

## IN FOCUS



### Get your company going "green"

Karren Nichols gives the nuts and bolts process of establishing a "green team" at your business and then suggests how you can keep it going.

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### Issue Sponsor:



## SUSTAINABILITY



## Businesses compete to reduce vehicle emissions

**T**he sponsors of the "Clear the Air Challenge" are hoping for record-high numbers during this year's month-long activity.

The sixth annual challenge, slated for July 1-31, features individuals, organizations and companies finding ways to eliminate vehicle trips as a means to reduce the amount of emissions in the air.

**Brice Wallace**  
*The Enterprise*

"We've had big successes in the past, but we can and will strengthen our efforts this year," said Jonathan Johnson, chairman of Salt Lake-based Overstock.com. "During the month-long 'Clear the Air Challenge,' we encourage Utahns to drive less and drive smarter to reduce vehicle emissions and collectively improve Utah's air quality. Each trip saved makes a difference to the quality of our air."

The goals for the program this year include eliminating 250,000 vehicle trips, which would be above last year's 176,000 trips eliminated; saving 2 million vehicle miles driven, up from 1.9 million last year; and attracting 10,000 participants, up from 8,400 a year ago.

Participants can sign up for the challenge, join a team and start tracking miles saved at [www.cleartheair-challenge.org](http://www.cleartheair-challenge.org). They are eligible for prizes from challenge sponsors, including bicycles, skis, clothing and gift cards.

The challenge website quotes the Utah Division of Air Quality saying that if all drivers living along the Wasatch Front were to park their cars just one day per week, vehicle emissions would be reduced by 6,500 tons per year.

"The 'Clear the Air Challenge' is the perfect opportunity for people in SLC, Ogden, Logan, Provo,

Moab, St. George — everywhere," said Amanda Smith, executive director of the Utah Department of Environmental Quality. "We all need to think about how we travel and how it impacts the air we breathe."

Over the past five years of the challenge, participants have saved more than 7.1 million vehicle miles traveled, eliminating more than 9 million pounds of emissions and more than 600,000 car trips.

The program this year has added a tracking technology designed to make logging participants' trips faster and easier. The tracking technology comes through a partnership with the Utah Department of Transportation's TravelWise program and a grant fromUCAIR.

Accessible from mobile devices or computers, the tracker includes a built-in trip planner. Participants can enter a starting and ending location and receive carpool options, transit routes, or biking and walking routes. The tracker calculates the amount of emissions saved and the time it will take to make the trip. The system integrates with social media and participants can, for example, share a trip saved on Facebook. Challenge organizers hope the tool will alert more people who don't typically use transit or carpool programs about other options to get to their destinations.

To encourage people to use transit, Utah Transit Authority is giving away 4,500 RideClear passes during the month randomly via Twitter at <http://www.twitter.com/RideUTA>. Additionally, the challenge has established a partnership with Enterprise CarShare in which challenge participants will be provided use of cars in July.

see **CHALLENGE** pg. 21



# Top Sustainable Design Firms in Utah

Ranked by Amount of Projects in Design, Construction or Pending LEED Certification

Rank	Company Name Address	Phone Web	Amount (\$) of projects in design, construction or pending LEED certification	Total construction value (\$) of LEED certified projects completed in 2013	# of projects in design, construction or pending LEED certification	Total sq. ft. of LEED certified projects completed  Total sq. ft. of projects in design or construction seeking LEED certification	# of LEED accredited professionals  # of LEED certified projects completed	Noteworthy sustainable design projects
1	<b>Architectural Nexus</b> 2505 Parleys Way Salt Lake City, UT 84109	801-924-5000 archnexus.com	\$1.67 billion	0	10	1,408,813  3,384,475	30  18	Received double LEED Platinum for behavioral modifications in use of LEED
2	<b>VCBO Architecture LLC</b> 524 S. 600 E. Salt Lake City, UT 84102	801-575-8800 vcbo.com	\$468.2 million	\$26 million	16	95,000  2.2 million	14  2	S.J. Quinney College of Law, Meldrum Science Center at Westminster College
3	<b>GSBS Architects, PC*</b> 375 W. 200 S., Ste. 100 Salt Lake City, UT 84101	801-521-8600 gsbsarchitects.com	\$408 million	\$29 million	22	1.01 million  1.66 million	38  13	Hillside Middle School, Salt Lake City Public Safety Building, Net-Zero Essential Facility
4	<b>CRSA*</b> 649 E. South Temple Salt Lake City, UT 84102	801-355-5915 crsa-us.com	\$174.7 million	\$36.47 million	6	608,903  394,010	8  10	Swaner EcoCenter, University of Utah Sutton Geology and Geophysics Building, Utah State University Bingham Entrepreneurship & Energy Research Center
5	<b>EDA Architects Inc*</b> 9 Exchange Place Ste. 1100 Salt Lake City, UT 84111	801-561-7600 edaarch.com	\$155.7 million	DND	8	452,687  573,000	5  4	Questar Office Building, U of U Beverley Taylor Sorenson Arts and Education Complex, U of U Skaggs Pharmacy Research Building, Salt Palace Expansion Center
6	<b>FFKR Architects</b> 730 Pacific Ave. Salt Lake City, UT 84104	801-521-6186 ffkr.com	\$135.8 million	0	10	2.4 million  DND	18  7	Rio Tinto Regional Center, Deseret Building, Boque Supply Building, Mid-Valley Health Center
7	<b>AJC Architects</b> 703 E. 1700 S. Salt Lake City, UT 84105	801-466-8818 ajcarchitects.com	\$66 million	\$28 million	4	985,195  337,000	4  23	USU USTAR, Tracy Aviary Center, USU Wetland Discovery Point, Mesa Verde Visitor and Research Center, King Gillette Visitor Center, Petzl North American
8	<b>Dave Robinson Architects*</b> 6465 S. 3000 E., Ste. 102 Salt Lake City, UT 84121	801-272-0242 daverobinsonarchitects.com	\$30 million	\$8 million	1	52,000  306,000	1  1	Northrop Grumman Addition Salt Lake City, Intermountain Healthcare IMAT
9	<b>Pasker Gould Ames &amp; Weaver Inc.</b> 5263 S. Commerce Drive Murray, UT 84107	801-266-4669 pgaw.net	\$18 million	0	1	70,466  102,600	1  2	North Pointe Building E, Utah Air National Guard Composite Fire Station
10	<b>Archiplex Group</b> 255 Crossroad Square Salt Lake City, UT 84115	801-961-7070 archiplexgroup.com	\$3.5 million	\$300,000	3	52,600  41,100	2  2	Plaza 349 Salt Lake City Corp., Habitat for Humanity Homes Park City

