owners and Managers Association (BOMA) of British Columbia. Centre planners are now constructing the largest eeroof in Canada, estimated to be the size of four city blocks, and set for completion in 2008.

"The Pacific Northwest is leading the nation in green building," said Taryn Holowka, communications and fund development director of the U.S. Green Building Council. "I think it is a great additional benefit for convention centers to certify because it gets the publicity.... People want to be in a green building."  
 —Missy Somers

## Two states tackle climate strategies

[OLYMPIA, WASH.]

A group of stakeholders assembled by the Puget Sound Clean Air Agency is polishing a list of plans that will one day morph into Washington's statewide climate change strategy.

And in October, an Oregon advisory group plans to release for public comment a draft report of recommendations to Gov. Ted Kulongoski on how to combat climate change.

Decreasing greenhouse gas (GHG) emissions from all different human endeavors is the overarching goal, and the starting point appears daunting. Oregon has said it wants to reduce GHG emissions to below 1990 levels, but the latest data show the state at 18 percent above such levels.

"We've crept upward instead of downward," said Angus Duncan, president of the Bonneville Environment Foundation, and draft report author.

Duncan considers 1990 levels "aspirational" but more than achievable within a longer time frame. The group report will recommend that by 2020 or 2025 the state dip to 10 percent below 1990 levels.

Also, in order to recover what scientists refer to as climate stability levels, the advisory group will likely recommend cuts 75 to 80 percent below 1990 levels. "These are daunting tasks, but if you've got no choice you figure out how to do it," Duncan said.

The Conference Board, a global business advisory group based in New York and Brussels, in September gathered a group of scientists that concluded the corporate world must urgently consider risks and costs associated with GHG mitigation.

The Oregon advisory group, which includes industry representatives such as NW Natural CEO Mark Dodson, will likely tackle GHG mitigation plans for the auto and utility industries — initiatives Duncan calls the "big-ticket items."

The group will recommend an automobile tailpipe standard, similar to California's, to reduce carbon dioxide emissions, and mandatory reductions in GHG emissions for each kilowatt-hour of energy produced. Both could create costs and opportunities if turned into law by the 2007 Legislature. "We're abundantly aware of the difficulties," Duncan noted. "But a 40- to 50-year planning horizon creates flexibility even someone like Pacific Power can function with."

Oregon's draft report is due in mid-October while Washington's stakeholders report to the Puget Sound Clean Air Agency in November.



Angus Duncan

**Equip Your Organization For the 21st Century**

**SUSTAINABILITY LEADERSHIP ACADEMY**  
 Your organization. New tools. Smart Idea.

**Action Learning Seminars for the Forward Thinking Professional**

**October and November Seminars:**

- Strategies for Zero Waste, October 15 (Eugene)
- Human Resources for the Triple Bottom Line, October 28 (Portland)
- Accounting for Sustainability, October 29 (Portland)
- Sustainability Change Management, November 18-19, (Portland)

Register today! For complete 2004-2005 seminar schedule visit us on the web at:

[center.uoregon.edu/sustain](http://center.uoregon.edu/sustain)  
[sustain@continue.uoregon.edu](mailto:sustain@continue.uoregon.edu)  
 (800) 824-2714

**O** UNIVERSITY OF OREGON

## Reaping biofuel's rewards

Several companies have proposed building plants to produce ethanol from agricultural products in rural pockets of Oregon. The facilities are expected to bring millions of dollars of investment to rural parts of the state. In spite of the apparent environmental and economic benefits, the Oregon Department of Environmental Quality is recommending scrapping a state rule that mandates ethanol be blended with gasoline sold in the Portland area during the winter. Scrapping the rule, according to this month's *SIJ* Editorial on page 2, could potentially wipe out the state's emerging biofuel industry. Below is a snapshot of the projected economic benefits of four proposed biofuel plants in Oregon.

Developer	Location	Annual production (gallons)	Capital investment	Jobs created throughout economy
Cascade Grain	St. Helens	100 million	\$150 million	1,734
Sustainable Energy Development Inc.	La Grande	40 million	\$60 million	694
Undisclosed	Boardman	40 million	\$60 million	694
Treasure Valley Renewable Resources	Ontario	20 million	\$30 million	357
<b>TOTAL</b>		<b>200 million</b>	<b>\$300 million</b>	<b>3,479</b>

SOURCES: Industry representatives; Capital investment and job creation numbers are extrapolations based on industry standards from "Ethanol and Local Economy," a 2002 report by AUS Consultants.



## PDX Port pursues low-hanging fruit

[PORTLAND]

Redging the Columbia River to increase cargo-container traffic has long been a contentious environmental issue, as has the air pollution caused by commercial airplane emissions. But in recent years, the Port of Portland has appeared to rise above some of the fray.

The Port, which oversees both the city's shipping facilities and the Portland International Airport, released its annual environmental report in September. The detailed and candid report outlines successes in recycling over 200,000 pounds of food waste and achieving a 73 percent usage of environmentally preferable janitorial products.

Out of 13 environmental targets set for FY 2003-04, the Port met or exceeded 10. Highlights for the agency include: buying 80,000 gallons of biodiesel, appreciably bolstering the fuel's local market acceptance; installing lighting controls and implementing LED technology; adding drip irrigation projects projected to save nearly 333,000 gallons of water per year; and drafting a "Designing for the Environment" toolkit to educate employees about efficient energy and natural resource use, healthy building materials and pollution prevention.

Like the Port of Seattle, the Port of Portland is unique in that it still relies heavily on the export of agricultural and mineral goods. Recent studies suggest that Portland exports more than the city

fects, designers, developers, project managers, and building owners and operators to help them make sustainable design decisions based on energy consumption and costs. In five clicks, Implement ranks strategies for increasing the energy and water efficiency of various building types. Recommendations are based on the regional climate. More information at [www2.ci.seattle.wa.us/Implement/](http://www2.ci.seattle.wa.us/Implement/).

**Washington State University Energy Program**  
The WSU Extension Energy Program web site provides research, information and solutions. Visitors can also subscribe to GreenClips and other mailing lists. More information at [www.energy.wsu.edu](http://www.energy.wsu.edu).

### JOB OPPORTUNITIES

**Energy Modeling Engineer, Glumac.** Location: Portland. Glumac seeks a mechanical engineer with 3+ years experience as an energy modeler. Experience with DOE2, BDL, energy analysis, and spreadsheets required. Candidate needs a good understanding of building, mechanical, and electrical systems and energy conservation. Incentive program knowledge is desirable. Email resume and cover letter to [careers@glumac.com](mailto:careers@glumac.com).

**Energy Program Analyst, Oregon Department of Energy.** Location: Salem, Ore. The department seeks an analyst to assist in the development, administration, and evaluation of policies and programs related to renewable energy, industrial efficiency, and the transportation sector. Salary range is \$38,496 to \$53,712. More information at [www.energy.state.or.us](http://www.energy.state.or.us).

**Environmental Cleanup Section Manager, Oregon Department of Environmental Quality.** Location: Portland. DEQ seeks a manager to supervise staff in cleanup programs. Salary ranges from \$4,099 to \$6,048 per month. More information at [www.deq.state.or.us/msd/hr/jobs.asp](http://www.deq.state.or.us/msd/hr/jobs.asp).

**Environmental Program Manager, Tillamook Estuaries Partnership (TEP).** Location: Garibaldi, Ore. TEP is dedicated to the conservation and restoration of five Tillamook County estuaries and their watersheds. The EPM acts as TEP's lead scientist, identifying, developing and managing natural resource enhancement and research projects. More information at [www.tbnep.org](http://www.tbnep.org).

**Inside Sales Rep, Sun Light and Power.** Location: Berkeley, Calif. Sun Light and Power designs and installs solar electric (photovoltaic) and solar hot water systems for commercial and residential use. Three years sales experience and love of the environment required. More information at [www.sunlightandpower.com](http://www.sunlightandpower.com).

**Interns, Cascadia Green Building Council.** Location: Portland and Seattle. The Cascadia Green Building Council seeks volunteer interns for four- to nine-month terms in its Portland and Seattle offices. In exchange for

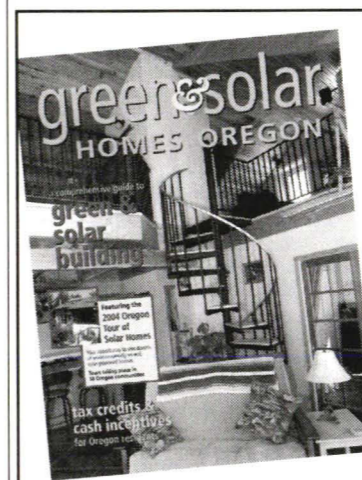
general office assistance, the internships will offer experience and free registration to educational events. For more information, email Brandon Smith at [brandon@casdiagbc.org](mailto:brandon@casdiagbc.org).

**Program Assistant, Oregon Environmental Council (OEC).** Location: Portland. The program assistant will work closely with OEC staff on a variety of projects and tasks — from helping companies and individuals take voluntary steps to reduce pollution to policy work and lobbying campaigns. Most of the successful candidate's time over the next two years will be focused on reducing diesel emissions, which pollute the air of every Oregon county, causing cancer and childhood asthma. Starting salary range is \$9 to \$12 per hour with benefits. More information at [www.orcouncil.org](http://www.orcouncil.org).

**Project Manager, Student Conservation Association (SCA).** Location: Seattle. SCA, the nation's leading provider of high school and college-aged volunteers for the conservation of public lands, seeks a program manager for its Native Plant Project. Position requires extensive travel — particularly in summer. More information at [www.thesca.org](http://www.thesca.org).

**Project Manager, Rafn Co.** Location: Bellevue, Wash. Rafn Co. has a position open for a project manager of mixed-use projects. Email resumé and cover letter to [hr@rafn.com](mailto:hr@rafn.com).

**Sales/Project Manager, Environmental Building Supplies (EBS).** Location: Portland and Bend, Ore. Environmental Building Supplies (EBS) in Bend seeks an outgoing, persistent individual with a strong understanding of the construction/project management field to fill the full-time position of the sales/project manager. The position will be working in many different areas such as retail sales, warehouse management, and



Be sure to check out the 2004 Green and Solar Homes Oregon magazine. For more info contact (541) 617-9013

on-site supervising. Portland's EBS also seeks a full-time sales assistant with a background in design or construction. More information at [www.ecohaus.com](http://www.ecohaus.com).

**Senior Marketing Coordinator, Parametrix.** Location: Portland. Northwest engineering, environmental sciences and architectural consulting firm seeks a full-time senior marketing coordinator. More information at [www.parametrix.com](http://www.parametrix.com).

**Showroom Sales, Environmental Home Center (EHC).** Location: Seattle. EHC recently lost its showroom, offices and main warehouse in a fire, but the company is setting-up a new temporary location. Currently, EHC is searching for a salesperson to help build and organize a healthy carpet program. More information at [www.environmentalhomecenter.com](http://www.environmentalhomecenter.com).

**Tea Account Manager, TransFair USA.** Location: Oakland, Calif. Nonprofit seeks a tea account manager, responsible for managing all of TransFair's current and potential tea partners. He/she helps currently licensed tea companies grow their Fair Trade Certified (FTC) sales by providing relationship management and by connecting them to sales tools and marketing opportunities created by TransFair USA. For more information, email [personnel@transfairusa.org](mailto:personnel@transfairusa.org).

