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SHADES OF GREEN WHAT'S YOUR COLOR?



Green is everywhere—environmental green, that is. On April 22nd, Earth Day was 40! It was the brainchild of Wisconsin Senator Gaylord Nelson whose goal was to increase environmental awareness as well as to promote legislation to clean-up the earth's air and water. Incredibly, in 1970, twenty million people across our nation celebrated this new idea.

Today, "going green" is hip and hopefully, not simply a trend. To be part of the solution, an easy way to start is to appoint a "Green Committee" who will begin to explore ways to improve the company's environment. One simple measure would be to install recycling containers for glass, plastic, and aluminum drink containers near the soda machines in the break room or explore options for the recycling of paper and all those ink and toner cartridges. Perhaps changing your products' packaging to include recycled materials would be an option. There are also a number of ways to save electricity, not only in the office environment, but in the manufacturing process as well. Could solar panels or wind energy be incorporated to reduce the dependence on oil and coal? Your state may offer incentives to help defray the initial costs.

These are only a few ideas that will act as a springboard to bigger and better ideas. The sky's the limit! By encouraging the committee to think outside the box, your small steps will help ensure our planet will continue to be a great place to call home! Make "going green" your priority. Happy Earth Day!

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