

Economic Opportunities for Small Businesses Under AB 32

Addendum: California Small Businesses Seize Green Opportunities

Opportunities from Increased Investment in Energy Efficiency: Growing Green Energy



Green workforce development company
Owner: Selim Sandoval
Mammoth Lakes, CA

Named one of Grist Magazine's "40 People Who Are Redefining Green," Selim Sandoval, born in Guatemala and raised in South Central L.A., is hard at work creating green jobs around the state. He is the owner and founder of Growing Green Energy, a renewable energy installation and green workforce development company, that is at the forefront of the clean tech revolution. In an effort to ensure that green opportunities are extended to the state's rural communities, Sandoval founded the "Green the Rez" Campaign, which develops, constructs and installs renewable energy projects on tribal lands. Sandoval also assists the tribes with establishing economically sustainable development as well as securing venture capital to continue creating clean tech projects.

"I know firsthand from my work with tribes and small business owners in rural communities, that policies like AB 32 are fueling demand for energy efficient goods and services," said Selim Sandoval, founder of Growing Green Energy. "That demand for energy efficiency will translate into new jobs and that means increased economic activity for all of us."

Opportunities from Going Green: Spirit Graphics and Printing, Inc.



Design and printing company
Owner: Thomas Ackerman
Chula Vista, CA

Spirit Graphics and Printing, Inc. is one of San Diego's premier design and printing companies that has made a major commitment to sustainability and clean tech practices. This family-owned and operated

business uses the latest software and technology available, and it is ecologically and environmentally responsible. The Ackerman family decided to only use non-chlorine paper, organic-based inks and they recycle 90- to 100-percent of their waste. The company even relocated their triple certified facility to be closer to their employees so they could cut down on gasoline, generate less pollution and reduce their carbon footprint. For these reasons and more, Spirit Graphics and Printing is one of the most sustainable printers in the country.

"I have taken a number of modest steps to improve energy efficiency in my business, all of which have benefitted my bottom line and given me a competitive advantage," said Thomas Ackerman, vice president of Spirit Graphics and Printing, Inc. "This study confirms what I already knew: AB 32 won't hurt small businesses, and in the long term, it will be good for California companies."

Opportunities from Reduced Spending on Energy Purchases: Toot Sweets Bakery & Café



Bakery and café
Owners: Kim and Monique Kelso
Stockton, CA

Kim and Monique Kelso have owned and operated Toot Sweets Bakery & Cafe for 20 years in Stockton. Acutely aware of the country's dependence on fossil fuels and the pollution it creates, the Kelso's completely outfitted their home with solar energy. Now, the husband and wife team are looking for ways to do the same at their popular "scratch" bakery café to save money that can otherwise be used for their business. All exterior lighting, including the company's sign, has been converted to LED certified lights. They are first on the list to get indoor LED lights once they become available to retail businesses. While the Kelso's have explored using solar panels on their roof, they are also looking for ways to reduce their peak time energy costs. A first step was to apply a film on their large windows and install awnings outdoors to reduce the amount of heat entering the shop. Kim and Monique will continue to explore ways to conserve energy and reduce their carbon footprint to save money while still satisfying their many customers.

"Every nickel we save on energy costs comes right back into our business. We operate almost 24 hours, seven days a week, and we have to keep our restaurant cool while we continuously use our ovens to scratch bake all our goods," said Kim Kelso. "Our first concrete step started with energy efficient lighting. Monique and I will continue to look for additional effective ways to cut our carbon footprint and operate a green business."

Opportunities from Innovation: Climate Earth



Carbon accounting software firm
Owner: Chris Erickson
San Francisco, CA

Climate Earth, founded by Chris Erickson, provides turnkey environmental business intelligence, a bundled subscription for web reporting, automated calculation and expert support. Reports are tailored to the customers' business and industry and are automatically refreshed with quarterly financial updates. Carbon sources are viewed comprehensively and by materiality for developing strategic initiatives with maximum impact. All Climate Earth solutions are standards compliant and quantify carbon emissions across the full enterprise and supply chain.

"California is the place to be for clean-tech and innovation, and the future of the overall economy clearly is with clean business. There is no other option," said founder and CEO Chris Erickson. "California's policies provide a cutting edge framework to put all California businesses in a global leadership position. If we look around, we can see that it's already happening."