DND=Did Not Disclose N/A= Not Applicable

\* Indicates firms with data from 2012

Please note that some firms chose not to respond, or failed to respond in time to our inquiries. All rights reserved. Copyright 2014 by Enterprise Newspaper Group

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# Evaporative cooling can be a smart - and efficient - alternative

Utah's hot summers give cooling equipment a workout. Make sure your equipment is ready for the season by having it serviced by a qualified professional and by programming thermostats to 78 degrees when spaces are occupied, and higher when unoccupied.

If your air conditioning equipment has seen better days and you're due for an upgrade, consider evaporative cooling. It has long been considered an efficient and low-cost way to effectively cool buildings in arid climates because drier air can absorb more moisture than humid air, making it an ideal choice for Utah. The technology has improved considerably from the old swamp coolers of the 1940s and with simple annual maintenance (cleaning the filters, draining the water for the winter) the units will run efficiently for years.

## How evaporative cooling works

At its core, evaporative cooling is a simple technology that uses moisture to absorb heat in the air to provide cool air to a space. The amount of cooling available depends on the temperature and water content (humidity) of the air being cooled. The evaporative cooling process is extremely energy efficient, generally requiring only a pump to keep the evaporative cooler pad wet, and a fan to deliver conditioned air.

There are generally three types of evaporative cooling equipment:

- **Direct.** Air is blown across a wet pad, causing water to evaporate. This process cools the air, but also increases its humidity. This type is generally used in large, open spaces or spaces with high outside air requirements; such as warehouses, loading docks, garages and dairy barns.

- **Indirect.** The evaporation process is used to produce cool water that is piped to a coil. When air is blown across the coil, it is cooled without absorbing water. This method of evaporative cooling can reduce the air temperature without increasing humidity. Used in areas with high outside air requirements but with temperature or humidity control needs such as data centers, manufacturing facilities, laboratories, or pre-cooling for large HVAC systems.

- **Direct-Indirect (IDEC).** Air is first cooled by blowing it across an indirect cooling coil which reduces its temperature, and then the cool air is blown directly across evaporative cooler pad, further cooling it. This process provides cooler air, and allows better control of humidity. Used in buildings where comfort and outside air ventilation is a priority and precise temperature control is required, such as large office buildings, airports and indoor arenas.

Evaporative cooling uses considerably less energy than traditional air conditioning and that translates into lower electricity

costs. In addition, utilities often offer cash incentives for evaporative cooling upgrades. So, between the energy savings and the incentives, the payback on the investment pencils out sooner. Also, installing evaporative cooling reduces your environmental footprint.

Many businesses, schools and organizations in Utah have installed evaporative cooling. For example, Utah Paperbox, a 100-year-old company that produces customer packaging for everything from chocolates to golf ball sleeves, evaluated and selected evaporative cooling for their new 82,000-square-foot office/printing building in Salt Lake City.

The installation included an innovative fan-cooling system and six direct evaporative coolers to serve the 50,000-square-foot manufacturing area.

Each evaporative cooling unit is controlled by a dedicated thermostat that is adjustable through a building automation system. Each unit also is coupled with a set of relief dampers located on the wall and near the ceiling of the manufacturing area for proper air circulation.