**Various Positions, The Green Chemistry Institute.** The Green Chemistry Institute seeks individuals with knowledge and enthusiasm for advancing green chemistry and engineering. A variety of positions are under consideration, including sabbatical assignments, Intergovernmental Personnel Act (IPA) assignments, internships-for-credit, fellowships, contractors and consultants. More information at <http://chemistry.org/green-chemistryinstitute>.

**Volunteers, Zenger Farm. Location: Portland.** Zenger Farm ([www.zengerfarm.org](http://www.zengerfarm.org)) seeks volunteers for a fundraiser barbecue at all New Seasons markets in Portland on Oct. 9-10. The nonprofit works to showcase sustainable urban agriculture, and provide educational and green business opportunities to youth and adults. New Seasons is donating food, equipment and parking lot space at this public event. Volunteers will help prepare and serve food, keep the area clean, and tell people about Zenger Farm. For more information, contact Wisteria Loeffler at [wisteria@zengerfarm.org](mailto:wisteria@zengerfarm.org) or 503-282-4245.

### MISCELLANEOUS

**BALLE (Business Alliance for Local Living Economies)** BALLE has changed its name to Sustainable Business Network of Portland. The group is still focusing on local -economies. More information at [www.sbn-portland.org](http://www.sbn-portland.org).

**Call for Papers: 2005 Solar World Congress**  
The Aug. 6-12, 2005 International Solar Energy Conference is a ways out, but paper proposals in all areas of renewable energy and energy efficiency are sought now. Deadline for abstracts is Oct. 15. More information at [www.asme.org/divisions/solar/](http://www.asme.org/divisions/solar/).

**Joel Makower Blog** Joel Makower of GreenBiz.com fame has launched a new weblog. Titled "Two Steps Forward," the site features regular postings on sustainable business, clean technology, and the green marketplace. More information at <http://makower.typepad.com>.

**City Club of Portland's Business & Technology Issue Committee** Meets first Wednesdays of the month. More information at [www.pdxcityclub.org/committees/business.php](http://www.pdxcityclub.org/committees/business.php).

ECONOMIC GAIN THROUGH ENVIRONMENTAL INNOVATION

Sustainable Industries Journal NORTHWEST

## Subscribe Now!

### Exclusive business news, delivered monthly.

Don't miss an issue.

Name/Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

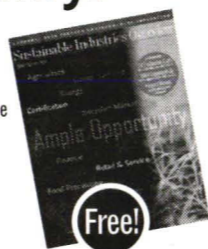
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**\$85 per year** (12 issues AND the Sustainable Industries Overview. Add \$15 for international postage)

or **\$45 for 6 months**

Check enclosed (make payable to SIJ)

Bill me. Purchase order/reference:



Free!  
Receive our annual Sustainable Industries Overview book with your subscription!

MAIL: SIJ, 3941 SE Hawthorne Blvd., Portland, OR 97214 • Subscribe on-line at [www.sijournal.com](http://www.sijournal.com) • FAX to 503-226-7917

FALL 2004

ENROLLING NOW!

### Professional Certificate in Implementing Sustainability

Registration also available for individual classes:

- Understanding Sustainability ..... Oct. 1
- Building the Business Case ..... Oct. 15
- Strategies for Getting Started ..... Oct. 29
- Systems for Managing Sustainability ..... Nov. 12
- Ecologically Sustainable Design ..... Nov. 19
- Sustainability and Marketing ..... Dec. 3
- Energy Strategies ..... Dec. 10
- Sustainability in Government ..... Dec. 17

To register or for more information contact Jennifer Allen, [jhallen@pdx.edu](mailto:jhallen@pdx.edu), 503-725-8546.

PORTLAND STATE UNIVERSITY  
[www.sustain.pdx.edu/register.php](http://www.sustain.pdx.edu/register.php)

Keep Your Customers!

Affordable E-Mail Marketing Programs

Get New Customers!

Powerful Search Engine Keyword Buy Programs

[www.BrightWaveMarketing.com](http://www.BrightWaveMarketing.com)  
404 888 0133



BRIGHTWAVE MARKETING  
Email Marketing and Customer Relationship Services

Mention SIJ for a 10% Discount  
Call Today: 404 888 0133  
[www.BrightWaveMarketing.com](http://www.BrightWaveMarketing.com)

Leads provides timely information on sustainable business-themed:

- Grants, tax credits and funding opportunities
- Contracts and RFPs
- Awards
- Free resources
- Job openings

We welcome your feedback and submissions at [leads@sjjournal.com](mailto:leads@sjjournal.com)

## GRANTS & FUNDING

### U.S. Department of Agriculture Value Added Producer Grants (VAPG) and Agriculture Innovation Centers

USDA has released a final rule for the VAPG Program and Agriculture Innovation Centers. One highlight is the inclusion of wind and hydropower produced on farmland. Some \$15 million in competitive grants are available. More information at [www.rurdev.usda.gov/rbs/coops/vadg.htm](http://www.rurdev.usda.gov/rbs/coops/vadg.htm).

### U.S. Environmental Protection Agency

**Brownfields Grants** The Brownfields Revitalization Act provides new tools for the public and private sector to promote sustainable brownfields cleanup and reuse. Brownfields grants will continue to serve as the foundation of EPA's brownfields program. More information at [www.epa.gov/brownfields.pilot.htm](http://www.epa.gov/brownfields.pilot.htm).

## Editorial Intern Wanted

*Sustainable Industries Journal*, a monthly Northwest business trade publication by Celilo Group Media, seeks an editorial intern for the winter/spring of 2005. The position can be tailored to fit the intern's availability over one academic quarter, semester or similar period of time. A typical time commitment is 10 to 20 hours per week both in the Portland office and in the field. The internship is unpaid and offers no benefits, though the chosen candidate will be offered necessary training and hands-on journalism experience at a small, upstart publication. Activities include conducting research; compiling ideas and content for some of the journal's regular inside segments; organizing files and other office work; and assisting the editor and associate editor where needed. The internship can be partially customized to fit the intern's specific areas of interest. Interns will also be given the opportunity to contribute news briefs, articles and photography for possible publication. Journalism, business or environmental studies students with a strong interest in writing will be given preference. *SIJ* is an equal-opportunity enterprise. Interested individuals should contact *SIJ* editor Brian J. Back at 503-226-7798 or [brian@celilo.net](mailto:brian@celilo.net)

For more information about *SIJ*, see [www.sijournal.com](http://www.sijournal.com).

OCTOBER 2004

The EPA has also introduced a web-based tool to give the public unprecedented access to interrelated information about local brownfields properties. Locate brownfields in your area and find regularly updated, detailed information about individual brownfields grants. The tool combines interactive maps and aerial photography to locate, display, and query brownfields grant types by the areas/jurisdictions of city, county, state, and tribe. The tool can be accessed at [www.epa.gov/brownfields/bfmapper.htm](http://www.epa.gov/brownfields/bfmapper.htm).

### Environmentally Preferable Purchasing Program

Environmentally Preferable Purchasing (EPP) is a federal-wide program that encourages and assists executive agencies in the purchasing of environmentally preferable products and services. Benefits of EPP include reduced health and disposal costs, reduced liabilities, and improved worker safety and health. More information at [www.epa.gov/opptintr/epp](http://www.epa.gov/opptintr/epp).

### Energy Trust of Oregon

**Incentives for Energy Star homes** The nonprofit organization helps homebuilders receive financial incentives in building Energy Star homes, along with technical support and training. Portland General Electric, Pacific Power and NW Natural provide incentives for homes that qualify. Incentives range from \$450 for a home with a gas furnace to \$700 for a home with air conditioning. Find more information at [www.energytrust.org](http://www.energytrust.org).

**Ford Motor Co. Fund** The fund, separate from the Ford Foundation, supports nonprofits in four areas, including "Sustainable Results." Under Sustainable Results, grants focus on addressing manufacturing and product effects on the environment. Grant requests accepted throughout the year. More information at [www.ford.com/en/goodWorks/fundingAndGrants/fordMotorCompanyFund/default.htm](http://www.ford.com/en/goodWorks/fundingAndGrants/fordMotorCompanyFund/default.htm).

**Kresge Foundation Green Building Initiative** With its Green Building Initiative, the Kresge Foundation encourages nonprofit leaders to examine their planning and design processes to assess environmental impact, and the foundation is adding the incentive of planning and bonus grants, available on a limited basis. Certain schools, hospitals and other government and religious organizations may also be eligible. Typical grant awards are \$50,000 to \$100,000. Bonus grants exist for green building projects certified by the U.S. Green Building Council's LEED program. More information at [www.kresge.org/initiatives/green\\_ini.htm](http://www.kresge.org/initiatives/green_ini.htm).

### Mercy Corps Northwest

**Matched Savings Accounts and Loans** Mercy Corps offers two ways for entrepreneurs, who lack access to capital through traditional means, to finance their small business ventures: matched savings accounts and loans. 1. With a matched saving account, you can save your earned income and receive additional funds to purchase assets for your business. Mercy Corps Northwest has current openings for low-income, Portland-metro-

idents and refugees. No cost to enroll. 2. Unbankable individuals who have an entrepreneurial spirit and viable business ideas are good candidates for the Mercy Enterprise Corporation Loan Fund (MECLF). MECLF provides loans to a range of businesses including those that are less than two years old, have credit blemishes, or lack surplus collateral. Loans range from \$500 up to \$25,000, based on capability and capacity. More information on both programs at [www.mercycorpsnw.org](http://www.mercycorpsnw.org).

## AWARDS

**2005 Programmes of Purpose Award** The Programmes of Purpose (POP) Award, sponsored by Louise Hall Reider, is open to any company running a corporate social responsibility program or who runs an element of social responsibility within a meetings or incentive travel program. Applicants must demonstrate achievements under three categories: suitability, creativity and sustainability. Criteria for the POP award also include "The Power of One" — a chance to express how one small idea, one person or one community made a difference to the overall success of the program. Deadline is Jan. 31, 2005. More information at [www.imex-frankfurt.com/award-apply.php](http://www.imex-frankfurt.com/award-apply.php).

### C2C Home Design And Construction Competition

The C2C Home Design and Construction Competition offers the design and construction industries their first opportunity to strive together toward excellence in building the highest quality affordable and market rate housing designs for a local community. The competition, sponsored by the Roanoke Regional Housing Network, the GreenBlue Institute and *Environmental Design + Construction* magazine, and endorsed by the American Institute of Architects, will require that the designs be developed around Cradle to Cradle principles. More information at [www.c2c-home.org](http://www.c2c-home.org).

### NAHB National Green Building Awards

The National Association of Home Builders (NAHB) invites home builders, remodelers, developers, nonprofits, academics, industry experts and others involved in green building efforts to submit entries for the 2005 National Green Building Awards. The awards recognize individuals, companies and organizations that demonstrate a commitment to the ideals of green home building. Entries must be received by Dec. 15. A \$250 fee is required for entries in all categories except Green Advocate of the Year and Green Program of the Year (new program). More information at [www.nahb.org/greenbuildingawards](http://www.nahb.org/greenbuildingawards).

### Sustainable Leadership Awards

Nominations for the 4th annual Sustainable Leadership Awards for design and development opened Aug. 1 and close Oct. 1. The awards recognize those who lead by example, making sustainable design and development a cornerstone of their business practices. Awards recognize design professionals, non-

profit (NGO)/government sector and for-profit companies. The awards are sponsored by: The International Interior Design Association (IIDA), CoreNet Global, The American Institute of Architects' (AIA) — Committees on the Environment and Interior Architecture, and co-sponsors Tandus, Johnson Controls, Haworth and Unico. More information at: [www.iida.org](http://www.iida.org); [www.aia.org](http://www.aia.org); or [www.corenet-global.org](http://www.corenet-global.org).

