



IN THIS ISSUE

Around TGN.....Page 1
Calendar.....Page 2
Green Business News.....Page 5
About/Contact TGN.....Page 7

TGN Interactive Showcase

Tuesday, Feb. 23 / 5:00-8:30pm

Austin Energy Auditorium / 721 Barton Springs Rd

FREE / rsvp@texasgreennetwork.org

If you have never been to a Texas Green Network event or haven't been in a while, this is the perfect chance to check us out. You will get the lowdown on what we are doing, meet the whole team, and give us your feedback on the value and positioning of a modern green chamber-of-commerce.

A series of stations will be set up around the hall for interactive participation.

VIDEO CAPSULES—Texas Green Network introduces our member video pods that will spotlight innovative TGN member companies and will be viewable at our website and other online venues. Our talk show format will be live, as Reed Sternberg interviews TGN members for our first wave of “green business video spotlights.”

SOCIAL MEDIA—Carolyn Cummins will talk about what Texas Green Network is doing in the social media world. Live workstations will be set up for linking to TGN, with real time suggestions on how to best set up your business presence and link to TGN online.

TEAMS OF 6 NETWORKING—Sign up to participate in one of our teams-of-6 networking groups that will be going on throughout the evening. Chris Moyseos leads this popular TGN function, which provides participants a fun way to really connect with new business associates.

NEWSLETTER—Danté Dominick, our newsletter editor, will be talking about the present and future of our Green Business Newsletter. He will also be accepting and discussing business profiles for the newsletter, so bring your company story for an upcoming issue.

OPEN MIC—Paul Severin hosts the return of our open mic. Sign up for an introduction at the microphone so that interested attendees can find you and connect right away.

(If you would like to be a sponsor of this event and have a table, please contact Reed Sternberg at reed@texasgreennetwork.org.)

Welcome to New TGN Members

We interrupt this regularly scheduled green industry calendar to present you the newest members to the Texas Green Network. A hearty “welcome” to them all:

- [Fuel Eco Systems](#)
- [Green Living Everyday](#)
- [GreenTex Builders](#)
- [Halcyon Environmental](#)
- [J.D. Flowers & Associates](#)
- [Jody's Tree Service](#)
- [Natural Awakenings Magazine of San Antonio](#)
- [Pure Green Cleaning Service](#)
- [Solar Tex](#)
- [Texas Renewable Energy Industries Association](#)



Joining the Texas Green Network

Membership in the Texas Green Network is about leadership in the business community and being a part of the future of an emerging business culture in America. It is about making a statement that sustainable business practices are a must—essential to the future of our community, planet, and economy.

Membership dues are minimal, offered on a sliding scale from \$50-\$250, based on annual sales. Our goal is to support each other in the success of a sustainable economy. The dues are low so membership can grow.

[Find out more and apply for membership here.](#)

CALENDAR

A Fusion of Essence: Nature's Wash Launch Party

**February 20 / 6-10pm / \$25 (children
\$10, under 12 free)**

Austin / Big Red Sun

Nature's Wash is an Austin startup specializing in eco- and health-friendly laundry, cleaning, and home products. Their flagship product is soap nuts: soap that naturally grows on trees!

This family-friendly launch party will include fabulous catered food using local ingredients, beer, wine, cocktails and more. Among the evening's highlights will be servings of Miracle Fruit, which is a small red berry native to West Africa that packs a whopping

effect: It contains a protein that alters your taste buds for an hour, turning sour to sweet, bitter to delicious. Lemons and limes taste like candy, Guinness tastes amazing, Tabasco becomes sweet and spicy.

The night will also include a raffle benefiting [UpLift Austin](#), a wonderful local non-profit that works to introduce at-risk youth to green career fields while designing and implementing projects that promote an environmentally sustainable campus.

So come enjoy music, food, drinks, and one of the most unique culinary experiences that you will ever experience!

Renewable Energy World Conference & Expo: North America

February 22-25, 2010 / \$75-\$650

Austin, TX / Austin Convention Center

Fitting enough, the largest all-renewable conference and expo in the world is coming to Texas, where everything's bigger, after all. Over 5,000 attendees and 300 exhibitors are expected at the event, held in Austin for the first time. The 2009 expo (held in Las Vegas) attracted professionals from 75 different countries.

At the heart of the event will be insightful discussions and presentations related to technology, markets, business strategies, and policies covering the wind, solar, biomass, hydro, geothermal, and other renewable energy disciplines. It will also be an opportunity to hobnob and network with thousands of leading experts in the field, and to be a part of the vanguard of the renewable industry's future.

Austin Energy, named #2 in a list of America's most "intelligent utilities," will receive more time in the

**FEBRUARY
2010**



**VOLUME III
ISSUE 2**

spotlight as the host utility for the seventh annual conference.

Coinciding with the Renewable Energy World Conference & Expo in Austin will be the sub-expo, Photovoltaics World Conference & Expo.

