

# OC METRO

Business. People. Life.

APRIL 2012 OCMETRO.COM

Fisker Executive Chairman and Executive Design Director **HENRIK FISKER** with the company's luxury electric vehicle, the Karma.



ANNUAL ISSUE

FROM PRODUCTS TO BEST PRACTICES  
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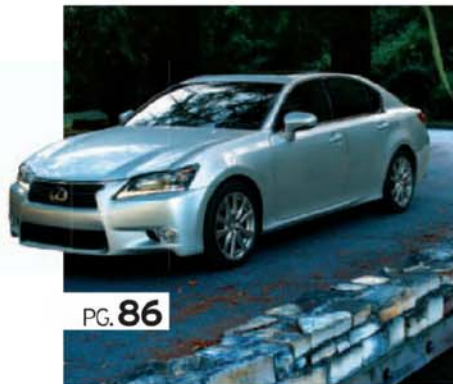
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COVER BY || Challenge Roddie (challengephoto.com)



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# OCMETRO's 2012 GREEN TEAM

*Find out why it makes dollars and sense for these 25 companies to think, act and deliver more green.*

**In many cultures,** green is associated with nature and growth. It is also the symbolic color of environmentalism and sustainability. Most anything these days can be “green” – from energy policy to building design, from parenting techniques to economic strategies.

“Green” often is used to describe efforts to reduce the impact of modern human life on the rest of the natural world, yet it can mean different things to different people. Making products with natural ingredients. Buying products made of sustainable materials. Conserving energy, using renewable and/or clean energy, even creating your own energy and living off the grid. Eating organic or local. Planting trees. Recycling.

Going green used to be expensive, almost punitive, because the technology to support a planet-friendlier lifestyle was scarce and costly. But that is changing – rapidly.

Governments have passed “greener” policies and regulations in recent years, and many industries are committed to finding and using alternative fuels. Consumers have more green options from high-efficiency appliances to hybrid cars to fair-trade products.

In fact, going green is getting to be old hat. Most of our lives are at least tinged green, and increasingly such efforts are neither foreign nor forced. We do it at

home and at work because it makes sense for our communities, our health and our bottom line.

It's impossible to imagine this county associated with a color other than orange. Yet with each passing season, green becomes a larger part of the collective thinking of those who work and live in Orange County. This is why three years ago we introduced the first Green Team, a compilation of 25 companies, organizations and individuals pushing product development, best practices and lifestyle changes to reduce the carbon footprint here and around the globe.

This year's list is populated by those who take the green movement seriously: 25 companies of differing motives and scale yet a common ultimate result – a better quality of life. Some are profit-driven with a worldwide marketing-and-sales blueprint. Others are local, changing their communities one contact or action at a time. The list is diverse, but the color of the mission for each is singular: to live greener.

Companies comprising the 2012 Green Team are not the only ones building on this mantra in Orange County, but they are paving the way, setting industry standards for being greener. Visit their websites and learn about their products and strategies. It will be time well spent, because knowledge is power, and power brings change.

*–Steve Churm, executive editor*



**Pelican Hill Golf Club**

Newport Coast | pelicanhill.com

**TOP EXECUTIVE:** Steve Friedlander, vice president of golf

Pelican Hill Golf Club has set a new standard for green courses. During the development of the Pelican Hill Resort, the Irvine Co. Resort Properties installed a water-management system that conserves more than 50 million gallons annually. The site has a full-time water quality manager who monitors the facility, which reduces the amount of debris and contaminants that go into the storm drain while also recycling dry-season runoff instead of letting it enter the ocean at nearby Crystal Cove

State Park. The Pelican Hill Golf Club's commitment to helping to conserve water and protect the Pacific Ocean has earned it national accolades, such as receiving Golf Magazine's 2012 Green Hall of Fame Award.

*"As stewards of one of California's most beautiful stretches of coastal land, we're proud to be part of Orange County's Green Team," says Steve Friedlander, vice president of golf for Pelican Hill. "In developing and later renovating Pelican Hill's two coastal courses, we have gone to unprecedented lengths to design infrastructure and implement protocol that advance environmental stewardship, recycling and sustainability."*

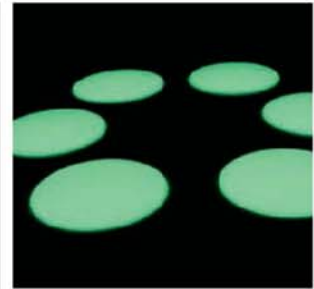
**McCarthy Building Companies, Inc.**

Newport Beach  
mccarthy.com

**TOP EXECUTIVE:** Randy Highland, president, California Region

The largest commercial builder in Orange County, McCarthy Building Companies has a reputation for constructing projects that lead the way in sustainability, including net-zero-energy buildings. The firm has invested in new training for all of its more than 400 LEED-certified professionals and recently was awarded LEED Gold Certification for its Soka Performing Arts Center project, adding to the firm's list of more than 10 LEED Gold projects. McCarthy also has calculated its own carbon footprint and is working to cut it by 5 percent through a number of approaches, including mandated recycling and encouraging carpooling and public transportation by its staff and subcontractors.

*"At McCarthy, we believe that the choices we make today will leave a legacy for future generations and that protecting our environment begins at home," says Randy Highland, president of the California Region for McCarthy Building Companies. "This is why we have established a green philosophy that not only permeates throughout our own organization but also extends into our communities through the projects that we build."*



**Safe Glow Corp.**

Yorba Linda  
safeglow.com

**TOP EXECUTIVE:** Jim Burke, president

Safe Glow manufactures photo-luminescent safety lights that work without electricity or batteries, making them ideal to guide people from buildings in emergencies. Clients – including the County of Orange, CHOC Children's, Disneyland Resort and Honda Center – have used Safe Glow's exit signs to replace their electrical counterparts, saving money on energy costs while ensuring that there will be safety lights on in the event of a power outage. Safe Glow's exit signs also eliminate the need for replacement parts, including the nickel cadmium batteries in LED-based signs that end up in landfills.

*"In our homes, our businesses and in all areas in our lives, it is our responsibility to do all we can to leave a better world for our children and their children," says Jim Burke, president of Safe Glow Corp. "It is amazing to see how the small things we do can add up to have an incredible impact."*

COURTESY OF PELICAN HILL