The evaporative coolers use a small horsepower sump pump to move water over the evaporative media and a supply fan to move air into the facility. They do not use an energy-intensive refrigerant compressor, so they require only one-fifth to one-half as much electricity to operate as a refrigerated

cooling system.

With evaporative cooling, Utah Paperbox is saving 294,000 kilowatt-hours per year in electricity and more than \$26,460 every year in energy costs through this high-efficiency measure alone.

Another successful installation of evaporative cooling was completed by Whitney Properties LLC. They own a commercial building in Salt Lake City that is home to Camp Barkalot — a dog daycare, where four evaporative coolers were installed to provide cooling to the dog kennels. By choosing evaporative cooling, Whitney is saving 9,500 kilowatt-hours per year in electricity and more than \$860 per year in cooling costs.

If you are considering an upgrade to your existing heating and cooling system or starting a new construction project, evaporative cooling is an option worth considering. While evaporative cooling doesn't make sense for all applications, other energy-efficient technologies are available. High-efficiency cooling equipment can significantly reduce annual energy costs compared to standard-efficiency equipment.

Chris Helmers is the wattsmart business program manager for Rocky Mountain Power and has more than 15 years of experience and technical expertise in energy efficiency technology for commercial and industrial business applications.



CHRIS HELMERS

## Alternative energy a family affair in Utah

Brice Wallace  
The Enterprise



Utah is known for having large families, but Seven Sisters and Four Brothers are set to have a huge economic impact on Beaver and Iron counties and the state's energy future.

"Seven Sisters" and "Four Brothers" are the code names for solar photovoltaic power generation projects being developed by Boston-based First Wind Energy. The Seven Sisters will provide a total of 20.2 megawatts of electricity — enough to power 4,500 homes — with each of seven projects covering about 20 acres with 11,000 solar panels. The Four Brothers involves four projects totaling 320 megawatts — enough for 90,000 homes — with each covering about 700 acres with 360,000 panels.

"Utah has a great solar resource, particularly in the southern part of the state, and we're quite sure it will play a big role in Utah's energy future, and we're glad to be part of that," Bryan Harris, a project development manager for the company, told the legislature's Public Utilities and Technology Interim Committee during its June meeting.

The Seven Sisters will feature four installations in Beaver County and three in Iron County. Construction is expected to begin in October of this year. The Four Brothers, which still needs approval by the Utah Public Service Commission of power purchase agreements (PPAs) between First Wind and Rocky Mountain Power, will consist of three projects in Beaver County and one in Iron County. Construction could start in early 2015, with completion by late 2016.

First Wind and Rocky Mountain Power (RMP) recently completed PPAs calling for RMP to buy the output of the Four Brothers development, which consists of four 80-megawatt projects, for 20 years.

The projects are expected to be a boon for Beaver and Iron counties. The Seven Sisters are expected to result in 100 full-time jobs during its \$35 mil-

lion construction phase, and produce about \$200,000 in annual property taxes. The Four Brothers are expected to generate 500 full-time construction jobs, 16 permanent maintenance jobs, and \$66 million in property and income taxes over 20 years.

"And one of the good things about these projects is they're being put into rural areas, where the impact is really felt. They do a lot of good," Harris said.

"We're putting them on land that's really not used for anything at the present time — a little bit of grazing — but the land we're putting them on is not very productive grazing land, [with] no water rights on them. So we're really maximizing the beneficial use of the land we're putting them on."

As the name suggests, First Wind Energy has mostly been involved in wind power projects. The decade-old company develops, builds, owns and operates renewable energy projects and delivers clean energy throughout the country. Its customers include large energy utilities, municipal electric companies and institutional entities.

The company has projects in 10 states, has more than 200 employees, and has developed, built and is operating a total of 1 gigawatt (1,000 megawatts) of generation. About 2 gigawatts through wind and solar is in construction or advanced development.

First Wind's 300-megawatt Milford Wind Project in Beaver and Millard counties has been operating about five years and provides the counties a total of about \$5 million in tax revenue annually.

The Seven Sisters and Four Brothers combined will be the largest solar project collection developed by the company's new solar division, First Wind Solar Group. The division is exploring solar energy opportunities near the company's wind projects in the

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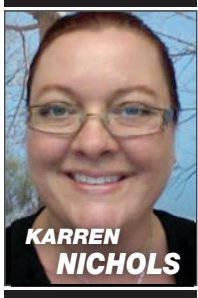
# Recycling Firms in Utah

