

going green

# Green AS Gold!

## Growing a GREEN Return on Investment

by Judith M. Guido of Guido & Associates

**W**hile GREEN may seem like a new hip trend, for the forty year old Mission Landscape Company, GREEN has been a best management practice instilled in the culture since its inception. With an ecological, social and economical approach to landscaping, Mission integrates landscape architecture, water-management, development, tree-care and environmental resources with sustainable practices that benefit the natural environment, community and the client's investment.

David Dubois, CEO of the Mission Landscape Company, said, "We see our value and role as environmental stewards, community citizens and landscape investment advisers. Land, whether a commercial site or a residential property, is a valuable and environmentally sensitive piece of real estate, [especially here in California], and is an integral part of the community. If we don't carefully blend the ecological components with community culture and economics, we'll create a disruptive imbalance. If we successfully blend all three, everybody benefits."

In order to become a sustainable visionary and leader, Mission has invested significantly in its people, research, infrastructure and the community. Mission is the only integrated landscape firm in California with a California Integrated Waste Management Board [CIWMB] approved Recycling Facility and Green-Waste Center. With the end in mind, Mission's goal is to return all green waste back to its site of origin as nutrient-rich compost. As a result, they do not contribute to the local landfill space and leave a zero carbon



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footprint. All plant debris is converted into United States Composting Council [USCC] Seal of Testing Assurance [STA] certified and environmentally clean compost, saving the client money while reducing the need for fertilizers, chemicals and water. There are only select groups of companies that have passed and received the USCC's STA certification.

Mission's environmental services and compost have also been used successfully in wetland restoration and rebuilding slopes devastated by fire. This nutrient-rich compost has many additional benefits including suppressing weeds, reducing erosion and run-off, binding and degrading pollutants and enhancing plant health-care. Most exciting are undergoing experiments that are using compost as a source of renewable energy. Compost is also being used in bioremediation of petroleum contaminated soils. Also notable are the current experiments being conducted to recycle palm fronds into usable compost that act as a longer-lasting slope stabilization agent.

Missions' sustainable approach has helped client's receive LEED points which then earns their building the United States Green Building Council's [USGBC] coveted LEED certification. Environmental resource services and products may also assist in obtaining carbon tax credits. Mission has never strayed from its roots, and will continue to instill and embed sustainable principles into its practices, clients, people, culture and community while sharing the rewards. This creates a positive return on investment for all stakeholders, and positions the Mission Landscape Company as the Natural Resource for all of your environmental service needs.

To learn more visit [www.missionlandscape.com](http://www.missionlandscape.com).

### CLEAN TECH OC

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has served as a Chair of the Environmental Law Section of the State Bar of California.

CleanTech OC's Board of Directors include Pulido, Trimarche, Orange County Supervisor Bill Campbell, Anaheim Mayor Curt Pringle, Irvine Mayor Sukhee Kang, Huntington Beach Mayor Cathy Green, California Secretary of Education Bonnie Reiss, as well as representatives from ENVIRON Corporation, KPMG LLP, ROTH Capital Partners, SAIL Venture Partners, Ship & Shore Environmental, SoCalGas/SDG&E, Southern California Edison, Squar Milner, and US Bank. The organization's growing membership list includes some of the top clean tech companies in the region.

CleanTech OC's Executive Director, Mike Levin, is an attorney with Bryan Cave LLP who specializes in clean technology, energy and environmental issues, as well as government affairs. He previously was a vice president of a clean technology company in Northern California.

CleanTech OC's offices are housed in Irvine at Brandman University, the new affiliate of Chapman University, as part of Brandman's Center for Sustainable Living. Other sponsors and strategic partners include the Clean Tech Open, Discovery Science Center, DMedia, The Energy Coalition, Forde & Mollich, Greenway Design Group, Irvine Chamber of Commerce, Madison Alexander Public Relations, Michael Brandman Associates, Orange County Business Council, and Tavoularis Projects.

CleanTech OC held its kickoff event on Monday, April 12, 2010, which featured California State Controller John Chiang. CleanTech OC is a Silver Sponsor of this June's TechConnect Clean Technology Conference & Expo in Anaheim and will be presenting its first annual conference, CleanTech OC 2010, this September.

The road ahead for clean tech in Orange County is both promising and challenging. While many obstacles must be overcome, CleanTech OC's leadership is confident that the organization can provide a good foundation to grow a still nascent industry into an engine for local jobs and opportunity.

To become a member of CleanTech OC, please contact the organization at (949) 223-7133.

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