Cleanovation Conference 2010

February 22 / \$75

Austin / Austin Hilton Hotel

The Texas-Israel Chamber of Commerce, the Government of Israel-Economic Mission, and the Austin Chamber of Commerce cordially invite you to attend the first annual “Cleanovation” Conference in Austin, Texas.

This conference will provide utility companies, clean energy companies, investors, and technologists with the opportunity to learn about highly advanced clean-tech technologies available in both Texas and Israel markets. Featured speakers will include Israel’s Chief Scientist and University of Texas graduate Dr. Elie Opper, as well as Mark Armentrout, former chairman and current board member of ERCOT — the Electric Reliability Council of Texas, Texas’ independent grid operator for most of the state of Texas.

Supported by both Israeli venture capitalists and government agencies such as the BIRD Foundation, a joint U.S. and Israeli government fund targeted to fund R&D partnerships between Israeli and U.S. companies, this conference will host \$1B in investment potential.

Sourcing and Selling Certified Wood

February 25 / 1-2pm / \$49

Online Webinar

The webinar will examine trends in forest certification, consider implications for builders and manufacturers and distributors of construction products, and address the fundamentals of green marketing—including positioning and customer communications.

This session is perfect for builders, retail and wholesale building products distributors, manufacturers desiring to promote their sustainable products, and people interested in green marketing.

2010 Sustainable Opportunities Summit

March 2-4 / \$225-\$300 (\$150 for students)

Denver, CO / Colorado Convention Center

The debate is over. We all know the world’s environmental, social and economic challenges require the wholesale embrace of sustainability.

The challenge now is to move quickly. The 2010 Summit is all about hastening the pace at which effective sustainability strategies and practices are integrated into businesses, large and small.

The summit will bring together hundreds of leading business, government, academic, and nonprofit organizations from across the country and the globe to accelerate the adoption rate. Now in its fifth year, the Sustainable Opportunities Summit has been recognized for consistently offering an exceptional

**FEBRUARY
2010**



**VOLUME III
ISSUE 2**

program that delivers real, actionable substance. Now is the time to take action!

San Marcos Green Living Showcase **March 20 / 10am-4pm** **San Marcos, TX / San Marcos Conference Center**

The San Marcos Chamber of Commerce presents its first ever Green Living Showcase. The event is expected to attract a thousand people looking for businesses offering sustainable home products and services. There will also be tips on green building, energy efficiency, commuting solutions, and more.

Organizers are planning for 75 exhibitors, with space still remaining. Standard booths are \$350 for chamber members, \$450 for non-members. Non-profit booths are \$250 for chamber members, \$350 for non-members. Early bird prices are \$50 less through February 20. Find [exhibitor registration forms](#) online.

LOOKING AHEAD

Gulf Coast Green 2010 Symposium and Expo: Reframing Our Built Environment

April 15-16 / \$250
Houston, TX / Hilton University of Houston

Gulf Coast Green 2010 will again be the leading green building conference in the South for the fifth year. The expo is targeted to design and construction

professionals in the Gulf Coast region. Three primary focuses of the expo include:

The Business of Green—economic opportunities in the sustainability movement; job creation, marketing green building products and services, and ROI for green strategies.

Renovating the Future—Upgrades to existing buildings and interiors; strategies that work for health, energy savings, material resources, and economic payback.

Geography of Change—Project location and site design; land analysis, planning, design, management, preservation, and rehabilitation for the health of people and ecosystems.

The expo is presented by the Houston Chapter of the American Institute of Architects (AIA) Committee on the Environment (COTE).

Earth Week / Earth Day 40th Anniversary

April 17-22
Austin, TX / Various locations

Join Hill Country Conservancy and Austin Green Art to celebrate Earth Week this April, with a number of opportunities to learn more about area green businesses and the buy-local “slow money” movement. The week culminates in the 40th Anniversary of Earth Day on Thursday, April 22nd.

Saturday, April 17: Eat = Earth
Republic Square Park from 9am to 1pm
Join Austin Green Art and local food advocates for



an event focusing on how our eating affects our ecosystem.

Wednesday, April 21: Earth Day Festival

The Triangle from 4-10pm

Join thousands of your neighbors, local green businesses, and environmental groups in a manifestation of the Sustainability Revolution! Products, services, food, kids activities, music, art, a movie, and more celebrating life in balance and restoration. Sponsored by Wheatsville Food Co-op.

Wednesday, April 21: Slow Money Austin Conference

Austin City Hall from 1-5pm

Slow Money Austin brings the Slow Money movement home, spotlighting the exciting evolution of the Central Texas regional food economy. A vital relationship between people and the land is being rediscovered, and in that rediscovery lie opportunities to support fertile soil, healthy agricultural ecosystems, and related cultural pursuits—all of which will encourage the regional economy to thrive.

Thursday, April 22: 40th Earth Day

Slow Money Austin Fundraising Dinner at Barr Mansion

Austin Green Living & Home Products Expo

April 23-25

Austin, TX / Austin Convention Center

The 5th annual expo of all things to green up your home is filling up vendor space now. Businesses have the opportunity to reach thousands of qualified

customers, all interested in earth-friendly home solutions, in one weekend. The event is designed to bring together consumers and providers of green building technologies, native landscaping, renewable energy solutions, organic home care products, sustainable interiors, and more. Exhibit space ranges from \$1450 to \$3745.