Listed in alphabetical order

Company Name Address	Phone Web	Year Established	Products/ Materials Recycled	Public	Commercial/ Industrial
<b>Ace Recycling &amp; Disposal</b> 2274 S. Technology Road West Valley City, UT 84119	801-363-9995 acedisposal.com	1980	Paper, plastic, metal, cardboard, scrap metal, etc.	Y	Y
<b>Asphalt Materials Inc.</b> 7961 S. 1300 W. West Jordan, UT 84088	385-202-0439 asphaltmaterials.net	1975	Concrete, asphalt, dirt, rock	Y	Y
<b>Bloom Recyclers</b> 690 Exchange Road Ogden, UT 84401	801-393-5396 bloomrecyclers.com	1909	Aluminum cans, appliance recycling, battery recycling, glass recycling, metal recycling, paper recycling, plastic recycling, scrap metal	Y	Y
<b>Custom Industries Inc.</b> 5400 W. Old Bingham Hwy. West Jordan, UT 84081	801-280-3502	1969	Steel, radiators, stainless steel, brass, aluminum cans, cast iron, copper, scrap, iron	N/A	N/A
<b>Durbano Metals</b> 2904 Pacific Ave. Ogden, UT 84401	801-621-5221	1974	Scrap metals	N	Y
<b>International Paper (Recycling)</b> 2590 W. 1500 S. Salt Lake City, UT 84104	801-209-1676 internationalpaper.com	2004	Cardboard, office paper, sorted white ledger, news, printers mix and other forms of paper, plastics, some forms of metals, many forms of fiber	N/A	Y
<b>Interwest Paper Inc.</b> 3975 S. Howich St. Salt Lake City, UT 84107	801-266-3610 interwestpaper.com	1979	Paper, corrugated, plastics, glass, metals	N	Y
<b>Metech Recycling</b> 2250 W. Bridger Road Salt Lake City, UT 84104	801-886-3022 metechrecycling.com	1968	Electronics	N	Y
<b>Metro Recyclers</b> 3150 W. 900 S. Salt Lake City, UT 84104	801-996-4678 metrogroup.com	1976	Aluminum cans & scrap, scrap iron and steel, nickel & cobalt alloys, corrugated cardboard, insulated wire, copper, brass, lead, radiators, stainless steel	Y	Y
<b>Redwood Recycling</b> 6235 S. Redwood Road Murray, UT 84123	801-937-4842 redwoodrecycling.com	1984	Scrap aluminum, copper, brass, radiators, scrap steel	Y	Y
<b>Republic Services</b> 675 S. Gladiola St. Salt Lake City, UT 84104	801-683-0396 republicservices.com	1998	N/A	Y	Y
<b>Rocky Mountain Recycling</b> 2950 W. 900 S. Salt Lake City, UT 84104	801-975-1820 rockymountainrecycling. com	1999	Paper, aluminum cans, trays & foil, aseptic packaging & gable top containers, steel cans and tin, and most plastics	N	Y
<b>Standard Iron &amp; Metal Inc.</b> 1178 S. 500 W. Salt Lake City, UT 84101	801-972-4012	1947	Scrap metal, copper, aluminum, steel, all types of metal	Y	Y
<b>Utah Metal Works Inc.</b> 805 W. Everett Salt Lake City, UT 84116	801-833-0815 umw.com	1955	Aluminum, brass, copper, stainless, radiators, exotic alloys, lead, insulated wire	Y	Y
<b>Wasatch Metal Recycling</b> 205 W. 3300 S. Salt Lake City, UT 84115	801-683-0455 wasatchmetal.com	1948	Aluminum, aluminum cans, stainless steel, insulated wire, radiators, scrap iron, brass, copper	Y	Y
<b>Waste Management</b> 8652 S. 4000 W. West Jordan, UT 84088	877-340-0799 wm.com	N/A	Metals, paper, cardboard, glass, plastics, batteries, bulbs, electronics	Y	Y
<b>Western Metals Recycling</b> 4221 W. 700 S. Salt Lake City, UT 84104	801-935-8605 aiprx.wmrecycling.com	1996	Scrap metal	Y	Y

# Green team: Why you want one and tips for keeping it going

There is a lot of talk out there about the environment and business. “Going green,” “triple bottom line,” “green business,” “climate neutral,” “environmentally friendly,” “zero impact” and “green consciousness” are only some of the words being tossed around by companies trying to figure out what sustainability means to them and how it may impact day-to-day work. As a result, many organizations are forming “green teams” to focus on sustainability related questions and identify what needs to be done.



**KARREN NICHOLS**

You may be thinking, “Why form a green team?” You could just tell your purchasing department to order recycled paper, only order office supplies labeled environmentally friendly or maybe set up some recycling bins. While these are good things, there is a bit more to going green and taking a triple bottom line approach — people, planet, profit — and green teams can help your business get there.

A green team is a core group of people from across your organization that is composed of staff, community members or other parties determined by you, which have a common goal of helping your business reach its sustainability goals. Each team member brings a unique perspective to the table from both the department they represent and their personal experiences. Teams comprised of both volunteer members and employees who have been assigned this responsibility tend to bring the necessary combination of passion and accountability to the table that is required to sustain an active green team.

Green teams may be able to offer a creative solution to a problem. An example of this may be when you are looking for ways to cut costs on building maintenance. Asking your green team to evaluate an existing plan and make recommendations could result in suggestions such as replacement of existing lighting with CFLs, removal of unneeded fixtures or equipment, or installation of hand dryers to replace paper towels. This would not only reduce staff hours because of the longer life of a CFL bulb and less time spent emptying trash bins, but also result in energy savings, cost savings and waste reduction. Another example is tasking your green team with identifying incentive and grant programs to fund green building improvements. These can lead to increased equity and improved work environments, making your business attractive to today’s top-notch employees who consider environmental sustainability a priority in today’s market.

