

GREEN IS NOT JUST A COLOR ...

GREEN IS A MIND-SET



Dan Coyro/Sentinel

Seaside Co. President Charles Canfield climbs out of an electric sports car capable of reaching 60 mph in 4.5 seconds Friday at the Boardwalk during the Green Trade Network Summit. The Boardwalk is also making green changes in the seaside amusement park.



Dan Coyro/Sentinel

Local computer consultant James Kaspar is sold on this \$3,000 all-electric scooter from Allen Chen's Greenemotor.

Green summit showcases alternatives to oil

By JONDI GUMZ
SENTINEL STAFF WRITER

SANTA CRUZ — Beth Eastman, a UC Santa Cruz graduate who oversees the toxics reduction program for the city of San Francisco, came out of curiosity.

Ian Wright brought his \$150,000 prototype to prove electric cars don't have to be heavy and slow.

Allen Chen, needing financing, showed off the \$2,999 electric scooter he spent almost a million dollars to develop.

Capitola consultant Kevin McGibben was looking for businesses that want to expand into Latin America and emerging markets.

They all made connections at the Green Trade Network Summit Friday. The event brought about 150 people to Santa Cruz and is expected to return next year. The message, loud and clear: Green is not just a color. It's a mind-set around the world.

Those at the summit spent the day learning what other countries do to reduce oil dependency and finding out which markets might be receptive

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their products and services. "We need to come up with alternatives," said Daniel Roby of Integrated Investments International, whose presentation included a photo of an intravenous line hooked up to a clear plastic bag labeled petroleum. "Most people don't realize plastics are derived from petroleum. Green chemistry is the antidote."

Other nations are moving forward. Denmark is switching to wind energy (and there is a CSC connection); biofuel is taking off in Switzerland, and Brazil and Indonesia are developing sugar cane for ethanol. In Groningen, a province in the Netherlands, two dozen unemployed people were put to work distributing boxes of energy-saving supplies to needy families.

When a presenter talked about clothing made of corn, one participant asked about hemp, which clothing manufacturers buy abroad because it's illegal to grow in the U.S.

"We're missing out on an opportunity," said Tony Livotti of the Monterey Bay International Trade Association, the event sponsor.

A representative from Print Shop Santa Cruz piped up to say her company sells paper that contains hemp.

While many attendees came from outside the county, Santa Cruz was well-represented.

Andrew Nourafshan of the Center for Resource Solutions pointed out Santa Cruz Organic obtained its Green-e certification for buying green energy. Jeremiah Ridenour, founder of Wise Solutions in Corralitos, talked about his green chemistry formula for cleaning tanks used by wineries and dairies. Michael Olson of KSCO Radio, an exhibitor, arrived on a \$7,000 electric scooter, the Vectrix, which can reach 65 mph and go three hours on a single battery charge.

By the afternoon, Wright and his electric car had been asked for a photo op by Linda Adams, the state's environmental protection chief.

Chen, the scooter entrepreneur, had a potential buyer in computer consultant James Kaspar and an appointment with venture capitalist Hal Nissley.

McGibben had queries from potential customers.

"People are starting to pay attention," said Will Beckett of the Electric Auto Association, noting the group's membership has jumped 10 percent in the last two months.

"It's moved beyond why do it to how to do it," said Eastman.



Dan Coiro/Sentinel

Local computer consultant James Kaspar takes a spin on a \$3,000 all-electric scooter Friday at the Boardwalk during the Green Trade Network Summit.



Dan Coiro/Sentinel

The Boardwalk has replaced ceiling lights in the covered walkway with fluorescent bulbs.

Beach Boardwalk wants visitors to think green, too

By JONDI GUMZ
SENTINEL STAFF WRITER

SANTA CRUZ — The Santa Cruz Beach Boardwalk has installed waterless urinals, low-flush toilets and a compostable commode. It replaced light bulbs with compact fluorescents and its newest ride, Sea Swings, uses energy-saving LED lights. But its biggest challenge in going green is persuading visitors — 3 million a year — to recycle.

Boardwalk spokesman Kris Reyes shared his frustration at Friday's Green Trade Summit, which brought 150 people to the Boardwalk's Coconut Grove and offered them spoons made of potato starch instead of petroleum-based plastic.

At the Boardwalk, employees empty trash cans at the beach nightly. They pick through the debris, removing plastic bottles for recycling, and plucking out trash tossed in recycle bins.

Reyes is determined to find a solution, and he has made visitor recycling a top priority for the coming year.

Old-fashioned light bulbs remain in some areas of amusement park, he explained, because compact fluorescents are too heavy. But he has given up.

"That's a challenge not a block," he said.

The 101-year-old Boardwalk, which has won a slew of environmental awards and has rated the best seaside amusement park in the world two years running, established beach cleanups in the 1970s and banned polystyrene in the 1980s. During its Pepsi promotion, when visitors could get ride discounts if they recycled a Pepsi can, the park recycled 71,000 aluminum cans.

Reyes said the city ban on smoking at the beach improved air quality. "We pick up all the cigarette butts," he said, inviting summit participants to stay for the Cleanup at the beach today.

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