## FREE RESOURCES

**Alliance to Save Energy** The Alliance to Save Energy's 2002-2003 Green Schools Green Communities Programs were implemented in the Pacific Gas and Electric Co. and the Southern California Edison Co. service areas. The programs reached a total of 16 districts and 52 schools. The evaluation entailed both a process review and basic impact assessment, including a review of the method used to report school savings attributable to the program. Results show that the program was implemented to its intended design and met its intended goals and objectives. Teachers and custodians report experiencing an increase in knowledge and awareness of energy efficiency. The report can be found at: [www.calmac.org/publications/02-03\\_ASE\\_Final\\_Report\\_fnl3.pdf](http://www.calmac.org/publications/02-03_ASE_Final_Report_fnl3.pdf).

### Advanced Case Studies in Canadian Sustainable Design

A web site highlighting sustainable design in Canada is available with dozens of diverse case studies. More information at [www.fes.uwaterloo.ca/architecture/faculty\\_projects/terri/684\\_sust.html](http://www.fes.uwaterloo.ca/architecture/faculty_projects/terri/684_sust.html).

**Construction Waste Management Guide** The guide is for architects, designers, developers, facility managers, owners, property managers and specification writers. Download it at the Resource Venture's web site, [www.resourceventure.org](http://www.resourceventure.org).

**Green Building Resources** For the construction specifier, resources available at ARCOM and Construction Science Research Foundation provide specifications for better understanding sustainable design. ARCOM's guide specifications and evaluations provide guidelines for documenting LEED and other related requirements in project manuals. Visit the AIA's MasterSpec 01352 LEED Requirements and 01524-Construction Waste Management at [www.arcomnet.com](http://www.arcomnet.com). CSRF publishes the master guide specifications called Spectext ([www.spectext.com](http://www.spectext.com)). Its sections on environmental requirements with overall project goals, product requirements, and documentation to support LEED certification.

**Green Matrix** The architectural planning and interiors firm Ractliff has created the Green Matrix, a web-based tool to assist in the process of green building design and construction. The site provides an application of LEED guidelines. More information at [www.greenmatrix.net](http://www.greenmatrix.net).

**Implement** The City of Seattle recently launched Implement, a web site designed for archi-

OCTOBER 2004



Native trees line the Port's \$40 million Toyota redevelopment.

of Chicago (see "Ports bridge gap between global, local," *SIJ*, Dec, 2003).

In the past year, the Port finished its part of a \$40 million Toyota redevelopment project at Terminal 4. The project includes energy-efficient lighting and a stormwater management system that includes restoring 1,700 linear feet along the Willamette River and planting more than 11,000 native shrubs and trees.

Despite its successes, the Port fell markedly short of its goal to reduce the overall waste it sends to landfills. The agency also drooped below a 32-percent target for alternative fuel or hybrid-vehicle use. The reason: a safety issue prompted the Port to stop using some compressed natural

gas vehicles.

Objectives for next year include installing recycling collection containers for airport passengers; plotting new wildlife habitat projects; buying more energy from wind-generated sources; and replacing or upgrading engines in the navigation fleet.

One day after the release of its annual environmental report, the Port also announced it is tripling its purchase of Pacific Power's Blue Sky renewable energy to nearly 1.2 million kilowatt hours per month, or 3 percent of its total monthly usage (thereby qualifying the agency as a Green Power Partner with the U.S. Environmental Protection Agency).

Also in September, and for the third straight year, the American Association of Port Authorities granted an environmental award to the Port of Portland. The 2004 award recognizes the Port for the strategizing behind its Environmental Management System.

During a visit to Portland in Nov. 2003, longtime port researcher and Fordham University professor Rosemary Wakeman described the U.S. port system as lacking in regional cooperation and impotent in placing environmental demands on fickle shippers. But, she said, the Port of Portland can influence other ports with its "amazingly innovative" and "principled" approaches.

## Alliance to target pulp mill efficiency

[SEATTLE]

The Northwest Energy Efficiency Alliance (NEEA) is launching a new \$11 million venture to promote energy efficiency (read: cost savings) among the region's hodgepodge of industrial facilities, many of which were found to have efficiency awareness gaps between the corporate office and the facility.

The campaign is focused on the food processing and pulp and paper and sectors, but NEEA also hopes firms that supply industrial equipment and services will take note. A key objective is to improve the economic competitiveness of the region's struggling industrial sector, which through the initiative could save nearly 130 average megawatts of electricity by 2015.

At its July 21-22 board meeting in Seattle, NEEA also allocated \$2.2 million for efficiency information projects and \$925,000 to improve the efficiency of computer power-supply products. More information at [www.nwalliance.org](http://www.nwalliance.org).

Send your *SIJ* News tip to [brian@celilo.net](mailto:brian@celilo.net).



## Tilth's 30th Anniversary Conference

**November 12-14, 2004**

Keynote Speakers:  
Vandana Shiva & Jim Hightower

Columbia River Doubletree Hotel  
Portland, Oregon  
[www.tilthproducers.org](http://www.tilthproducers.org)  
206-442-7620

## David Bragdon

**Title:** Metro Council President

**Business:** Metro plans for the region's future. We also provide specific services such as facilities and solid waste.

**Location:** Portland

**Education:** B.A. in Government, Harvard University. I'm taking literature and history classes at Reed College...at the rate I'm going in five years I'll have a master's degree.

**Four words that best describe you:** Cerebral, creative, original, quirky.

**Why you are in the Northwest:** After college, having been around the world, I felt this was the place with the most opportunity.

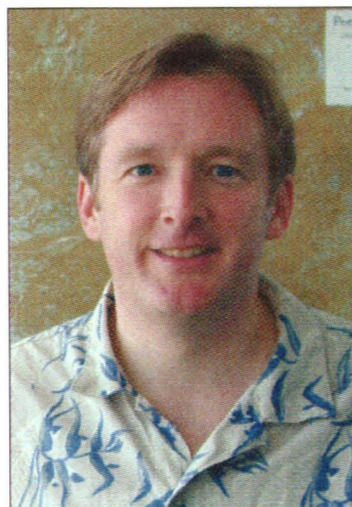
**What you do on an average day:** I don't really have an average day. I have wide variety in every day. It can start with a breakfast with the Oregon Zoo Foundation and go on to a tour of a recycling center to a

meeting with the Homebuilders' Association and then lunch with the Mayor of Gresham, and a meeting with my other Councilors here at Metro. Here and there there might be neighborhood meetings...but then the next day would be totally different.

**Environmental or social issue you are most interested in:** Urban impacts — how human beings occupy the urban environment, how you blend that with the natural environment. I think that's the biggest challenge we have.

**Definition of sustainability:** I think it's a word that's been overused. A lot of people use it to mean whatever they want it to mean. For me it means are you engaging in an activity that could be continued over time or are you in an end game where you are depleting resources faster than you are replacing them.

**Sources of inspiration:** In terms of personal figures, Abraham Lincoln [for] being able to be politically practical day by day while adhering



to larger universal principles. More contemporarily, Vaclav Havel, former president of Czechoslovakia, for being able to use a sort of wit and artistic insight in support of public policy, that's inspiring.

**Biggest pet peeve:** People who say, "We've always done it that way."

**Favorite success story:** I was working for Evergreen International Aviation and we set up the first stop

for American cargo planes in what was then the Soviet Union. That was very gratifying.

**Recent technology or innovation you've embraced:** I obtained a Palm Pilot about a year and a half ago and it's still sitting in my desk because I'm afraid of it. So in terms of recent technology, I think it would be Venetian blinds. I can do up and down.

**Your next career:** It would probably be something to do with international trade, or writing.

**Book titles on your desk:** I just finished "Blue Latitudes" by Anthony Horvitz. Now I'm reading "America's Longest War" by George Herring.

**Establishments you frequent:** Laughing Planet Burrito, Forest Park, The Ararat Nightclub, the Zoo.

**Favorite vacation destination:** I haven't been there for about 10 years, but it would be India. Bombay is one of the most interesting places in the entire world for ethnic variety.

## Plastic

CONTINUED FROM COVER

potential in agricultural wastes, but Agri-Plas' business path has included economic and bureaucratic as well as cultural struggles.

"There were no options for ag recycling, and we created options," Dari Jongsma said. "But we've had to convince farmers to make a difference. And it hasn't been financially rewarding."

In its most recent report to the Oregon Department of Environmental Quality (DEQ), Agri-Plas cited an annual payroll of \$350,000 and gross receipts of \$1 million, but Dari Jongsma said the company continues to only break even.

This month Agri-Plas is scheduled to open a new 32,000-square-foot facility a few miles north of the original Oregon recycling operation, which was squeezed between a pumpkin patch and a Christmas tree farm. The new location gives Agri-Plas expanded room to pile up incoming plastics. It will also facilitate the 24-hour operation of a "pelletizer" that for lack of permits has mostly sat idle since Agri-Plas purchased it over a year ago.

"The pelletizer is key," Dari Jongsma said. "You have to do more volume to get your edge, but you also have a tremendous amount of additional profit possible with the pellets."

Many of the 1.2 million pounds of plastics Agri-Plas said it collects each month are air-cleaned, then chopped into regrind that might eventually end up in a new nursery pot or piece of plastic lumber. But while regrind fetches around 12 cents per pound on the open market, plastics molded by the pelletizer can get upwards of 35 cents per pound.

### Burned on the back 40

At Agri-Plas' Keizer location, the reality of modern agriculture's penchant for plastic is abundantly clear. Overflowing pallets of baling twine are jammed next to empty plastic grass seed sacks while heaps of white buckets that once held berries tower over piles of dirty plastic liner that once covered greenhouses. In an adjoining room, a circle of mostly Hispanic agricultural workers regularly gathers with wooden sticks to separate black stacks of nursery pots.

The agriculture and nursery industries depend on these plastics but have never had financial incentive or collective motivation to find a sustainable method of disposal. The practice of dumping plastic waste on the "back 40" acres, or periodically burning it, are still common practice. A 2002 Cornell University report estimated that more than 50 percent of agricultural plastics in New York state are disposed of by on-farm burning. But no agency has quantified exactly how much plastic waste is in circulation. Jongsma said Agri-Plas



Dari Jongsma inspects straw that must be hand-sorted from baling twine before it is reused or recycled.

could ramp up to around 3 million pounds per month by the end of 2005. Local officials may not believe there's that much waste to gather, but they can't refute Jongsma's forecasts with hard data.

"I'd say Agri-Plas is making a significant dent in the stream of what's out there, and what's left to collect is not exponentially greater," said David Allaway, DEQ solid waste policy and program director. "But good numbers are very hard to come by." DEQ, Marion County Solid Waste and a raft of other agencies and organizations all applaud what Agri-Plas is doing.

"If we can get rid of the back 40 [plastics] we'll be doing pretty well," said Cam Sivesind, spokesperson for the Oregon Association of Nurseries in Lake Oswego, Ore. "Our members that use Agri-Plas are more than happy to put in the labor to get containers ready for pick-up."

Sivesind said companies such as Woodburn Nursery and Azaleas in Woodburn, Ore., which

gives plastic refuse to Agri-Plas, simply need to make sorting and collection part of their normal processes. Dari Jongsma speaks highly of farmers who have done this, but said Agri-Plas can't sustain collection costs in the long run, even with a \$1 per mile pick-up charge the company implemented. An Oregon tax credit that awarded companies for using recycled plastics in new products helped spur some collection, but it expired in 2001, much to the Jongsmas' chagrin.