So now that you have decided your organization must have a green team, here are some tips to help get you started:

The first steps to ensure a strong start and create a solid foundation for any green team are gaining and maintaining leadership support.

- Request management to provide your green team with an official charge. This demonstrates support from leadership.

- Make your green team a visible part of organizational structure and authorize time to do the work. Formalizing a green team validates the work of the team and affirms commitment.

- Incorporate a sustainability statement into the mission and values of your organization. This generates visibility, both internally and externally, and reinforces expectation while encouraging active participation from all employees.

- Incorporate sustainability-related goals into the larger organizational strategic plan. This reinforces the company’s commitment to sustainability.

Once your green team has been charged, it is time to move forward.

- Meet regularly and walk away from every meeting with clear action items. This gives the team something to “work forward to.”

- Identify initiatives and priorities — set priorities and move ahead on net-saving/no-cost/low-cost recommendations while planning lengthier projects or identifying funding opportunities. Make sure to project, track and identify both cost savings and environmental impacts.

- Create a living action plan. A living action plan is something that is flexible with a clear goal. This allows teams to fluidly respond to the changing needs of the organization and re-prioritize when needed.

- Acknowledge achievements and set milestones that can be celebrated along

the way. This helps to keep the positive energy flowing especially when working on lengthy projects. And don’t forget to thank supervisors for accommodating staff involvement, recognizing this may take away from other duties or require minor adjustments to workflows when departments agree to be the first to try new processes or test products.

- Track progress and report back — create clear measures to make it easy to identify what works and what doesn’t. If something doesn’t work, don’t be afraid to set it aside and try something else. We learn what works through trial and error.

Karren Nichols is the administrative and sustainability coordinator at the J. Willard Marriott Library, University of Utah.

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Priyanka Bakaya of Salt Lake's PK Clean hopes her company can be successful in its development of a method of turning waste plastics into usable fuels.

# PK Clean: Developing a way to send plastic back to the future

**Brittney Ann Devey**  
P3 Utah

When thinking about strong environmental action, developing a commercial process for manipulating plastics may not seem as important as driving a hybrid car or loud protesting over the development of wild lands.

Behind the scenes, PK Clean's CEO Priyanka Bakaya is quietly going about developing a revolutionary process that, if fully adopted, could remove all plastics out of every landfill on the planet in the

long run. Though she may not refer to herself as an environmentalist, Bakaya has made incredible strides on the pathway of environmentalism.

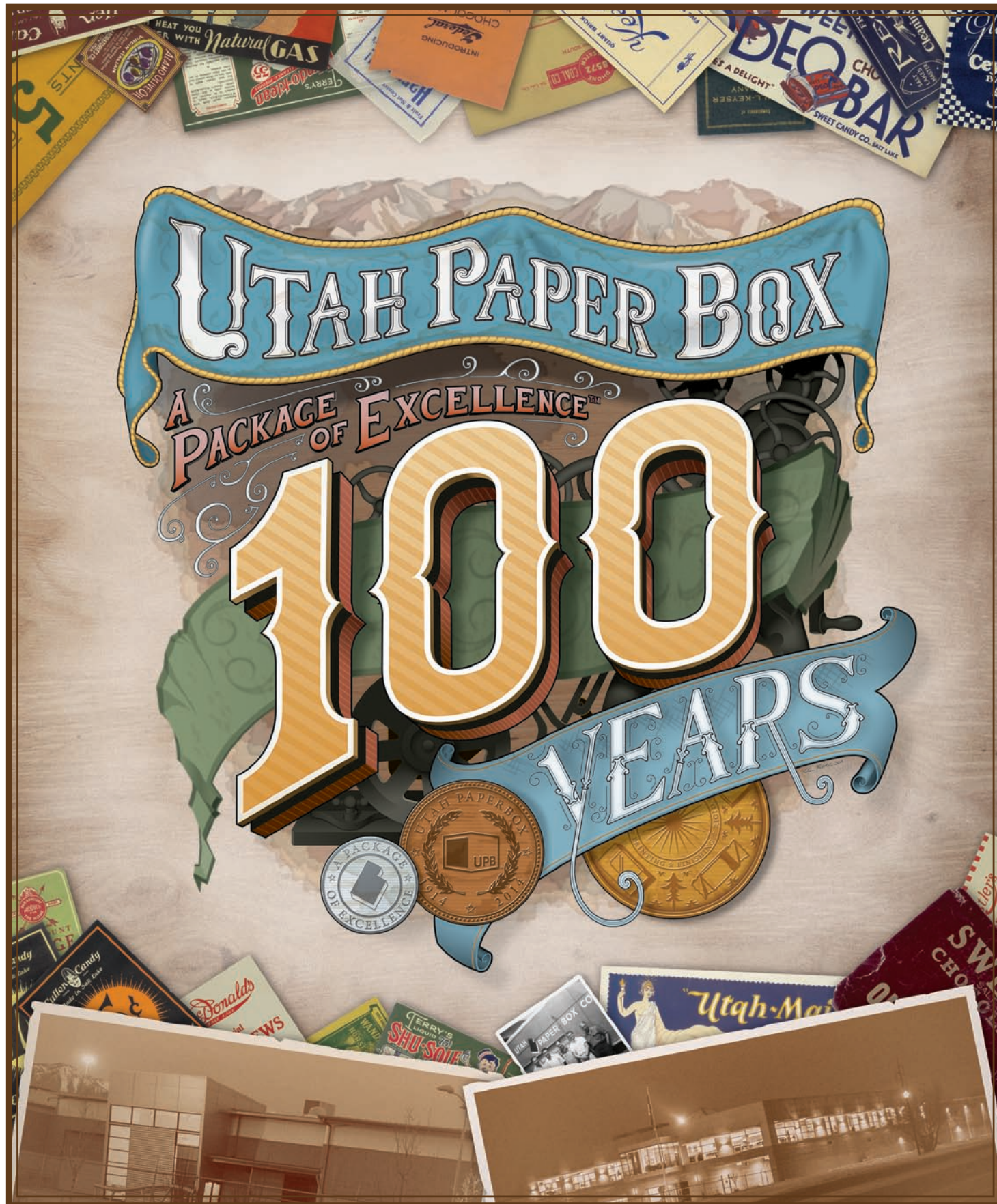
Waste is by far one of the largest issues across the globe. In a world run by consumerism, one can never have enough stuff in the package of convenience. The problem with this package of convenience is that it comes in the form of plastic — seven different types. Though No.1 and No. 2 plastics, like soda bottles, are easier to recycle, it takes more energy and effort for No. 3 through No. 7, which includes such diverse products as plastic bags and hard plastics like computer keyboards. Lucky for us, the size of the challenge has not deterred Bakaya. She is working hard to develop the process that turns mountains of plastics into fuel.

