



C A P P A & G R A H A M
MEETING, EVENT & DESTINATION PARTNERS

THE TIME HAS COME! THE HARD WORK HAS PAID OFF! CAPPA & GRAHAM IS A CERTIFIED SAN FRANCISCO GREEN BUSINESS!

Linda Thompson began the San Francisco Green Business Program over a year ago. As of yesterday at 5:42 PM Cappa & Graham is a recognized San Francisco Green Business! Tell everyone you know! WOO HOO!

Humongous thank you to Gordon and Linda for taking the initiative to begin this program and support it through all the unexplainable time delays and policy revisions. Ginormous thank you to Vio and Rudy for all their help implementing new policies, purchasing new products, digging up old receipts, scanning product packaging, sourcing new vendors, discussing environmental issues with old partners, and so much more. Extra special thanks to Vio for spearheading the recycling issue years ago, collecting poo-poo paper, dragging the recycling to and from her house for however long, and being "green" far before it was on every magazine cover and was the hip, cool, new thing. Super special thanks to everyone at Cappa & Graham for all your thoughtful efforts, learning San Francisco waste management policies in no time, handling the occasional smell and fruit fly our lovely compost, accepting and utilizing poo-poo paper, shutting down your computers every night (except Thursdays ;)), turning off the lights and other electronic equipment when you don't need it. It took everyone's efforts to make this happen... THANK YOU!

Celebration is essential, but complacency is unacceptable! Both Green Certifications and the San Francisco Green Business Program expect Cappa & Graham to continuously maintain and improve its environmental performance. I will continue to update you all on any new information I receive. Please do the same. We need to continue expanding our network of green vendors and act as educators to our clients. Just as we must educate our clients that you can not fit 3 people with luggage in a sedan or that pink and orange clash or that the private room at Boulevard sucks ;) we must educate our client that the tap water in San Francisco is glorious and we can provide pitchers and glassware at their meeting or event, that plastic wrapping is not compostable or recyclable and that we can use tissue paper or bioplastic (plant based) wrap that can easily do the same job and be composted instead of thrown in a landfill.

Only until we incorporate our environmental efforts into our "normal", "standard", "everyday" business operations can we really achieve our true green potential! Green is not an obscure, niche issue that should ever be seen as separate from anything else Cappa & Graham does. We are not, will not be and are not expected to be perfect, but we must aim

high and constantly improve! I strongly believe green is and will continue to be pertinent in our work. Be it VMWare or Genentech or any other client the Corporate world is becoming more and more aware of their environmental impact. The Cutera lady's eyes lit up when we started talking about environmental issues on her site visit. Every industry and social event I go to and explain Cappa & Graham's industry leading environmental efforts people are amazed, excited, and happy to see Cappa & Graham leading a notoriously environmentally unfriendly industry in a more sustainable direction. The corporate world is and will continue to seek guidance in regards to environmental issues. As a service provider that shares their concern for the environment and has the competence and resources to manage environmental issues Cappa & Graham will strengthen its competitive advantage! This knowledge will lead our industry! This knowledge will strengthen every Cappa & Graham employees professional skill set! This knowledge will lead to tangible benefits for our planet! Let us all work together to endlessly expand this knowledge and continue on this great path!

Brendan Lange
Environmental Officer and Program Manager
Cappa & Graham

THE OFFICIAL EMAIL FROM THE CITY OF SAN FRANCISCO

From: Elizabeth Eastman [<mailto:Elizabeth.Eastman@sfgov.org>]
Sent: Wednesday, September 24, 2008 5:42 PM
To: Brendan Lange
Subject: Re: Fwd: RE: SW pass for Cappa and Graham?

Greetings Brendan,

Congratulations! Cappa and Graham is now a recognized San Francisco Green Business!!

The City appreciates all the hard work you have put into this program and what you will continue doing for our community. I will be mailing out an award packet that will contain your certificate and final checklist. You now have the privilege to use the Bay Area Green Business logo on your website and collateral. Please let me know if you would like me to send the logos and in what form (ESP, TIF, etc.)

You will also be listed on our San Francisco Green Business Website and the Bay Area Green Business Website

(<http://www.abag.ca.gov/bayarea/enviro/gbus/ShopGreen.html>).

For the SF Green Business Website, we would love if you could provide a profile. You should include:

- 1) Picture or logo
- 2) Quote or short business description
- 3) 5-8 bullet points describing the changes your business took to become a green business

Please take a look at the website for examples at [http:// www.sfenvironment.com/greenbiz/where_retail.htm](http://www.sfenvironment.com/greenbiz/where_retail.htm)

Congratulations again,

Elizabeth Eastman
Green Business Associate
San Francisco Department of the Environment
11 Grove St. San Francisco, CA 94102
Direct: (415) 355-3778
Fax: (415) 554-6393

"Nature has neither kernel nor shell; she is everything at once" - Johann Wolfgang von Goethe

SF Department of the Environment is located on Grove Street, between Market and Larkin Streets.

Public transit options to reach SFE include:

1. BART and MUNI Metro trains via the Civic Center station
2. All busses on Market Street
3. 47 and 49 buses along Van Ness Ave
4. 21 bus on Hayes Street
5. 5 bus on McAllister
6. 19 bus on 8th St/Eddy/Polk
5. Bike - parking available inside the office

Buy SF Approved Green Products that meet standards that are often stricter than EnergyStar, Green Seal or Ecologo. Or learn how City of SF Depts. stay in compliance with the SF Approved Green Purchasing Program:
www.sfenvironment.org/our_programs/topics.html?ssi=9&ti=22

Use the EcoFinder to find out how to recycle and safely dispose of just about everything!
www.SFEnvironment.org