
FOOTNOTES



Issue 6: February 2008

☀ Integrating risk management with global stewardship for collectively reducing our eco-footprint

Dates and Events

Better Living Show: March 28-30, 2008

Seattle Green Festival: April 12-13, 2008

SOLV IT 2008: April 19, 2008

Indoor Air Quality: It's only the air we breathe!

Did you realize that we frequently, but inadvertently, introduce toxins into our offices and homes when we paint, buy bedding, furnishings and equipment, install carpeting, clean our windows, run our copiers and printers.....

Volatile Organic Compounds, or VOCs, are gases (often human-made chemicals) that are emitted from certain solids or liquids - with names like trichloroethylene and methyl tert-butyl ether (MTBE). They include a variety of chemicals, some of which may have short- and long-term adverse health effects. According to the EPA, concentrations of many VOCs are consistently higher indoors (up to ten times higher) than outdoors.

To assure that your Indoor Air Quality (IAQ) is as healthy as possible, ask for low or zero-VOC paints, like Rodda's Horizon line, and formaldehyde-free cabinets, carpeting and furniture. Look for certified products at www.GreenSeal.org, www.EcoLogo.org and/or www.GreenGuard.org.

Your lungs will be glad you did!



EcoLogo[™] Program's

Six Sins of Greenwashing[™]

- 1) **Sin of Fibbing** – Misleading customers about actual environmental performance.
- 2) **Sin of Unsubstantiated Claims** – Unable to provide proof of their claims.
- 3) **Sin of Irrelevance** – Factually correct, but irrelevant, assessments (e.g. "CFC-free")
- 4) **Sin of Hidden Trade-Off** – Focusing on one or two environmental facts, but ignoring other much more important concerns.
- 5) **Sin of Vagueness** – Broad, poorly defined claims (e.g. "100% Natural").
- 6) **Sin of Relativism** – Most environmentally preferable, but still inappropriate (e.g. "organic cigarettes").

"Some people think they are in community, but they are only in proximity. True community requires commitment and openness. It is a willingness to extend oneself to encounter and know the other."
- David Spangler

Alternative Gift Registry

Imagine a gift registry that actually lines up with your values and interests.

The Alternative Gift Registry is all that and more...