Bakaya was inspired from a young age to change the world in the way of waste and to turn the process into a closed loop system. A close family friend that Bakaya considered as a grandfather, Percy Kean, had entertained the idea over and over that waste didn't need to be wasted. He had come up with several ideas for clean energy but never had the chance to test his ideas on a large scale. She felt inclined to share this knowledge with the world and to perfect it in a way that could be used to power the larger things in life.

PK Clean's process can turn roughly 10 tons of plastic into 60 barrels of oil when running at full capacity. The technique produces so much energy that it can power and heat the reactor in which the process takes place. Each barrel takes about \$25-30 to make and PK Clean can sell them to refineries at \$100 a barrel. The plastic is converted into 70-80 percent diesel and 10-20 percent natural gas and each barrel is almost 100 percent sulfate-free.

It is estimated that plastic use grows 8 percent annually in the United States. It truly is about time that we have found a way to use this ever growing waste collection, especially with only 7-8 percent of plastic being recycled in U.S. households. Hopefully, this will cause more plastics to be recycled and put it to use as fuel to reduce the rate of extraction of additional fossil fuels.

This revolutionary idea couldn't have come to life without a revolutionary attitude. Bakaya was empowered in her childhood to do whatever she could and wanted. This has caused her to grow into a woman of power and self-awareness. She knows like anyone that it is hard to be perfectly sustainable but she puts effort in where she can. Being vegetarian, consciously shopping and traveling in the

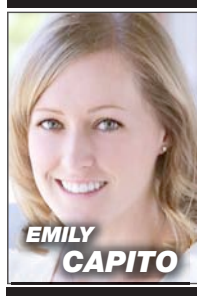


see PK CLEAN next page

# Creating your company's social impact may be easier than you think

Customers are increasingly integrating corporate citizenship into their spending decisions; business for good can make or break the loyalty of certain demographics. After all, who better to make a difference for Utah than the approximately 250,000 businesses that call our state home?

For a lot of businesses, investing in a cause that connects with your goals and your workforce can seem out of reach. You're already working hard to serve your customer, maintain a competitive edge and deliver returns to your owners or investors. However, corporate citizenship presents a lucrative and often neglected opportunity through elevated public image, brand recognition, positive publicity and employee engagement.



EMILY  
CAPITO

toward a mutually-beneficial partnership. Are there opportunities to combine your resources with the nonprofit's expert platform to create an impact? If you want to engage employees as volunteers, do your resources match the nonprofits' needs? Does the nonprofit have the human capacity to coordinate and sustain a partnership?

Fourth, engage in a test run. Work with your target nonprofit to create a one-time opportunity to engage your team with the cause. Execution can certainly improve over time as your organizations become more familiar, but the opportunity should match your best resources with the non-profit's biggest challenges and leave your team feeling great about

the value they added.