If you are interested in exhibiting at the popular expo, contact Curah Beard at 512.496.3962.

GREEN BUSINESS NEWS

Ford Unveils First All-Electric Fleet Vehicle

2/9/10—Ford Motor Company unveiled the all-electric version of its award-winning Transit Connect small van at the Chicago Auto Show. The zero-emissions, electric vehicle (EV) will be available to fleet operators later this year.

The Ford Transit Connect Electric will be well-suited for commercial fleets that travel predictable, short-range routes with frequent stop-and-go driving in urban and suburban environments. The vehicle, which will accelerate at a similar rate as the gas-powered Transit Connect and will have a top speed of 75 mph, has a targeted range of up to 80 miles on a full charge.

Owners will have the option of recharging the Transit Connect Electric with either a standard 120V outlet or preferably a 240V charge station installed at the user's base of operations for optimal recharging in six to



eight hours. A transportable cord that works with both types of outlets will be available for recharging at both kinds of locations.

Ford also announced at the Chicago Auto Show that the Ford Transit Connect Taxi will go into production and be available to taxi operators for the 2011 model year. A new engine prep package will allow for conversion to efficient, clean-burning compressed natural gas or propane.

Austin Energy Revamps Commercial Solar Rebate Program

2/4/10— The Austin City Council has reaffirmed its support for Austin Energy’s solar incentive program, including a new approach for commercial, multifamily, and non-profit customers. The new approach saves \$2.4 million over the life of the program compared to the old way of administering the program for those customers.

Rather than provide an upfront rebate on the installation of solar systems, Austin Energy will pay for each kilowatt-hour of electricity produced over a 10-year period. This is known as a fixed performance-based incentive (PBI) and it achieves two goals. First, it provides a fixed payment flow to a system owner by which payback can be calculated, and second, it encourages proper design and maintenance of systems to maximize their production.

“When you combine federal tax credits available for solar installations along with the incentive this program provides, energy savings for most businesses and apartment communities will pay for their system in 6-8 years,” said Karl R. Rábago, Vice President for

Distributed Energy Services. “The life of these systems is 25 years on average.”

Since the inception of the Austin Energy Solar Rebate Program in 2004, the utility has issued \$12.8 million in rebates to residential customers and \$6.3 million in rebates to commercial customers. There are 1,052 customer-owned solar systems and 52 municipal and school installations totaling more than 4 MW of solar capacity in Austin. When the program began, Austin had three solar design and installing companies. Today there are 35 solar companies in the Austin area with a workforce approaching 300.

The State of Green Business 2010

GreenBiz.com’s annual State of Green Business Report is a comprehensive study (as in 65 pages) measuring the environmental impacts of the growing green economy. The document explores how companies were reducing their environmental impacts, and the mixed results revealed: More companies are doing more things, but moving the needle of environmental progress only slightly, if at all.

The report is [free to download](#) and hits topics such as the gaining currency of the green economy, radical transparency going mainstream, greener vehicle fleets, IT innovations, murkiness of green marketing, packaging companies rethinking the box, and more.

Interim General Manager of Austin Energy Named

**FEBRUARY
2010**



**VOLUME III
ISSUE 2**

2/10/10—Austin City Manager Marc Ott announced the appointment of Assistant City Manager Robert Goode as interim General Manager of Austin Energy, effective February 26 upon the retirement of Roger Duncan. Goode will serve during the nationwide search for a permanent General Manager to replace Duncan, a nationally recognized leader in combating greenhouse gasses. (See [TGN Newsletter Vol. 2, Issue 10](#))

Goode has an extensive background in civil engineering, transportation, and planning. “Robert has a proven track record as a professional manager and an expert in engineering and operations that I believe will keep AE on track during the search,” City Manager Ott said. “Most importantly, Robert is a trusted leader.”

Meanwhile, the search for the permanent replacement has gone into high gear. Duncan has set the bar high, and has stated his commitment to maintain that standard.

Step up to the open mike at one of our meetings and meet a passionate bunch of leaders and thinkers that make up the TGN community.

Texas Green Network Contacts

Reed Sternberg, Founder, President, Spokesperson
reed@TexasGreenNetwork.org

Danté Dominick, Newsletter Editor
dante@TexasGreenNetwork.org

[Texas Green Network](#)
PO Box 302526
Austin, Texas 78703
Phone: 512-917-7749 Fax: 512-692-6182

About the Texas Green Network

The Texas Green Network seeks to accelerate the adoption of sustainable practices in the business community. Our vision is to provide an innovative, fun and rewarding infrastructure that fosters networking and communication among businesses, organizations, our government and individuals.

We do this through a variety of channels including our online member directory and website, monthly networking meetings, forums focusing on target issues, newsletter, partner events and more.