In spite of the setbacks, both Jongsmas are perpetually optimistic. Alan Jongsma said it generally takes between one to four years to develop a market for an individual waste, such as the new shrink-wrap collection and recycling he recently began with Office Depot Inc. (NYSE: ODP) in Portland. But the quest seems to inspire him. "We're always looking, we never stop looking for new markets," Alan Jongsma said. "This industry is a sleeping giant."

**SHOREBANK PACIFIC**

HELPING PUT MONEY TO WORK FOR YOUR BUSINESS, OUR COMMUNITIES, AND THE ENVIRONMENT.

We Specialize in Loans For:

- Manufacturers, Distributors, & Service Companies
- Green Buildings & Historic Renovations
- Brownfield Redevelopments & Land Trusts
- Organic Farms & Local Food Processors
- Sustainable Fishery & Forest Companies
- Energy Efficiency & Waste Recovery Projects

To inquire about a business loan or cash management services please contact us at 503.916.1552 or visit us online at [www.ShoreBankPacific.com](http://www.ShoreBankPacific.com).

**SHOREBANK PACIFIC**  
BUSINESS. COMMUNITY. ENVIRONMENT.™

Member FDIC

**COASTWIDE LABORATORIES**  
Solutions for Industrial and Commercial Cleaning

**Looking for LEED®?**  
Coastwide has what you need!

Coastwide offers a complete line of facilities maintenance products that meet the US Green Building Council sustainability criteria to help you get LEED certified.

Coastwide Laboratories offers the first cleaning products in the nation to be third-party certified as meeting all of the stringent environmental and safety requirements of the Sustainable Earth® standard.

**2003 BEST Award Winner for Innovative Product Development**

LEED accredited professional on staff.

For more information contact our Corporate Director of Sustainability, Rick Woodward @ (503) 416-5397 or log on to [Coastwidelabs.com](http://Coastwidelabs.com).

\*Businesses for an Environmentally Sustainable Tomorrow, presented by City of Portland, US Green Building Council, Oregon Environment Council and Earth Share Oregon

Serving the Pacific Northwest since 1937.

Your business saves money and resources by encouraging transit, walking and cycling, but...

**Sometimes you just need a car.**

Drive one of ours for a few bucks an hour.  
Check out Flexcar for YOUR business.

**Flexcar™**

503.328.FLEX x4 [WWW.FLEXCAR.COM](http://WWW.FLEXCAR.COM)

# SIJ Product Spotlight



"ENERGY TRUST INCENTIVES ALLOW US TO INVEST IN IMPROVEMENTS THAT HELP US COMPETE IN A GLOBAL MARKET."

Brad Beavers,  
Regional Process Control Manager  
Timber Products Company

## Investing in Efficiency

Hundreds of Oregon businesses are discovering ways to lower operating costs with help from the Energy Trust of Oregon. In Medford, Timber Products Company bagged \$15,000 in annual energy cost savings by investing in high-efficiency equipment. With cash incentives from the Energy Trust and State of Oregon energy tax credits, their investment will pay for itself in less than five years.

This year, we'll invest more than \$20 million in incentives to help Oregon companies make capital investments, manage energy payments and become more competitive.

Will yours be one of them?



Put us to work. Call 1-866-ENTRUST (368-7878) or log onto [www.energytrust.org](http://www.energytrust.org).

Energy Trust programs are available to all Oregon commercial and industrial customers of Pacific Power and PGE and to Oregon commercial customers of NW Natural.



## Xantrex Sine Wave Plus Inverter/Chargers



**What it is:** Gadget to convert renewable energy to household power

**Who makes it:** Xantrex Inc.

**Where it's made:** Burnaby, B.C.

**For more information:**  
[www.xantrex.com](http://www.xantrex.com)

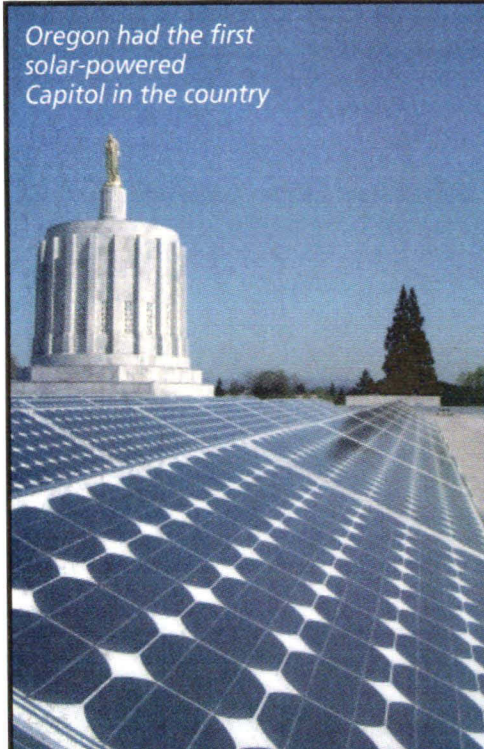
Xantrex' new line of Sine Wave Plus inverter/chargers, aimed at the off-grid residential and small commercial market, sport a lower dollar-per-watt cost than previous generations of the product. Plus models also have a raft of new product features and are available in higher-powered versions — 4,000 and 5,500 watts — than predecessors.

Made to provide residential off-grid homes with an independent power supply, the Sine Wave Plus inverters are not designed for net

metering, which allows a user to sell excess power back to a utility. Xantrex product manager Scott MacFarland said Sine Wave grid-tie products specifically for that purpose will debut later this fall.

Dan Healy, systems engineer at Oasis Montana Inc., a renewable energy consultant and distributor in Stevensville, Mont., gave the Sine Wave Plus line a thorough write-up in the company's latest customer newsletter. But Healy, who said he's historically favored inverters from Xantrex competitor Outback Systems, is still taking a wait-and-see attitude.

"Price-wise, Xantrex and Outback are right together," Healy said. "Xantrex just needs a little bit more time out there in the field so we can see how it does."



Oregon had the first solar-powered Capitol in the country

## The Oregon Department of Energy offers financial incentives to businesses

### Business Energy Tax Credit

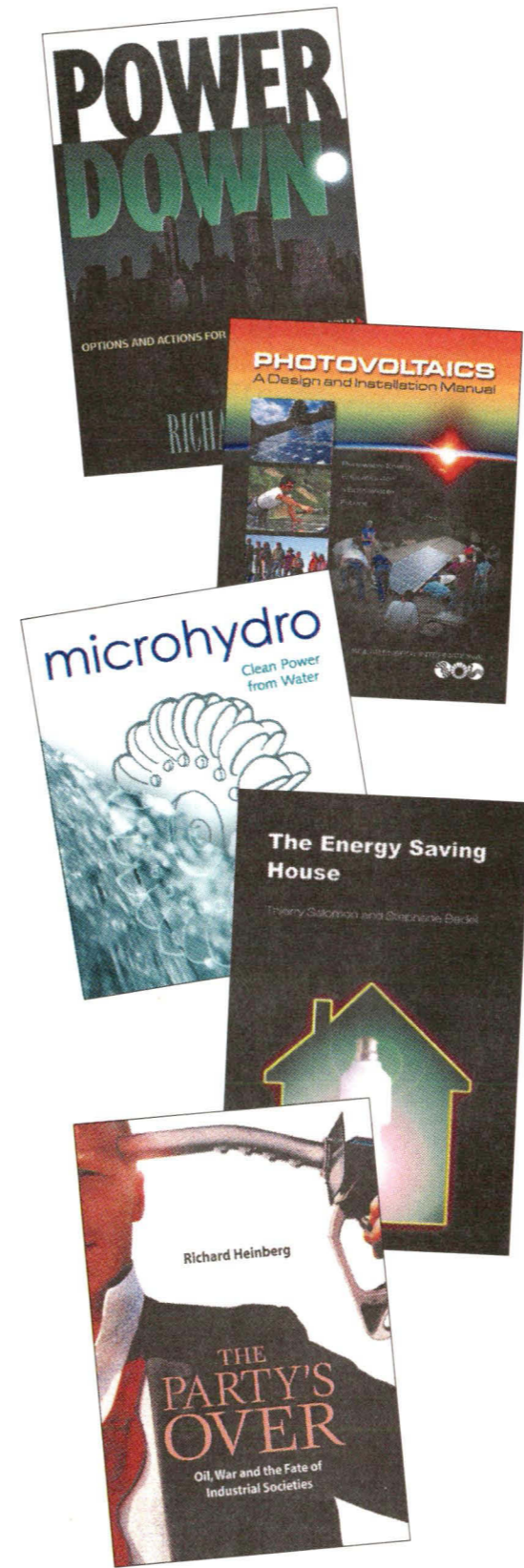
- 35% tax credit incentive for businesses that invest in:
- Renewable energy
  - Energy conservation
  - Less-polluting transportation fuels
  - Telecommuting
  - Recycling

### Energy Loan Program

- Low-interest, fixed-rate, long-term loans for businesses that invest in:
- Renewable energy
  - Energy conservation
  - Alternative fuels
  - New products from recycled material



[www.energy.state.or.us](http://www.energy.state.or.us) | 1-800-221-8035



### Powerdown

Options and Actions for a Post-Carbon World  
Richard Heinberg  
\$16.95

"... a fearless, no-holds-barred view of our prospects in the post fossil fuel world. Courageous, clear ... essential reading."

— David Orr, author of *Earth in Mind*, *The Nature of Design* and *The Last Refuge*

### Photovoltaics

Design and Installation Manual  
Solar Energy International  
\$59.95

"SEI offers the most comprehensive, intensive and practical PV training available in the country."

— Richard Perez, Publishers, *Home Power* magazine

### Microhydro

Clean Power from Water  
Scott Davis  
\$22.95

"At long last, a book about small, residential-scale hydroelectric. Our industry has been looking for this book for over ten years!"

—Doug Pratt, Technical Editor, *Real Goods*

### The Energy Saving House

Thierry Salomon & Stephane Bedel  
\$12.95

Can you save money and save the planet? Yes, it is possible to do both. *The Energy Saving House* covers every aspect of energy in the house, from designing and building to choosing household appliances.

### The Party's Over

Oil, War and the Fate of Industrial Societies  
Richard Heinberg  
\$17.95

"If societies a century from now have managed to learn how to live peacefully, modestly, and sustainably, it may be at least partly because the advice in this timely book was heeded."

— Thom Hartman, author of *The Last Hours of Ancient Sunlight*

available at your local bookstore or direct at [www.newsociety.com](http://www.newsociety.com)  
1-800-567-6772



NEW SOCIETY PUBLISHERS  
BOOKS TO BUILD A NEW SOCIETY

## Agriculture & Natural Resources



courtesy Marcello Verge

### Surfer-inventor mines for Cleangold

[LINCOLN CITY, ORE.]

A decade ago, chemist David Plath tinkered in his spare time with creating artificial reefs to improve shore waves for surfing. While that idea tanked, Plath's puttering led him to devise a sluice that eliminates mercury from small-scale gold mining.

"If I wasn't a surfer as well as a microscopist, I never would have figured this out," Plath said. "It was one of those serendipitous discoveries that happen in science."

Surfing in winter along Oregon's coasts, Plath noticed large swaths of beach were scraped down by the tides to blacker sands, which he remembered from a gold panning trip in his youth as the conduit for micron-sized gold dust.

