



Newsletter September 2009

## Welcome to Be Green, Be The Change

Welcome to the inaugural Be Green, Be The Change newsletter. We invite you to explore all we have to offer by engaging with our community of like-minded friends as we learn, encourage and engage with one another to help our friends, families and our planet by living a more sustainable, eco-friendly, environmentally conscious lifestyle. You can subscribe to future newsletters by clicking [HERE](#).

To celebrate our launch, receive \$5 off your first purchase between now and October 31, 2009 using code: X082009NLTR when you checkout. And feel free to pass this on to your friends.

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What To Expect

Every month you will receive our newsletter with the latest news, updates and tips to help you Be The Change by introducing easy changes you can make in your life. Join us on our website where you will find our President's Blog, weekly Eco-Steps, Forums to engage with others on a regular basis and as a member will be able to VOTE for your favorite T-shirt Designs.

Each newsletter issue will include:

**Weekly Eco Steps:** easy changes you can make, updated weekly on our website, and summarized monthly here in our newsletter.

**What Makes Us HOT:** the stuff that makes you think. Why is this happening? What can I do? You know, when you see it on TV or read about it you want to tell everyone you know because it makes you "hot" under the collar. You may be impassioned, outraged, but you are going to do something about it!

**Stuff We Love:** Just that, some great websites, people or products we love.

**Be Green Charity Spotlight:** As we change our green charities on a regular basis we want you to hear all about the great work they are doing in our world.

And as always, your thoughts are critical. We want to hear from you on our forums or in our

email boxes. Do you have eco-steps to share, charities you want us to work with or stuff you love! We thrive on advocacy, that's what being the change is all about.

## Weekly Eco Steps

This month, we focused on 100% recycled content paper products. This is a huge area of impact as noted in our statistics. We focused on every day paper items that we have all used at one time or another including toilet paper (yes, TP), tissues, paper towels and napkins. This is a great place to start making easy changes.

[Toilet Paper](#)

[Tissues](#)

[Paper Towels](#)

[Napkins](#)

## What Makes us Hot

We don't know what makes us hotter, the soaring 95 degree June temperatures or Pulitzer Prize winning, Op-Ed writer for the NY Times, Thomas Friedman. Our favorite read at BGBTC is anything by Thomas Friedman for his insightful, well researched and travelled opinions on our need for a green revolution. Ironically, his latest book, *Hot, Flat, and Crowded*, hit on so many topics that made us want to stand up and say "Really? Are you kidding?"

So, for this month's "What Makes Us Hot" we decided to spread the word about how desperately our politician's need to make change.

We appreciate our own naiveté with the political process – the bartering and trading of votes to help support someone's initiatives in exchange for support of another. But for the love of our children and our futures, the political process must change in the US. There were two poignant items in Mr Friedman's book (if we had to pick only 2) that our politician's should be looking at when they continue to make little to no progress regarding the future of our country.

Mr Friedman acknowledges his own "AHA" Oprah moment when in 2007 he was at a green technology summit. They played an old video (c. 1992) of a 12 year-old girl from Canada, Severn Suzuki, addressing the 1992 UN's Earth Summit in Rio de Janeiro, Brazil. Watch the video here: [http://www.youtube.com/watch?v=uZsDliXzyAY&feature=channel\\_page](http://www.youtube.com/watch?v=uZsDliXzyAY&feature=channel_page)

We agree with Mr Friedman that the biggest message here is *what we do, not what we say*. Our politicians have always talked a good talk, but putting into action, they are like molasses on a cold winter's day. What makes us hot – this was 17 years ago!!! Many of us at BGBTC were in high school and college. What have our politician's been doing for the past 17 years. Consider what has happened in our world in the past 17 years. But what we find embarrassing about this...

Mr. Friedman points out our political lags in comparison to China. Yes, China. China certainly

has its challenges, but there is something to be said about the swiftness of its political process and the effect it has on their citizens' lives and the planet. Some examples:

- In less than 10 years from 1998 to 2008, China turned over its entire stock of scooters and mopeds into electric vehicles: that's 40 million electric scooters!
- And how about their response to plastic bags: In late 2007, China's State Council announced that on June 1, 2008 all supermarkets, departments stores and shops would be prohibited from giving out free plastic bags to discourage petroleum-based products.
- And what about removing lead from gasoline – China decided to go lead-free in 1998 and by 2000 the entire country was lead free.

It took the US 22 years to accomplish the same thing (we started removing lead in 1973 and not until 1995 was all gas lead free). We're sorry, but that is a down right embarrassment US Congress!

Our political process has become weighed down in political maneuvering. But as with the civil rights movement, it takes just one person to commit, enlist a few friends and before you know it you have a million people marching on Washington, not for civil rights, but for a green revolution.

We are hopeful! We saw a democratic revolution in our political process during this past election as record numbers came out to vote and be involved. We encourage each of you to partake in some form with your local and state government and President Obama's websites. There are options for each of us to petition, show our support or disapproval. BGBTC is all about "being the change we wish to see in the world" as eloquently stated by Gandhi. And as Severn Suzuki put – it's what we do, not what we say – take action now.

Thank you Thomas Friedman for making us hot, making us think, raising our awareness and compelling us to take action.

## Stuff We Love

10 things we just have to share as they are making our world or our lives better...

1. [Better World Books](#): Doing good for the planet by giving old books a new life – finding reuse for old books, keeping books out of landfills, promoting and supporting world literacy programs. To date of this writing, they have sold 25 million books and raised \$6.5 million for charity.
2. [Jane Goodall's Harvest for Hope – A Guide to Mindful Eating](#) While you're at Better World Books pick up a copy of Jane Goodall's exceptional work on where our food comes from, how our appetites are affecting our world and her words of hope and stories of what we can do and examples of people making a difference. Beautifully written, eye opening and inspiring.