Finally, formalize your partnership and make it public. Highlight the partnership on your website and through newsletters to increase awareness. Don't hesitate to work together to generate media coverage; the public wants to know what's important to your company and your association with the nonprofit will only drive additional resources to their cause.

"Partnering" with a nonprofit may sound like an enormous commitment, but when you mobilize your workforce, you leverage talent and numbers to create a much larger impact than just a check. Just a few of the critical gaps that your team might fill with a limited time commitment:

- Connect your executives as mentors

for their up-and-coming leaders.

- Engage your marketing team in creating an annual billboard design for their holiday drive.
- Enlist your sales team as volunteers for an evening donation call-a-thon.
- Invite their relevant team members to your training events.
- Make a challenge grant to leverage Utah's annual day of giving (loveUTgiveUT.org).

You can find additional resources and examples to ensure your efforts are successful through the Utah Nonprofits Association's Community Impact Challenge site ([utahnonprofits.org](http://utahnonprofits.org)), including developing a successful matching gift program, engaging in cause market-

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The good news: You don't need to start a division for going green or ending homelessness. The experts are ready and waiting for you.

First, identify a cause that your organization can get energized about. This is often driven by the characteristics of your business, your workforce and your geographic location. An outdoor apparel retailer goes hand-in-hand with canyon and trail preservation. Get creative and involve your stakeholders. If there's no clear winner, consider voting for an annual cause, driving awareness of multiple community needs and engaging employees in a variety of impact organizations.

Second, discover the valuable work that is already occurring in your target location. This is as easy as contacting the Community Foundation of Utah ([utahef.org](http://utahef.org)), a nonprofit that makes it its business to be experts on the full range of Utah's needs and the dedicated nonprofit organizations that are making a difference.

Third, narrow down your target nonprofit partner(s) by comparing their needs with your resources. This is a critical step

## PK CLEAN *from previous page*

most efficient form she can, she implements her good nature into everything she does.

Bakaya strives to do good work and encourages others to do the same. Along with her smarts, she has heart. She was quite nervous and unsure about how to get started in plastics recycling even though she felt she should. She said, "You always know more than you think you know" — and even after taking that initial step to start her business. She wishes she would have done it sooner. While she could have started a few years earlier, the solutions that Bakaya and her colleagues are creating can still help to save the world.

Brittney Ann Devey is a graduate of the University of Utah where she majored in environmental studies. She is an intern at P3 Utah.



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Pictured from left: Dave Spalding, customer and community manager, Rocky Mountain Power; Stephen Keyser, president, Utah Paperbox and Paul Keyser, board chair, Utah Paperbox

## LUND

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May poll of 48 economists, the consensus was for 3.3 percent growth in Q2.

More inflation pressure, tightening by the Federal Reserve — how can that be good? In the short term, it will likely hamper the stock market and the housing market. In fact, the Mortgage Bankers Association has been tracking a reduction in demand for home loans and that — and any wavering in consumer spend-

ing — may lead the Fed to ease a little longer or less gradually than planned (news Wall Street might welcome).

Normal is good. Over the past several years, we have witnessed some extreme and aberrational times with regard to market behavior and monetary policy. A little equilibrium may not be so bad.

Mark Lund provides 401(k) consulting for small businesses and investment advisory services for professional athletes and select individuals through Stonecreek Wealth Advisors in Salt Lake City.

## CAPITO

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ing and loaning executives.

Nonprofits are eager for your support, with four out of five operating on less than \$100,000 per year. You might be surprised just how simple and fulfilling your partnership can be for you and your team.

Tifie Ranch out of Morgan (tifieranch.com) grows local food with a focus on education and sustainability. It fits well then that they've partnered with the Utah Food Bank to provide fresh produce donations — a luxury that many Utah families in financial distress would normally go without.

XMission (xmission.com) began its commitment to donating web hosting services to local nonprofits in 1993 when the company was founded by Pete Ashdown. Twenty years later, XMission donates hosting services for more than 200 Utah nonprofits and Ashdown stands behind that commitment, noting benefits of exposure, employee engagement and a positive corporate reputation for giving back.

Just recently, the Provo chapter of Corporate Alliance (knoweveryone.com), a for-profit high-end networking group for businesses, partnered with its local nonprofit chamber of commerce. The partnership benefits chamber members by providing a three-month trial membership with Corporate Alliance, gaining them access to the Alliance's high value boot camp program. Simultaneously,

## CHALLENGE

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The "Clear the Air Challenge" is issued by Gov. Gary Herbert, Salt Lake City Mayor Ralph Becker, Salt Lake County Mayor Ben McAdams and other community leaders. It is sponsored by the Salt Lake Chamber, TravelWise, UCAIR, Fidelity Investments, Penna Power Brian Hayes, RioTinto, Overstock.com, UTA, Zions Bank and Enterprise CarShare.

Corporate Alliance benefits from exposure to its target market — a winning combination that adds value to both organizations.