While Plath had no real interest

in mining, his unsuccessful work to find materials to create reefs had alerted him to magnetic properties in metals. He also knew small-scale mining had altered little over the centuries, with sluicing and panning still the norm to sift out precious metals from sand and sludge. He eventually built a prototype sluice that uses gravity and magnetization to trap tiny microns of gold.

Initially Plath didn't realize the sluice's potential to reduce vast amounts of mercury pollution caused by approximately 10 million small-scale miners. These subsistence miners extract about 800 tons of gold dust and nuggets each year from alluvial sources, using nearly an equal amount of cheap mercury to amalgamate with the gold.

The extent of the mercury pollution and the tenuous existence of small-scale miners led Plath to seek a patent for the sluice and eventually form a company, Cleangold, with two other partners.

"Finding out about small-scale mining gave me a good reason to go on," he said. "Gold is a limited resource, but if husbanded properly it can be sustainable for generations of small miners."

Without outside financing, the company has grown slowly, but the United Nation's International Development Organization and the World Wildlife Fund have both shown interest in promoting the sluice for mercury reduction.

Plath said wide-scale manufacturing could bring the \$40 starting price for the sluice even lower. A Cleangold partner is also working on scaling the technology for larger mines, and Plath is working on a study of how cleanly mined gold could be certified using a model similar to the Fair Trade program.

### Local mollusks seek brand identity

[OLYMPIA, WASH.]

There's no such thing as an organic oyster. But fighting lower-cost imports from places such as South Korea, U.S. oyster, clam, and mussel harvesters on the Pacific Coast are seeking to brand their products as sustainably raised.



Partners with Mother Nature.

A group of members of the Pacific Coast Shellfish Growers Association (PCSGA) is now using a federal grant to establish quality standards for a branding program.

"We have a lot of shellfish coming from other countries that don't have to comply with environmental and other regulations we do," said Robin Downing, executive director of PCSGA. "It costs us more to grow our product, and we're at a disadvantage in the marketplace."

PCSGA has already established environmental and best-management practices to be used by members. The new grant money will be spent to define exactly what quality claims can be made for members' shellfish, as well as how they will be certified. The Marine Stewardship Council (MSC) handles only wild fisheries, and PCSGA members are generally considered to be in the aquaculture industry. Downing has worked for years with the U.S. Department of Agriculture's National Organics

Board, but organic designation of any open-water sea products remains elusive. "It's problematic for people from the terrestrial world to believe this can be done," Downing said. But the nonprofit World Wildlife Fund (WWF) is looking to develop an eco-label for farmed shrimp, and Downing said PCSGA efforts might dovetail at some point with WWF's.

"I see that as a bit ahead," she said. "We're still in defining what the brand is, what we will call it and how we can advertise and explain it to consumers."

### Organic boosts sales at local eatery

[SEATTLE]

In the weeks after Seattle's Sterling Café received organic certification from the Washington State Department of Agriculture (WSDA) in August, it shattered all previous sales records.

"We had two record weeks and a record month," Wilson said. "We had write-ups in the Seattle Times and the *Seattle Weekly* about organic certification, and that's really making people aware that we are here."

Restaurants and retailers purveying organic fare are exempt from certification under the U.S. Department of Agriculture's National Organic Standards program. But Wilson said he sought certification and is willing to pay the hundreds of dollars in yearly fees because of the marketing benefits.

"We wanted to differentiate ourselves from everybody else doing organic here or there," Wilson said. "Our goal is 100 percent."

WSDA organic certification doesn't require a restaurant to use 100% organic food or ingredients. Instead, a restaurant or retailer must be able to prove that items claimed to be organic actually are.

Sterling Café is WSDA's first restaurant to be certified. Book said she's not sure if others will follow or not. Longtime certifier Oregon Tilth also has only one restaurant — Nora's in Washington D.C. — that has chosen certification.

### Organic's ongoing upswing

Sixty-six percent of consumers reported being "users of organic" in 2003, and the number of daily, weekly and monthly users has increased since 2000. Organic still represents 3 to 5 percent of overall food and beverage retail sales, however, because many users limit their buys to an occasional basis. Nonetheless, consumers who were using organics "occasionally" in 2000 appear to be upping their frequency.

Frequency of Organic Use	Year 2000	Year 2003
Daily	8%	11%
Weekly	9%	16%
Monthly	5%	10%
Occasionally	34%	28%
Never	45%	34%

SOURCES: Healthy Living (Aug. 2000), "Organic Trends Study," (Dec. 2003), The Hartman Group Inc.

## Multitude of NW companies considered 'smart'

The criteria is loose, we told P.S. Reilly, executive vice president of the Redmond, Wash.-based Center for Smart Energy. Just pick a handful of smart energy companies that "stand out," we said, from the dozens of companies your organization recently listed in its "Inventory of Smart Energy Companies in British Columbia, Oregon and Washington."

Below is Reilly's short-list of companies, accompanied by brief descriptions. The full company directory can be downloaded along with reports detailing the sector's opportunities at [www.centerforsmartenergy.com](http://www.centerforsmartenergy.com). For SIJ's annual ranking of the region's top 25 smart energy firms, turns to page 23.

### AquaEnergy Group Ltd.

Seattle, Wash.

According to AquaEnergy Group Ltd. it's all about the motion of the ocean. The company produces renewable energy by using devices to generate clean electricity from the energy of ocean waves.

[www.aquaenergygroup.com](http://www.aquaenergygroup.com)

### Areva TD

Bellevue, Wash.

Formerly known as Alstom Esca, Areva TD offers products and services for electrical transmission and distribution applications. After 100 years of service, Areva TD has over 25,000 employees in more than 30 countries.

[www.areva-td.com](http://www.areva-td.com)

### Electricity Storage Association

Piedmont, Calif.

ESA is a trade association established to develop and commercialize energy storage technologies. The organization was established in 1991, and grew out of a need to provide an information exchange forum for the users of battery energy storage.

[www.electricitystorage.org](http://www.electricitystorage.org)

### FirstPoint Energy Corp.

Portland, Ore.

Dennis T. Wilson founded FirstPoint Energy in 1999. FirstPoint creates energy information services for larger companies.

[www.firstpoint.com](http://www.firstpoint.com)

### IdaTech

Bend, Ore.

Originally founded in 1996 under the name Northwest Power Systems, IdaTech is a developer of fuel processors and fuel cell systems. The company's fuel processing technology is capable of converting multiple fuels into high-purity hydrogen.

[www.idatech.com](http://www.idatech.com)

### Itron Corp.

Spokane, Wash.

Itron is a developer and manufacturer of advanced metering technology for gas, water and electric utilities. Originally a "spin-out" from a company known as Avista Corp (NYSE: AVA).

[www.itron.com](http://www.itron.com)

### Neah Power Systems

Bothell, Wash.

Founded in 1999, Neah Power Systems is a micro fuel cell development company. Products of Neah Power allow users to extend the operating time of small, portable devices (such as laptops) beyond that of conventional batteries.

[www.neahpower.com](http://www.neahpower.com)

### NxtPhase Corp.

Vancouver, B.C.

NxtPhase was established in 1993 as a manufacturer and developer of advanced technologies for monitoring and managing the electrical grid. Its products measure transmission level electric power.

[www.nxtphase.com](http://www.nxtphase.com)

### Power Measurement

Saanichton, B.C.

Power Measurement provides advanced meters and enterprise energy management systems. The company is currently celebrating its 20th year.

[www.pwrmm.com](http://www.pwrmm.com)

### Powerit Solutions

Seattle, Wash.

Powerit Solutions delivers systems

for reducing power demand and controlling energy costs for commercial and industrial facilities. Powerit bills its products as enabling companies to achieve immediate, sustained cost savings. [www.powerit-solutions.com](http://www.powerit-solutions.com)

### Quantum Leap Technologies

Hillsboro, Ore.

Quantum Leap Technologies (QLT) was created in 2000 to develop a new fuel cell technology with unique proprietary materials and systems to support stationary fuel cell devices. QLT has also developed an "All Fuel" micro reformer that is soon to be released.

[www.quantumleaptech.com](http://www.quantumleaptech.com)

### Xantrex Technology Inc.

Arlington, Wash.

Established in 1983, Xantrex Technology develops and markets advanced power electronics. Xantrex products convert raw electrical power into high-quality power required by electronic and electrical equipment.

[www.xantrex.com](http://www.xantrex.com)

influencing regional energy codes and programs with its research; assisting throughout the 90s in development of the most energy-efficient manufactured homes in the country; and through research and expertise worked to point out problems with proposed construction of nuclear power plants in Washington by the Washington Public Power Supply System.

With research grants from the U.S.

Department of Energy, Bonneville Power Administration and National Center for Appropriate Technology, Ecotope churns out a number of papers and publications each year on energy-efficient designs and complex mechanical systems.

Ecotope is currently designing a water-source heating and cooling system for the Northwest Maritime Heritage Center in Port Townsend,

Wash. A decision to forgo a traditional air-source system was based on Ecotope's "simplification and elimination" approach, expected to cut the Heritage Center's energy use for heating and cooling in half.

For more information: Ecotope: [www.ecotope.com](http://www.ecotope.com)

Becky Brun contributed to this article.



only boast 100-percent on-site energy production for his house, but more importantly, to repair inverters, sell customized PV systems and make his 12-volt Goldstar Comet and Standard fluorescent lights.

Costich derives heat from burning wood, provides fuel for his truck from homemade batches of biodiesel and generates electricity from two wind turbines, an old TV satellite dish donated by a farmer, and over 200 batteries powered by a 50-panel PV system.

"It's a labor of love, a labor of independence, of innovation," Costich said of his business.

Though his Goldstar lights — which consume less than an amp at 12 volts, making them far more efficient than traditional lights — and PV systems help turn a profit, it's the inverter repairs where he makes the most money. But Costich seems generally unconcerned about the products' market power or generating profit through cutting edge innovation. His business is more a lifestyle than, well, a business.

Costich Renewable Energy's approach and concept are offbeat. After all, Costich is just a man in the country with one less button and a lot of junk. But he seems to know exactly what to do with it all.

For more information:  
Costich Renewable Energy: [www.costichco.com](http://www.costichco.com)



Ecotope's Seattle office near the University of Washington.

## Ecotope

Ecotope, a small, 30-year-old consultant and design practice, sells ideas.

From its flagship office on the fringes of the University of Washington, plus a satellite office in Portland, the nine-employee firm consults on energy efficiency in buildings and its mechanical systems; performs research on energy conservation and policy; and develops programs for various organizations around the Pacific Northwest.

"We have a bit of a different niche," said Ecotope mechanical engineer Jonathan Heller said. "And we have the advantage of intimate dealings."

Clients, who mostly include architects and small commercial and residential developers, approach Ecotope with a schematic design of a building, Heller said. Ideally, Ecotope is involved from the earliest stages of the project so that energy efficiency is maximized, he said. Some projects, however, are further along by the time Ecotope gets a look.

Ecotope attempts an integrated approach, working with each element of the building to ensure optimum energy efficiency. After the company inspects the building's mechanical systems — the heating, ventilation and air conditioning (HVAC) and plumbing, for instance — it maps out what it believes to be the most efficient design. Said Heller: "Even if I don't get what I try to talk them into, the project will still be better [because] I was involved."

Heller keeps a level head on the topic of rising oil prices, an occurrence that in the past has spiked interest in energy conservation and efficiency.