3. [GoodSearch.com](#) If you're going to Google, why not click for your favorite charity? They now feature special shopping deals where proceeds from your purchase are given to charity as well.
4. [Dr Hauschka's Volume Mascara in Black](#) We at BGBTC try to find a bargain when we can, but this is worth the splurge. At \$29.95 this is not cheap mascara and we all agreed it was worth every penny as we saw our eye lashes perfectly separated and gorgeously lengthened. First coat was perfect, second coat was amazing, third coat was outrageous. No clumping, just long luscious lashes. Now, it does score a "6" on the Cosmetics Database, but it does contain some wonderful nurturing properties for the lashes and delicate eye area and is far less toxic than others on the market. The only drawback we found, it is NOT water resistant and comes off easily with teary eyes. On the plus side, it also comes off easily at night.
5. [The Cosmetics Database](#). Search before you buy. Maintained by the Environmental Working Group, you will be shocked and awed at the things in our cosmetics. Browse by category to see the best options and worst offenders or search on your favorite products to see how they stack up.
6. [Seafood Watch – Guide to Sustainable Seafood](#) If after reading Jane Goodall's book you decide to stick with seafood, use the Monterey Bay Aquarium's Seafood Watch pocket guide to help you when your shopping. Along with that, ask your Grocery's Fish Monger about where the seafood comes from to learn more.
7. [Simple Shoes](#) Made of 100% recycled post consumer waste, these shoes are not only great for the planet but adorable and comfortable. They carry mens, womens and kids including thongs/flip flops, sneakers and casual footwear. Check out the location guide for a store near you. We particularly love the flip flops and sneakers which are a throwback to the sixties with beautiful cloth in great patterns and prints.
8. [The General Store Café](#) If you are local in the Triangle, North Carolina area, check out The General Store Café in Pittsboro. A fan favorite and raved about recently in Bon Appétit and Southern Living Magazines, they have become THE meeting place highlighting local artists, musicians, nonprofit and food. The staff are fantastic and the location charming – it was a Chevrolet dealership. They have refined the space and along with the stellar food, the biggest surprise awaits past the deli opening up to a stage and dance floor. Our favorite is the First Sunday of every month when a 17 piece jazz/swing band plays and a 3 course dinner (4 choices of entrée and the best brownie sundae we've had in ages) for \$10!! The food is outstanding offering lunch, dinner and brunch.
9. [Green Pea Nursery](#) We recently met the wonderful owners and her staff from the Green Pea Nursery located in Apex, NC. Will a full range of healthy baby and Mom products spanning the Universe, we could not help but tout their good deeds. Originally started as an online retailer, Green Pea Nursery recently opened a retail location on main street in Apex, NC. A gorgeous array of organic clothing, bedding, toys and furniture along with hard to find healthy nursery, motherhood and baby items. Every item is diligently researched with great care to ensure they meet the Green Pea standards. And ladies, they do offer a registry along with amazing gift ideas!

10. **Organic Gardening and Farmer's Markets** It's SUMMER and what better time to enjoy the fruits (and veg) of your own labor or of your local farmer. There are wonderful sites now available and many classes (including at local community colleges) in organic farming and gardening. It can be as easy as a pot of herbs to a full menagerie in your back yard. It's always your choice as to what is most important for your family in choosing organic or local. Supporting your local farms does support your community and the continued viability of a local economy. In North Carolina we are blessed with a farmer's market within 20 minutes of just about everyone. The last two issues of Southern Living gave homage to local farmer's markets here in the Triangle area along with the resurgence in Charlottesville Virginia.

## Charity Spotlight

Our business philosophy is so much more than the "triple bottom line". By giving 10% of our net profits back to our community we strive to contribute to the health and wellness of our communities.

## ncGreenPower

Balance your impact on the environment.

In October 2003, North Carolina launched the nation's first statewide, multi-utility program to encourage the development of renewable energy sources for the state's power supply – NC GreenPower. Five years later, a growing number of North Carolina residents and businesses are joining NC GreenPower in its mission to support the growth of renewable energy in North Carolina. NC GreenPower is now also offering carbon offsets to address growing concerns about the impact of greenhouse gases on the environment.

Renewable energy, also known as green power, is generated from sources that are available naturally and replenish themselves. Green power comes from renewable sources – such as solar, small hydro and wind – that produce little or no pollution and have far less impact on the environment than energy from fossil fuels such as coal or oil. More and more electric utilities nationwide are offering green power to customers because it is a cleaner energy option.

NC GreenPower offers you two ways to make a difference in the quality of our environment. [Renewable Energy](#) to support greener sources of energy and [Carbon Offsets](#) to mitigate greenhouse gases. You can make a difference by conserving, but conservation is just the first step in reducing your environmental footprint. Balance your impact on the environment. Support [NC GreenPower](#) today.

## Special Thanks

I am thrilled to offer you our first newsletter at [Be Green, Be The Change](#). Launching our new company could not have been possible without the support of so many wonderful people in our

lives. So, if you will indulge me for a moment, I would like to offer special thanks here to some of them.

First, to my accountability partners, Carrie Reuben and Beverly Murray. I still do not know what I have done to deserve such exceptional women in my life. They pushed me and pulled me, challenged my thoughts and gave me loving tender support when I most needed it. Without their constant cheerleading I would not be where I am today and could never find adequate words to thank them for sharing their gifts with me.

To our Sponsors, whose financial support and belief in our vision made all this possible. This includes:

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To my adoring and loving husband, Patrick Dennis, for which none of this would be possible. You are my sunshine in every day. Thank you for believing in me more than I think I believed in myself.

Thank you all for helping me [Be The Change](#) I wanted to see in the world.

*Diane Dennis*  
President  
Be Green, Be The Change