

LEADING GREEN

ROUNDTABLE



Going green for a cleaner environment is a big undertaking for businesses and organizations. Fine tuning operations to limit waste and offer creative solutions that save energy and resources is a daily challenge. Thanks to a number of Sarasota and Bradenton companies, our community is cleaner, greener and poised to contribute to an eco-friendly future.

GOODWILL MANASOTA

ROB MORRIS, CHAIR OF THE BOARD (LEFT) AND BOB ROSINSKY, CEO AND PRESIDENT (RIGHT)



HOW IS SUSTAINABILITY GOOD FOR GIVING BACK? While Goodwill Manasota's mission is changing lives through the power of work, they are also a constant leader in green efforts. Thanks to forward thinking and intuitive programs, Goodwill successfully diverted 39 million pounds from reaching local landfills last year – creating jobs, incentives and meaningful partnerships in the process.

"We search for innovative ways to transform our local economy and continue our mission. One of the most effective ways for impact is through partnerships with like-minded companies," said Bob Rosinsky, Goodwill President & CEO. Goodwill's White Glove Service for moving or downsizing was designed as a concierge donation service. When donation isn't an option, Goodwill partners with Junk King for an environmentally conscious alternative. "We take whatever Goodwill can't and are able to send approximately 60 percent of the collected materials to be reused or recycled in some way," said Michelle Postell of Junk King.

Goodwill works with ReQuip Stores to facilitate the donations and resale of commercial machinery. ReQuip handles all aspects of the process and proceeds benefit Goodwill and the donor through tax benefits. ReQuip president Larry Anderson is in favor of teaming up to give back to a great mission, "If companies donate their surplus equipment to a great cause, everyone wins."

With the help of Publix Super Markets, Goodwill has prevented 20,000 pounds of materials from entering local landfills. Beginning at the end 2014, this partnership is already an incredible success. "Our partnership with Goodwill allows us to expand our recycle efforts to items that might otherwise be discarded," said Brian West of Publix Super Markets. Donated items are predominantly recyclable and include seasonal items as well as shelving and fixtures, which can be used in Goodwill resale stores.

Thanks to innovative partnerships and a focus on diverting items from landfills while moving towards a goal of zero waste, Goodwill Manasota is forging an environmentally friendly future.

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Goodwill Manasota is an industry-leading, 501(c)(3), not-for-profit organization that *changes lives through the power of work*. With the sales of donated goods and philanthropic donations, Goodwill is able to assist people with disabilities and other barriers to employment by providing job skills training and employment opportunities. In 2014, Goodwill Manasota served more than 16,000 people, placed 680 people in jobs and assisted 520 veterans as they reintegrated back into the civilian workforce. Goodwill Manasota's economic impact back to the community is worth \$81.3 million. Goodwill is one of the pioneers of the reduce-reuse-recycle movement and this past year diverted 39 million pounds out of the landfill. We accomplish our mission through a network of Good Neighbor Centers in Sarasota, Manatee, Hardee and DeSoto counties and our Mission Development Services (MDS) around North America. Goodwill Manasota is accountable to a local Board of Directors. Goodwill Manasota in essence belongs to this community, and is not owned by any individual or company. For more information, visit www.experiencegoodwill.org.

TROPEX PLANT LEASING

HOW IS YOUR COMPANY GREEN? Tropex contributes to the greening of our community, quite literally, by beautifying indoor environments with live foliage. Not only are our interior landscape designs aesthetically pleasing; plants have proven psychological and physiological benefits that help reduce stress and increase productivity in the workplace. We select plant varieties that are well suited to indoor environments. Sustainable design practices minimize required maintenance and ultimately conserve our natural resources. That's what going green is really all about. We source our supplies locally whenever possible. Offering unique plants and decorative containers can affect our carbon footprint. We are aware and compensate in other ways. Emitters both inside and outside our greenhouses prevent wasteful overflow; proper irrigation not only saves water, but is one of the most important plant care practices for avoiding pest and disease problems. Yard trimmings and unwanted vegetation—approximately 50 tons a year—is transported to our neighbor, Consolidated Resource Recovery (CRR), where they weigh, grind and convert it into energy and landscape products. Employees drive fuel-efficient Scions, Yarises and Ford Transit Connect vehicles, and our corporate office keeps inside workers comfortable and productive with a new energy-efficient AC system and a double tin insulated roof. Tropex has been installing green living wall systems for several years. An array of air-purifying plants is set in a customized design from small decorative planters to full walls. This unique display conserves space while improving air quality, insulating sound, lifting moods, increasing productivity and providing a striking art feature. Our patent-pending design is a complete, stand-alone system with flexibility for any vision and site situation.

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“Sustainable design practices minimize required maintenance and ultimately conserve our natural resources. That’s what going green is really all about.”

Since 1981, Tropex Plant Leasing has been creating award-winning interior landscape designs for hotels, resorts, country clubs, offices and luxury residences in Florida from Tampa to Marco Island and beyond as the company grows. Creating indoor landscapes with live foliage helps companies achieve LEED certification through the U.S. Green Building Council and offers a healthy indoor environment. The biophilic connection is a term coined by Erich Fromm to describe a psychological orientation of being attracted to all that is alive and vital. “Social ecologist Stephen Kellert wrote that people learn better, work more comfortably and recuperate more successfully in buildings that echo the environment in which the human species evolved,” says Charlie Lenger of Tropex. “Research argues that human beings need to feel connected to the natural environment in order to enjoy a sense of psychological, physical and social well being.” Plants filter Volatile Organic Compounds (VOCs), uptake carbon dioxide during photosynthesis and release fresh oxygen into the atmosphere—all of which support a healthy indoor environment. Simply said, it’s natural that people love plants. Tropex offers complimentary consultations by professional design consultants to help you create your indoor green space at work or home. Expert staff members provide installation and regular maintenance to insure that you continually enjoy all the benefits live plants have to offer.