"We've gone through energy crises, but I guess I'm not one to cry wolf anymore because it seems every five years or so there is a crash," he said, regarding the momentum of efficiency and renewable energy. "I look at it as more of a slow thing."

Still, Ecotope has made an impact by

## Energy

### Index charts clean energy's promise

[SAN DIEGO, CALIF.]

A new index is charting the fortunes of companies poised to profit from clean energy and energy efficiency.

The WilderHill Clean Energy Index debuted in August on the American Stock Exchange as ECO, with nearly 40 companies in the renewable energy universe, including Vancouver, B.C.'s Ballard Power Systems Inc. (Nasdaq: BLDP) and Calpine Power Corp. (NYSE: CPN).

WilderHill partners Rob Wilder and Elias Azrak have licensed the index to a fund management firm, which plans to create an exchange traded fund (ETF) to offer investors.

"I see socially responsible funds as a first generation, and this index as part of a second generation," Rob Wilder said. "We're not filtering for things like progressive employment policies, we're reflecting the fortunes of the clean energy field."

Wilder, who's also managed a fuel cell technology index for four years, said the planned ETF would fall into the "moderate risk" category. WilderHill reformulates the index quarterly, and Wilder said PacifiCorp. (owned by Scottish Power) is a company he favors for inclusion.

### Oregon PUC ponders purchasing rules

[RUFUS, ORE.]

Wheat farmer Don Coates would like to see Oregon implement a renewable portfolio standard (RPS). While he waits, though, Coates is hoping for change at a less-visible level that he said impacts the future of small wind project generation.

In late October, the Oregon Public Utility Commission (PUC) will hear testimony on investor-owned utilities' policies for purchasing new energy generation. Small-

scale developers such as Coates, who is working with Sherman County and a Rufus neighbor to build a 1.5-megawatt wind turbine, wants utilities required to negotiate long-term contracts at favorable prices to offset upfront costs of renewable development. Utilities typically want continued flexibility.

"From my perspective a change is fundamental, without it we probably won't see community wind projects making a go in Oregon," Coates said.

### Coalition urges BPA to define its 'share'

[SEATTLE]

There's nothing cheaper than energy that doesn't need to be produced, which is why the NW Energy Coalition (NWECC) said it wants the Bonneville Power Administration (BPA) to minutely detail its future energy efficiency plans.

BPA said in a recently released draft of its post-2006 plans that it is committed to getting its "share" of power from efficiency. BPA also preliminarily pledged \$21 million a year to facilitate Northwest renewable energy development.

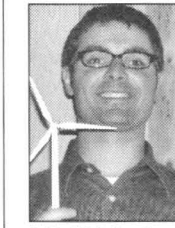
But a spokesperson for Seattle-based NWECC said BPA's draft transfers responsibility for renewables and efficiency back to utilities. NWECC wants BPA to define its share and continue to advance contract negotiations with utilities. BPA has responded to public comment by forming a conservation group with regional stakeholders, including utilities and Native tribes.

### ETC.

Maria Eitel, vice president for corporate responsibility at Nike (NYSE: NKE), is among prominent Oregonians that have agreed to serve on a revamped Portland General Electric board, should buyout firm Texas Pacific Group succeed in its controversial plan to purchase the utility from bankrupt Enron (see "Texas execs tap into Oregon's pension funds," *SIJ*, Jan. 2004).

### Fun Fact of the Month:

## Efficiency works



Collin Whitehead

As the economy recovers and restless consumer demand begins to drive hiring, purchasing and production, the demand for energy increases. But conservation and efficiency efforts have reduced pressures on demand when compared to historical trends.

Despite what you might believe about the scourge of the road — the SUV — today's cars use 60 percent of the gasoline they did in 1972. In 1972 my father was driving an Oldsmobile 442 that got 13 miles per gallon. Now he's in a Honda Accord that doubles that. Meanwhile, household appliances such as new refrigerators require just one-third of the electricity they did three decades ago.

The data don't show total fuel consumption or electricity use, however, which is rising. Nor do the numbers allocate energy usage or cost on a per capita basis, the much truer apple-to-apple comparison of historical energy numbers.

Nonetheless, the U.S. economy has grown 126 percent since 1973, while energy (transportation and electricity) used to fuel it has increased only 30 percent. If U.S. energy use had remained constant, consumption would have been 74 percent greater in 1999 than it actually was.

SOURCE: "Views from the Northwest: The Energy Bill," by Ed Sheets (*Open Spaces*, Issue 3, 2004)

# OPPORTUNITY

Can SIJ help your company sell products, services or ideas?

Contact us to see how we can help your business succeed in the new economy. Upcoming issues include:

## Sustainable Farming: Special Tilt Producers 30th Anniversary Issue

December 2004

AD DEADLINE: OCTOBER 13

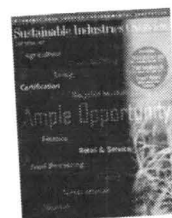
► Min. print run: 2,500

## 2005 Farming Sourcebook

Our annual guide to certified and sustainable agriculture in the Pacific Northwest

AD DEADLINE: OCTOBER 10

► Min. print run: 5,000



## 2005 Sustainable Industries Overview

Containing business trends and over two dozen lists of the leading companies in green building, recycled markets, energy and natural resources in the Northwest

AD DEADLINE: OCTOBER 18

► Min. print run: 3,500

## SIJ Issue Focuses in 2005

January: Food

February: Innovative Green Building Products

March: Education

April: Green Homes

May: Windpower

June: Recycling Entrepreneurs

July: Branding

August: Forest Products

September: Money

Contact:

**Eric Loebel**

503-222-7400

[eric@celilo.net](mailto:eric@celilo.net)

**Lindsey Morse**

503-226-7798

[lindsey@celilo.net](mailto:lindsey@celilo.net)

[www.sijournal.com](http://www.sijournal.com)

Reach the most targeted list of sustainable business executives through *Sustainable Industries Journal*.

## Oregon Environmental Council

### FORUM for BUSINESS & ENVIRONMENT 10th Anniversary

This year's series highlights timely business topics covered in the new OEC report "Growing Profits & a Healthy Environment: Top Business Opportunities for a Stronger Oregon Economy." Specific events will cover:

- Building Oregon's renewable energy sector, creating vital new jobs for Oregonians
- Marketing sustainable products and services to the mainstream
- Investing public and private dollars in 'eco-entrepreneurs' and sustainable industry development

The 2004-2005 forum series runs from November 2004 through May 2005. First two events:

- **November 9, 2004** (Portland & Eugene) *Corporate Leadership on Climate Change: Preparing for a Carbon-Constrained World* Featuring keynote speakers Joel Swisher, Ph.D., Principal of Energy & Resources Services for the Rocky Mt. Institute and Laura Kosloff, Senior Vice President for Trexler Climate + Energy Services.

- **December 15, 2004** (Portland) *"Eco-Entrepreneurs": Public & Private Investment in Sustainability* Featuring keynote speakers CA State Treasurer Phil Angelides and James Walsh, Senior Vice President for Broadmark Venture Capital.

### MAJOR BENEFACTORS



To Register: [www.orcouncil.org](http://www.orcouncil.org) or 503.222.1963 ext. 100

## Green Building

### Sweeping the nation: LEED accreditation

[SEATTLE]

Seattle's Boxwood Architecture, a 4-year-old, winery-focused design firm now working on the \$17.4 million Joint Training Facility for the City of Seattle, recently announced that 100 percent of its 11-person staff is now LEED accredited.

The move, while certainly kudos-worthy, is not exactly unusual (nearly a year ago Vancouver, B.C.-based Keen Engineering announced its 100th employee has been accredited). Nor is the move typical of the Northwest alone (Washington, D.C.-based Envision Design recently achieved firmwide accreditation for its 17-person staff). Boxwood's

accomplishment is simply emblematic of an escalating trend among design and engineering professionals. In August, overwhelming demand to take the LEED 2.0 Accredited Professional Exam tapped out the U.S. Green Building Council's (USGBC) test delivery system, and the deadline was extended.

Even trade organizations are jumping into the fray. The Cascadia Green Building Council (CGBC) recently added LEED credentials for its full three-person staff. CGBC is also capitalizing on the trend by selling "flash cards" containing over 280 exam preparation questions.

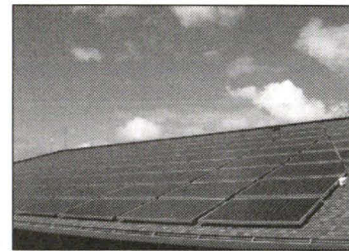
According to data compiled by USGBC in June, Seattle is home to about 383 LEED-accredited professionals — and growing. The Seattle tally is higher than in any other city

in the United States and Canada — and 100 above San Francisco, its closest competitor. Vancouver, B.C., and Portland were ranked No. 5 and 6 with 215 and 214 accredited professionals, respectively.

### Governator plugs solar incentive plan

[SACRAMENTO, CALIF.]

Following through on comments made during his January State of the State address — and perhaps somewhat shaming his Democratic counterparts to the north — California Gov. Arnold Schwarzenegger on Aug. 20 unveiled his Million Homes Plan, a program to encourage installation of solar panel systems in 1 million homes during the next 13 years. Once implemented, Schwarzenegger said, the legislation will establish California as a "world leader in solar technology."



Schwarzenegger's proposal offers several incentives, including a rebate from the California Energy Commission. Homeowners would be able to finance solar systems as part of their mortgage (annual electricity savings can exceed mortgage payments on the system). The state Public Utilities Commission would also craft "time-of-use" pricing plans allowing customers to sell electricity back to the grid.

Senate Bill 199, the legislation to implement Schwarzenegger's plan, was introduced by Sen. Kevin Murray (D-Los Angeles). California's building industry has opposed solar power quotas.

Beginning in 2008, builders would be required to offer a solar energy system option for homes in every subdivision with 25 or more homes. Affordable housing developments would be eligible for additional

incentives. The first \$200 million of funding, previously approved by the California Legislature for renewable technologies, will be funneled into the program. Another \$30 million will come from the existing Public Goods Charge established in January 2001.

The Republican governor's plan serves as a departure from tenets of the Bush administration's energy policy, which hinges largely on increased incentives and limited liabilities for the coal and nuclear industries, as well as increased domestic drilling for oil and gas. California's overall energy plan aims to derive 20 percent of the state's power from renewables by 2017.

### Largest ecoroof arrives on campus

[PORTLAND]

Portland State University's (PSU) \$49 million Broadway Building, a two-towered, 10-story development offering student apartments, classrooms, and retail, was opened Sept. 18 amidst a hearty degree of fanfare.

The building's 15,200-square-foot ecoroof is billed as Multnomah County's largest. Goals of the ecoroof include providing insulation and temperature control, absorbing and slowing stormwater runoff, and offering an educational experience for students in charge of monitoring it.

Project leaders are hoping to achieve silver LEED certification for the complex, which was built in under two years. Additional features of the 230,000-square-foot complex include conference rooms, a 24-hour computer lab, departmental offices, and 383 residential units.

Cathy Dyck, interim vice president for PSU's finance and administration department, said prior to the Broadway Building, PSU maintained only 1,240 residential units for its 24,000 students. "The Broadway is a huge step in a team effort to make Portland State more competitive in attracting the state's — and nation's — brightest minds," she said.

The project's development team included Gerding/Edlen Development Co., Otak Inc. and Hoffman Construction Co.

pays no energy bills. Drawing power from over 200 PV panels, eight Outback inverters and charge controllers convert the sun's energy to usable electricity, as well as store it for future use. It's a testament to large-scale renewable energy projects and proof that anyone anywhere can rely solely on clean power.

