

# SCOTTSDALE @WORK

NEWS MAGAZINE

SEPT | OCT 2008

# Scottsdale Goes *Green*

THE NEW ECO-PRENEURS  
CLEAN TECHNOLOGY  
SUSTAINABLE STRATEGIES

**PLUS**

**ECONOMIC UPDATE**  
Looking Down the Abyss

**ORGANIZATIONAL SPOTLIGHT**  
Scottsdale Convention & Visitors Bureau

**PROFILE OF SUCCESS**  
James Porter, Tapino Kitchen & Wine Bar

# Green Business Growing

By Michelle Jacoby

**When it comes to running a successful business, it isn't always about the bottom line. In today's global climate, being socially and environmentally conscious can be what separates you from the competition. Here's a look at four Scottsdale "eco-preneurs" who are showing that going green is the smart way to go.**

*With lush landscaping, cooling fountains and pools, and low-emitting building materials, Optima Camel View Village is the epitome of eco-friendly living.*

## Optima Camel View Village

Located steps away from perhaps the most recognized intersection in the Valley is Optima Camel View Village, an 11-building, 700-plus unit community surrounded by Scottsdale's dynamic array of shopping, dining and entertainment.

But enviable address aside. Living here means living green.

Designed by renowned architect David Hovey of Optima Inc., the development is the epitome of sustainable living. Outside, more than 17 acres of landscaping on the 13-acre site reduces the urban heat island effect, complemented by courtyard fountains and pools that create an evaporative cooling effect. To mitigate direct sunlight, deep overhangs, solar louvers, shielding stone panels and draping vegetation help reduce energy consumption during the daytime hours.

Inside, low-emitting materials such as carpet systems certified by the Carpet and Rug Institute and interior paints in compliance with the Green Seal Standard are used, as well as individually-controlled heating and cooling systems.

But perhaps the most significant sustainable feature is the development's green roof system. "Eco-friendly green terraces are integral to life

at Optima Camel View Village," says Hovey. "They are as important an element of the architectural composition as any man made or applied expression of the buildings."

Each residence features a landscaped terrace that includes environmental benefits such as biodiversity, the encouragement of urban wildlife, dust and smog reduction, storm water retention and thermal barriers to interior spaces.

According to Hovey, the green roof concept was inspired by native communities in Arizona, in which homes were a combination of indoor spaces and outdoor courtyards that provided shelter from the elements. At Optima Camel View Village, the eco-friendly terraces also feature water elements, irrigation and fertilization systems, and storm water management systems.

"It's through the coexistence of each architectural and technological element found throughout the development, each vitally supporting one another, that makes Optima Camel View a world-class sustainable development," says Hovey.

## Moss Wellness Spa

In Scottsdale, spas are almost as common as the corner coffee shop. So when co-founders John Hill

and Stacy Polich decided to open a new spa in the upscale Scottsdale Waterfront, they knew they had to be different.

Enter Moss Wellness Spa, Scottsdale's first green spa that incorporates sustainability in both its structure and its services.

"We didn't just want to just call ourselves green and be done with it," says Hill. "We wanted to embrace a philosophy that truly benefited our clients' wellness and our natural environment."

Opened in April, the spa was built to meet and exceed LEED standards. The building was constructed with non-toxic materials and recycled content, such as denim insulation and reclaimed wood. The in-duct filtration system ensures a dust-free environment, while natural lighting and low-energy lighting is used to reduce energy consumption.

"We have 33 solid core wooden doors that are factory seconds from a salvage yard in Mesa," says Hill. "The materials are out there. It's just a matter of doing the research and finding inventive ways to re-use materials."

The sustainability philosophy transcends from the physical structure to the spa's services and products, which are made with natural and organic ingredients. Moss works with a product



# How We Did It!

## A green transformation

By Robyn Barrett

During the summer of 2006, we made a decision to turn over a new leaf of sorts and introduce green practices to our work environment. It wasn't about redecorating or integrating architectural details made of sustainable materials. Rather, our focus was on how we were operating and what we could change in our everyday business to eliminate waste of the earth's natural resources.

As Factors Southwest began experiencing rapid growth, we were looking at adding staff, so it was natural to look at how we got our jobs done. We quickly realized we generated an enormous amount of paperwork, which meant we were also creating hundreds of files and a using a great deal of ink. Examining our wasteful ways we decided that rather than hire more staff to process paperwork, we would take a big step towards going green by going paperless.

While the task initially seemed impossible, by investing in technology, it was actually quite simple. First, we purchased Adobe PRO PDF and began utilizing the scanning features on our "all in one" printers. Now all the paper we receive for daily transactions is scanned and filed electronically. Client information is easier to access and distribute; and by conducting nightly backups on and off site, we have an instant disaster recovery program.

Our next step was to eliminate the traditional fax machine, which required ink, cartridges and more paper. For the quantity of faxes we receive and send, we found the most cost effective method was to purchase a program called Zetafax that allowed each networked computer in our office to send/receive/distribute and save faxes in various formats. All faxes and corresponding documents are now securely backed-up and stored with no need to file.

Lastly, we invested in a second server to accommodate the additional document storage. With the help of an IT consulting company we installed the new server and set up a system to allocate programs and files.

We invested approximately \$15,000 — money well spent, because not only are we reducing environmental waste and doing our small part to save the earth, we are also realizing annual savings and benefits:

- We reduced spending on office supplies (paper, printer cartridges, filing products) by approximately \$5,000.
- We reduced storage fees to file documents by \$1,200.
- We eliminated the need add to staff (salary, benefits and taxes), while increasing productivity saving by approximately \$40,000.

Going paperless is not only possible, it's a great way for companies to operate leaner and greener.

*Robyn Barrett is founder and managing member of Factors Southwest LLC, specializing in factoring financing for small to mid-size companies.*

development specialist who assesses the ingredient list of each product, making sure there are no formaldehydes, resins and byproducts.

"When you think about your body, your largest organ is your skin. It needs to be nourished, conditioned and protected," says Hill. "What better way to do this than with products that are not only kind to you, but also to the environment."

Available product lines include Anakiri, Eminence Organics, Luzern Laboratories, Naturopathica, Ormedic and Simply Organic. Moss is also launching its own product line called Moss Organics this fall.

"We're debuting a pomegranate and ginger body wash and lotion in September and October," says Hill.

### Natural Territory

For many people, their home is an expression of not only their taste and style, but also of how they choose to live with their environment.

Thankfully, Natural Territory, an eco-friendly home furniture store, bridges the gap between a beautiful home and a well-balanced earth by bringing together the essential tenets of design: form, function and sustainability.

"Our main mission is to create a healthy environment and take care of the planet at the same time," says Santosh Rao, who co-owns the store with his wife Praneeta. "We also want to show that green can be modern and chic, not just plain vanilla."

Located near Kierland Commons and the Scottsdale Airpark, the store is filled with modern and contemporary furnishings made with reclaimed, recycled and renewable materials. Living, dining, bedroom and home office selections include pieces from eco-friendly furniture manufacturers Team 7, Cisco Brothers, Zola and PIE. >>