Prosperity 2020 (prosperity2020.com) takes on the challenge of building the workforce of the future for Utah businesses and represents a massive partnership of Utah businesses, community officials and nonprofit chambers. The initiative creates a compelling voice for Utah education improvement that legislators can't ignore, with Utah business leaders taking ownership in ensuring that 66 percent of Utah adults achieve post-secondary certificates or degrees by 2020 by deploying 20,200 volunteers into Utah schools.

There are more than 3,500 nonprofit organizations in Utah with causes ranging from improving healthcare, education, civic engagement, access to the arts, disaster response and environmental protection to ending homelessness, domestic violence, child abuse and animal abuse. There's a cause and an organization that's a fit for your business.

If you take the time to find the intersection between need and resources, your combined expertise will create a profound impact and foster a long-term partnership, with increasing rewards for your community and your business.

Emily Capito supports mission-driven organizations in multiplying their impact through empowered leadership, efficient operations, diversified funding and innovative capacity development. Her website is [www.emilycapito.com](http://www.emilycapito.com).

Among companies participating in 2013 was the top trip-saver, O.C. Tanner, with 26,258 trips. The first-place company was Overstock.com, with 1,300 participating employees saving 25,000 trips and eliminating 220,000 miles. Second place went to Fidelity Investments, with more than 500 participating employees saving 8,500 trips and eliminating 227,000 miles. The third-place company was ADP, with almost 20,000 trips saved and 187,000 miles eliminated.

## FIRST WIND

from page 15

West, Hawaii and the Northeast.

Harris told the legislative committee that wind and solar projects are becoming more viable than in years past, helped in part by the price of solar panels dropping "considerably" the past few years. And the industry is nearing the point where a project will be viable without federal production tax credits — the wind energy credit has expired and the solar energy credit does the same in 2016.

A Utah production tax credit in place for wind and geothermal projects was expanded during this year's legislative general session to cover solar projects. "That really did help these [Utah] projects

become viable as well," Harris said.

Solar energy "is going to be a big part of Utah's future," he said. "Our solar resource in southern Utah, it's not as good as Arizona or the Mojave Desert but it's pretty close. It's really good."

"First Wind has been a great partner to the state of Utah for many years now and a great partner to Millard and Beaver counties, where its Milford Wind facility provides significant economic value," Cody Stewart, energy advisor to Gov. Gary Herbert, said when the PPAs between First Wind and RMP were announced. "Today it adds Iron County to the list. Perhaps more importantly, because this project's electricity will serve Utah directly, the project will add value for all Utahns

for decades to come. We're glad to see that large scale solar has finally come to Utah."

Beaver County is "excited to be part of Utah's clean energy revolution, which will transform this rural part of southern Utah into a hub of renewable energy production," said Beaver County Commissioner Mark Whitney.

"In addition to the clean energy, these solar projects will be a boon for our local economy through hundreds of construction jobs and new property and tax revenue that will help support our community, schools and other municipal needs. We have been fortunate to partner with First Wind for nearly a decade now as part of its wind development efforts and we are very pleased to expand our collaboration into solar energy."

## PUGSLEY

from page 8

must be properly licensed under most circumstances. If you have any questions, contact the Utah Division of Securities at (801) 530-6600.

**3. Don't invest with friends and neighbors.** It may seem like doing business with someone you

know and trust would be safer, but that is simply not true. *All investing involves risk*, and just because you trust the individual soliciting the investment does not mean that the investment itself is good. Trust but verify, and if things go badly do not hesitate to aggressively protect your interests.

**2. Keep church out of it.** If someone pitching you an investment casually mentions that they used to be the bishop or in some other church position, watch out! Church activity is *not relevant* to investment decisions and if anyone mentions their church posi-

tion as part of an investment pitch, warning bells should be going off.

**1. If it sounds too good to be true, it probably is.** If you are thinking about putting money into an alternative, unregistered or unregulated investment that promises abnormally high returns, watch out.

Mark Pugsley is a Salt Lake City-based attorney who specializes in securities disputes and fraud litigation and is a partner at the law firm of Ray Quinney & Nebeker and chair of the firm's Securities Litigation Group.

## TRIBUNE

from page 1

on relative circulation. Although amended a number of times since its origin, the *Tribune-Deseret News* partnership maintained the profit split based on circulation.

The new agreement gives the *Deseret News* a beefed-up 70 percent of the profits of the operation and according to the employee group puts the *Tribune* "in imminent danger of ceasing publication." The Utah Newspaper Project sent a letter last year asking the U.S. Department of Justice to review the agreement.

The attorney general's investigation is being conducted by the newly formed Markets and Financial Fraud Division. Division director David Sonnenreich said, "We recognize that the Newspaper Preservation Act of 1970 authorizes the United States attorney general to review and approve joint operating agreements between newspapers, but the state still has an independent interest in investigating and enforcing our antitrust laws outside of the scope of that federal review."

In a press release, the attorney general's office stressed that its investigation does not necessarily mean anything is wrong. "It can be a mechanism to bring to light bad conduct or validate proper conduct," the release said.



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