"It is by far the hardest industry to satisfy," Robin Gudgel said of the renewable energy market.

As opposed to companies that use inverters only as safeguards against outages, renewable energy companies plug everything and anything — 24 hours a day, seven days a week — into the systems. But, he said, serving the renewable energy industry is "what we do."

For more information: **Outback Power Systems: [www.outbackpower.com](http://www.outbackpower.com)**

### New Path Renewables Inc.

When Sonia and Gbryal Wisheart launched New Path Renewables Inc. (NPR), they were only one of four similar firms in Oregon offering renewable energy consulting, design and installation services.

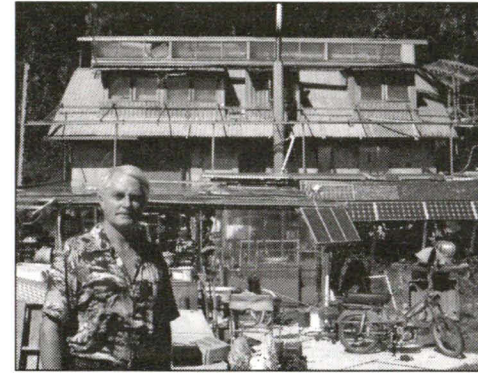
Competition has since blossomed, thanks in part to Oregon's 1999 restructuring law, which has spurred attractive subsidies for renewable energy development and conservation projects. What sets Bend, Ore.-based NPR apart, however, is its ability to make renewable energy accessible to almost anyone, regardless of income.

"We're a business that runs like a nonprofit," said Gbryal Wisheart. Through projects with companies like Costco (Nasdaq: COST), FedEx (NYSE: FDX), Harley-Davidson (NYSE: HDI), and Kettle Chips, NPR can offset fees to residential and educational clients.

Commercial clients generally receive a five-year return on their investment in alternative energy systems because of tax incentives and government subsidies, said Gbryal Wisheart. He can't always promise such a rapid return to residential clients, so he lowers the price tag to meet their needs.

Pushing renewable energy education, NPR has infiltrated the Bend community with working models, including a large solar panel installation at Ray's Food Place, a locally owned grocery store. After helping the store transition 10 percent of its utility load to solar power, NPR mounted an educational, touch-screen kiosk in the store to teach customers the benefits of solar and other renewable technologies.

The company, which is expected to gross \$5.6 million in 2004 through its projects in Oregon, recently installed a 50-kilowatt (kW) solar system at the University of Oregon. NPR is also currently



Dale Costich's controlled clutter at Costich Renewable Energy.

examples of how renewable energy can be cost-effective," he said.

For more information: **New Path Renewables Inc.: [www.newearthworks.com](http://www.newearthworks.com)**  
**Solect Systems: [www.solect-systems.com](http://www.solect-systems.com)**  
**Bonneville Environmental Foundation: [www.b-e-f.org/accomplishments/projects.shtml](http://www.b-e-f.org/accomplishments/projects.shtml)**

### Costich Renewable Energy

As Dale Costich walked back into his shop — or depending how you look at it, his basement — a button fell off his short-sleeved shirt. That's OK, though. Costich can fix it. He can fix anything.

His house, built with assistance from his wife, dad and two sons, sits in the middle of the organized chaos of machinery clutter 10 or so miles north of Portland, in Brush Prairie, Wash. The home also serves as world headquarters for Costich Renewable Energy.

With a workforce of one, Costich and his company represent a quirky segment in the private sector of the burgeoning smart and renewable energy industry. He is a man in the country, away from the bureaucratic circles of Portland and Seattle, away from the conferences, seminars and glad-handing with fellows in the field. Yet he makes energy efficient lighting systems and PV systems for 800 customers, most of whom he gets from word of mouth.

Costich has acquired 25 years worth of discarded technology from specialized junkyards. A giant customized wood splitter rests 10 yards from the house in front of a pile of wood ("They don't sell this at Sears," he said). Wires, coils, gears, screws, nuts, bolts, circuit boards, lights, hoses, sprockets, wheels, various metals, batteries and electronics all sit in deceptively sorted piles and clusters, given the jaw-dropping mass and maze of invention scattered and tucked all about the 10-acre property.

All of it the cheerful 56-year-old uses to not

## paladino

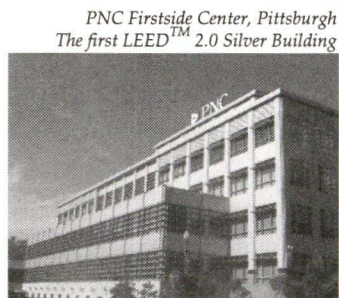
Green Building Strategies

Successful green buildings start with the right team.



The Seattle Justice Center Targeting LEED™ Silver

Let us put our award-winning architects and engineers to work for you. We offer technical and design assistance to create integrated design solutions that meet sustainability goals and achieve LEED™ certification.



PNC Firstside Center, Pittsburgh The first LEED™ 2.0 Silver Building

Paladino & Company, Inc.  
[www.paladinoandco.com](http://www.paladinoandco.com)  
206-522-7600

LEED is a registered trademark of the U.S. Green Building Council.

**research/into/action inc**

- Social Marketing Research
- Program Evaluation
- Qualitative & Survey Research
- Market Assessment & Evaluation

**ENERGY EFFICIENCY GREEN POWER END-USE RENEWABLES**

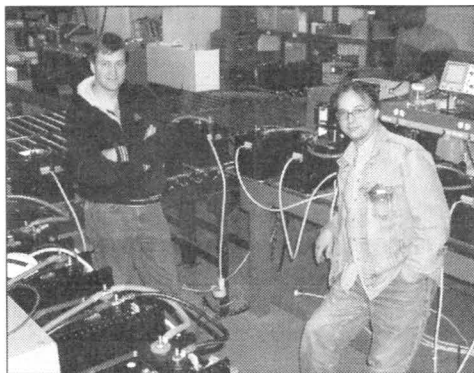
Jane S. Peters, PhD, President 503 / 287-9136 [www.researchintoaction.com](http://www.researchintoaction.com)

## Outback Power Systems

The MX60 charge controller, a device that takes energy from a source such as the sun and makes it safe and usable, is not something most people would describe as “the coolest looking charge controller in the universe.” But in his plain and low-spoken voice, Robin Gudgel, CEO of Outback Power Systems, says just that.

Along with the MX60 — which does look like a gadget from the Bat Cave — the Arlington, Wash.-based company designs, manufactures and sells heavy-duty inverters. Inverters, put simply, draw DC power from batteries and convert it to usable AC power. Inverters also allow the user to sell any excess power back to the utility or to store it for future use — in case, as the Eastern United States experienced in the summer of 2003, a large-scale blackout causes eight states and 50 million people to go for days without power.

Outback's FX sealed inverter and vented VFX inverter, according to Robin Gudgel and his brother Bob Gudgel, are the best in the world. Buyers of the products include the U.S. military and DaimlerChrysler (NYSE: DCX), the latter of which is currently using Outback's inverters in a secret competition taking place in the deserts of Arizona (Robin Gudgel speculates it's for a next-generation military vehicle to replace the



Robin Gudgel and Greg Thomas of Outback Power Systems.

Humvee). But the big players don't account for the majority of Outback's production. According to Bob Gudgel, off-grid and renewable energy users represent 80 percent of the business.

The inverters and charge controllers Outback sells are not, in and of themselves, renewable energy products. Only when the batteries are hooked up to draw energy from a renewable source, such as a photovoltaic (PV) system or micro-hydro turbine, do they become agents of renewable energy. But according to Robin Gudgel and his colleagues, Outback's inverters are the best of the best.

“We're going to be big,” Bob Gudgel said. Casually speaking of “perfect sine waves” and

“integrated systems” in the language of an engineer, Bob and his brother Robin say what differentiates their inverters from their competitors' is reliability and durability; true to the name, the inverters were tested in the Australian Outback two years ago.

Outback has been in business for three years. Robin Gudgel and colleagues Greg Thomas and Christopher Frietas were working for Trace Engineering when it was purchased by Xantrex. But along with the acquisition, Robin Gudgel said, came poor decisions, poor products and power struggles. He and Frietas left unhappy, and Thomas quickly followed with other engineers, including brother Bob Gudgel, in tow. Now, with \$1 million in cash, hundreds of thousands of dollars in borrowed money, houses, livelihoods and careers on the line, the team at Outback puts in up to 15-hour days to make the company successful. Even Robin Gudgel's wife pitches in full-time.

“We're not really businessmen, we're engineers,” Robin Gudgel said. “Our vision is just to build a better product.”

Perhaps Outback's greatest claim to fame is the Los Angeles Audubon Society. In the middle of the glitz, concrete and haze of Southern California, the building is completely off-grid. In other words, the Los Angeles Audubon Society

## Recycled Markets

### Cartridge World inks in Northwest

[PORTLAND]



Australia-headquartered Cartridge World is aiming to be, if not Starbucks, then perhaps the UPS of the cartridge-refill universe.

“We have plans to have 100 stores in the next three years in the Northwest,” said Cartridge World franchise coordinator Ed Horowitz.

A store is open in Boise, Idaho, and expansion continues in Portland during September and Kennewick, Wash., shortly thereafter.

Many cartridge refillers have traditionally been “Mom & Pop” stores, or entities such as Wood Village, Ore.-based TonerInx, which shares a cut of profits with schools or other groups. Cartridge World, however, is a fast-growth multinational franchise aiming to open a store a day.

Horowitz said he is not concerned that original manufacturers such as Lexmark (NYSE: LXX) and Hewlett-Packard (NYSE: HPQ) will try to squelch the market for refilled cartridges, which cut into the big players' profits. “Lexmark first approached the issue in a combative way,” Horowitz said, referring to Lexmark's attempts to program cartridges to resist refilling. “I don't think it was what consumers wanted to hear. HP's public statement has been that they approve that there are options for people.”

Horowitz said customers could get seven to 10 or more uses out of a single cartridge. Refills cost between \$13-15, half the cost of purchasing new. This extended cartridge life is an environmental message that Horowitz said Cartridge World can help communicate for the benefit of original equipment manufacturers. “Manufacturers haven't been going to designs where the cartridges contain more ink — in fact, the

opposite,” he said. “And it takes them three to four years to design a new cartridge. Think of how many times we can refill what's already out there in that time.”

### Can recycling be rebranded?

[SAN FRANCISCO]

Advertising agency DDB Bass & Howes interviews 3,500 people each spring to find out just what kind of consumers they are. But since 1995, DDB has also asked about recycling habits — and the results from this spring's survey could be interpreted as discouraging.

“Recyclers have created a valuable brand that's in a bit of decline,” said Candy Cox, DDB managing partner who spoke at the National Recycling Coalition (NRC) annual meeting in late August.

While the DDB survey found slightly increased worry among its surveyed consumers about issues such as food safety, concern about recycling has stagnated, Cox said. “Sacrifice is out of fashion,” she said. “Election year messages focusing on environment increase our concern...but not this cycle.”

On the bright side, Cox said most consumers, even those who don't recycle, still view the practice as positive.

To revive the recycling brand, Cox's prescription is a campaign, which could be undertaken by NRC for the benefit of its member organizations and companies. Recycling's future rebranding campaign should stop preaching to the choir of consumers that already recycle, she said, and instead reach out to the larger mass of “sorta, kinda” people who don't do it but might if they were appealed to at an emotional level.

“Otherwise, recycling will only make incremental improvements at the margins,” Cox said.

### Dell, HP diverge on e-waste approaches

[OLYMPIA, WASH.]

Computer manufacturers Dell (NYSE: DELL) and Hewlett-Packard (NYSE: HPQ) together sell half of the new computers in the United States. But each one takes an individual approach to e-waste collection.

In late August, Dell announced 20 new \$10,000 grant winners for computer recycling events around the country. Since February, Dell has funded 12 other entities, mostly agencies and nonprofits, with \$10,000 grants to collect a total of 850 tons of e-waste.

HP worked with retailer Office Depot on a summer e-waste drop-off that was scheduled to end in early September. Office Depot (NYSE: ODP) collected equipment and HP demolished it at Nashville, Tenn., and Roseville, Calif., recycling plants.

Dell's sustainable business director Pat Nathan said the grant model isn't a long-term solution to

e-waste, but in the short term has proved more effective than directly hosting collection events.

A spokesperson for HP said its effort with Office Depot resulted in far more e-waste collected than HP expected. The company was still analyzing the data to decide whether to continue and possibly expand the program to Canada.

Meanwhile, David Nightingale of Washington's Department of Ecology said the U.S. Environmental Protection Agency will likely fund the state's idea for a pilot to design a multiple-stakeholder, third-party collection system for the Northwest. Nightingale said Ecology looked at the Rechargeable Battery Recycling Corp. as a possible model for how a Northwest program could be organized.

### ETC.

Nov. 1 is the date California's new e-waste recycling fee goes into effect. Buyers of new monitors, flat panels, laptops, and TVs will pay an extra \$6 to \$10 to cover end-of-life recycling costs.

## Plug Into Green Energy News and Information

with Con.WEB, a free monthly eZine featuring news and information on Pacific Northwest energy conservation and renewable energy, including green building case studies.

Sign up for your free subscription today at [www.newsdata.com/enernet/conweb](http://www.newsdata.com/enernet/conweb)

## CON.WEB

independent, authoritative, comprehensive, timely

With support from:



NORTHWEST ENERGY EFFICIENCY ALLIANCE  
[www.nwalliance.org](http://www.nwalliance.org)

CONFERENCE 2004

BETTER BUSINESS THROUGH *green power*

Qwest Field and Event Center  
 Seattle, Washington  
 October 19, 2004

REGISTER TODAY and find out why green power should be running your business, from business leaders who've already discovered the competitive advantages of going green.

\*\*\* Go to [mp.org](http://mp.org), or call Diane Zipper at 503-223-4544

IT PAYS TO BRIGHTEN THE FUTURE.  
 Hosted by Starbucks Coffee Company and Vulcan Inc.

## NORTHWEST GREEN DIRECTORY

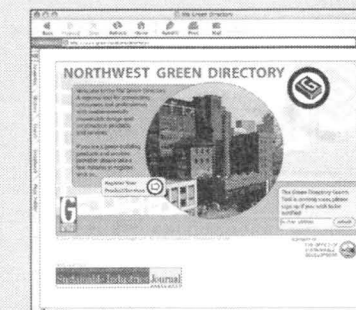
A free, online tool connecting regional consumers and professionals with environmentally-responsible products & services.

[www.nwgreendirectory.org](http://www.nwgreendirectory.org)



Respond to demand from the green marketplace.

Log on and register your local green building products & services today!



City of Portland  
 Office of Sustainable Development

**SWINERTON**  
 BUILDERS



**Building  
 Green  
 Solutions**

www.swinertongreen.com  
 www.swinerton.com

Offices in Portland, Seattle, San Francisco, Sacramento, Los Angeles



Inverters from Arlington, Wash.-based Outback Power Systems turn solar rays into power at the Los Angeles Audubon Society.

**Energy technology**

CONTINUED FROM COVER

renewable energy, efficiency and consumer protection, as well as fish and wildlife preservation in the Columbia River Basin.

The movement toward smart and renewable energy solutions, while picking up momentum, has a long way to go. One of the major problems, Krasnowsky said, is the transition from old to new.

"It's hard for most utilities to grasp how they can make more money selling less energy," he said. "An energy-efficient project could take many years to pay for itself, and many institutions shy away from that and need help financially."

Jonathan Heller of Ecotope, a firm profiled in the following feature, said the low cost of energy has hampered widespread appeal for efficiency. "The number one reason is energy is cheap in this part of the world — cheaper than it should be," Heller said, referring to the tangential social and environmental costs of inefficient energy.

It has become a question of will more than a question of feasibility, according to Krasnowsky. There are enough available efficiency resources to reduce the region's energy needs by over 3,000 megawatts, which amounts to the consumption of three Seattle-sized cities, he said.

Due to its environmental ethic, as well as

mandates the Northwest Power and Conservation Act of 1980 placed upon the Bonneville Power Administration to seek efficiency and renewable-energy solutions, the Northwest is making significant strides in developing a lively smart energy sector. It's a sector that chases cutting-edge technological solutions, complex grid efficiencies, and an overall democratic approach to the current top-down model of energy distribution — all described in words the layperson rarely understands.

It appears the Northwest is a prime candidate to lead the United States in smart energy solutions. Proponents say the region has three things going for it: world-class research institutions, sophisticated energy infrastructure and generation facilities, and several companies already working in the business.

In the following feature, *SIJ* profiles four companies in Oregon and Washington most readers probably haven't heard of yet. The firms represent the scope of this emerging sector, from the small and quirky (Costich Co.) to the rising stars (Outback Power Systems). Immediately following the piece is an annotated list of even more companies hand-picked by P.S. Reilly, executive vice president of the Center for Smart Energy in Redmond, Wash.

CONTINUED ON PAGE 14 ►



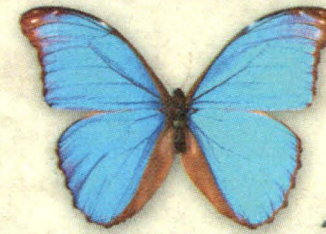
TIGER SWALLOWTAIL



TAILED SATURNIID



BIRDWING SWALLOW



MORPHO BUTTERFLY



POSTMAN BUTTERFLY



GIANT SWALLOWTAIL

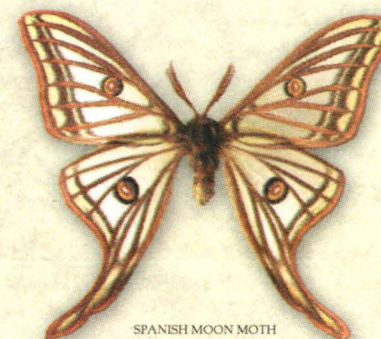
**THEY'VE RELIED ON THE WIND FOR EONS.  
 WE THINK THEY'RE ON TO SOMETHING.**

Wind has always helped butterflies move from place to place. Now that same wind is moving us toward a sustainable energy future. Stoel Rives is proud to play a vital role in that evolution — permitting the world's largest single wind-generation facility was just the first step. By developing innovative legal and policy solutions for wind and other renewable resources, we're committed to helping the industry reach new heights.

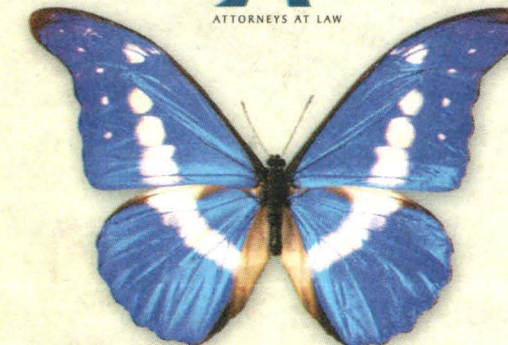
COMMON GROUND. UNCOMMON THINKING.



TELEPHONE: 800.88.STOEL WWW.STOEL.COM



SPANISH MOON MOTH



BLUE MORPHO BUTTERFLY



OWL'S EYE BUTTERFLY



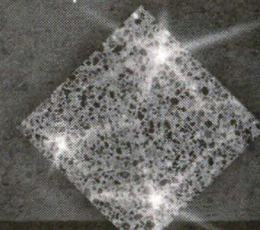
BHUTAN GLORY



AFRICAN GIANT SWALLOWTAIL

**Concrete Floors  
 with real class.**

Polished concrete provides the striking beauty of polished granite or marble at about the same initial cost as Vinyl Composition Tile. Where it really shines though, is in significantly lower maintenance costs. With no waxes, sealers, stripping or VOC's, polished concrete is today's most economical and eco-friendly floor solution. Call us today for a free, no-hassle quote.



**BELSHIRE**  
 CONCRETE RESTORATION

360.910.9209

27603 NE 10th Ave. • Ridgefield, WA 98642  
 Licensed and bonded in Oregon and Washington

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ADOPTING A POLICY	)	RESOLUTION NO. 04-3494 <u>A</u>	
FOR ESTABLISHING A PROCESS AND	)		
CRITERIA FOR PROPOSED INVESTMENTS	)	Introduced by Councilor Rod Park	
FROM THE NEW METRO TOURISM			
OPPORTUNITY AND COMPETITIVENESS			
ACCOUNT (MTOCA)			

WHEREAS, on May 20, 2004, the Metro Council passed Ordinance No. 04-1052, increasing the excise tax on solid waste by \$.50 per ton; and

WHEREAS, proceeds from this tax are allocated to the Metro Tourism Opportunity and Competitiveness Account (MTOCA); and

WHEREAS, the purpose of the Metro Tourism Opportunity and Competitiveness Account (MTOCA) is to maximize the competitiveness, financial viability, economic impact, and continued success of the Oregon Convention Center; and

WHEREAS, it is desirable to have a policy establishing a process and criteria for proposed investments from the new Metro Tourism Opportunity and Competitiveness Account (MTOCA); and

WHEREAS, under Chapter 6 of the Metro Code, MERC is authorized and directed by the Metro Council to make recommendations to the Council regarding convention, trade and spectator facilities; and

WHEREAS, on August 25, 2004, the MERC Commission unanimously passed MERC Resolution Number 04-15 recommending that the Metro Council adopt a policy establishing a process and criteria for proposed investments from the new Metro Tourism Opportunity and Competitiveness Account (MTOCA); and

WHEREAS, the policy recommended by the MERC Commission provides that the Metro Council, as MERC's budget authority, must make all final decisions on recommended expenditures from the fund; and

WHEREAS, the Council wishes to ensure that the decisions made on recommended expenditures from the fund are subject to a thorough and clear process that is set out separately from the overall Metro budgeting process.

BE IT RESOLVED as follows:

1. That the Metro Council adopts the policies for establishing a process and criteria for recommending expenditures by Metro from the new Tourism Opportunity and Competitiveness Account as shown on the attached Exhibit A, with the proviso that the Council directs that Goal Number One and the Strategies listed under Goal Number One shall have the highest priority for funding.
2. That the MERC Commission is directed to submit proposals for funding the Goals Number 2 and 3 and the Strategies listed, under those goals only after the Commission finds that Goal Number 1 has been fully funded, with priority given to those under Goal Number 1.

3. That it is the desire of the Council that annual requests for appropriations from this Account be set out for discussion, consideration, and action in a manner separate and discrete from general budget procedures.

ADOPTED by the Metro Council this 30<sup>th</sup> day of September, 2004

---

David Bragdon, Council President

Approved as to Form:

---

Daniel B. Cooper, Metro Attorney