



The Green Economy Leading the Way— 2nd Annual CHCI Latino Innovation Recognition

CHCI is excited to provide a sampling of the new green technologies, approaches, and initiatives that Latinos are pioneering today with initiatives from eight states—New York, New Jersey, Florida, Virginia, Illinois, Texas, Colorado, and California—plus the District of Columbia. Latinos are well represented in exciting engineering breakthroughs to advance the science and technology applied to solving the challenge of climate change, energy independence, and a green, healthy environment.

These innovations are helping to ensure that all Latinos can enjoy the bounty of our green future through efforts to reach and educate Latinos about these issues. Our small businesses are leading the way through their own green initiatives. We're ensuring the next generation of Latinos will be prepared to benefit from this bounty. We're also leading in environmental justice—working to increase quality jobs and opportunities in green industry and funding and job training to guarantee broad access to clean energy jobs. These exciting initiatives are talking place all around our great nation. Please join with us in recognizing those Latinos listed here who are leading the way in the green economy.

Avenida Guadalupe Association

San Antonio, TX

Nominated by Rep. Charles Gonzalez

Avenida Guadalupe's contributions to the community are even more vital in today's challenging economic climate. Among its most critical and successful programs is its housing program, including the new JT Brackenridge Affordable Green Subdivision, located within a predominantly Latino Community. All 59 homes meet the Level 1 criteria for green designation. Each is equipped with low-flow plumbing, energy-efficient windows and insulation, carbon monoxide detectors, and low-energy light bulbs, which decreases overall energy consumption by 25 to 40 percent.

Avenida Guadalupe has also implemented Operation Greenlight, a program to provide and install compact fluorescent light bulb (CFL) to all 170 units in its senior residences. The next phase of Operation Greenlight, which begins this fall, will focus on small businesses, particularly those located within the neighborhood commercial revitalization district. The program will include an energy audit, CFLs, and other measures to make businesses more energy efficient.



Better Mass

Jerome Wiley Segovia / BetterMass.com

Arlington, VA

Nominated by Rodolfo Vazquez, CHCI



Better mass transit for the 21st century will be crucial in winning our battle against climate change and dependency on petroleum. By incorporating Smartphone GPS technology with automated GIS routing and dispatching, the visionaries at BetterMass.com propose to eliminate as much as 50 percent of the traffic in Northern Virginia, its pilot program's primary area.

Just as you might see yellow taxis when stepping out onto a random street in Manhattan, the project aims to populate the streets and highways of Northern Virginia with hundreds of agile 10-passenger Dodge Sprinter minibuses. The buses will be dispatched on demand, and the resulting requested routes will automatically become public routes onto which passengers can be added while in route.

Carmen Rad, CR&A Custom Inc.

Los Angeles, CA

Nominated by Graciela Tiscareño-Sato, author of *Latinovating: Green American Jobs and the Latinos Creating Them*



Carmen Rad is transforming the wasteful industrial printing industry with her leadership by:

- Creating a biodegradable material for large-format industrial printing jobs (banners, billboards, display stands, car wraps, and other similar products);
- Beta-testing the first HP printer that uses biodegradable UV inks to print on her new material; she was the first to invest in this equipment, too;
- Being very visible in the L.A. community as a green business leader; and
- Encouraging other printers to follow her lead.

Carmen is a successful example of Latina leadership, entrepreneurship, and small business success; plus, her printing operation is not emitting the toxic fumes that traditional printers produce in low-income areas like this.

d_parture spa

Newark, NJ

Nominated by Latina Style Magazine

d_parture spa™, the nationally recognized pioneer of the airport day spa concept, opened the world's first and only eco-friendly, full-service airport day spa offering massages, manicures, pedicures, facials, waxing, and haircuts.

The newly renovated location is part of d_parture spa's ongoing efforts to be an industry leader and responsible corporate citizen. It's newest facility, which is located in Newark Liberty International Airport Terminal C, has been constructed using innovative, green design concepts, sustainable materials, and world-class, eco-friendly products.

"d_parture spa has created an experience for weary airport travelers that exists nowhere else in the world," said Gina Stern, CEO, d_parture spa. "We wanted to demonstrate that it is possible to provide our clients with high-quality services and products while simultaneously being good stewards for our planet. By building the first, floor-to-ceiling, eco-friendly airport day spa at Newark Liberty International, we've set a new standard for both spa design and green functionality in the airport industry."



El Puente Green Light District Initiative

Brooklyn, NY

Nominated by Congresswoman Nydia M. Velazquez, and Ron Shiffman, FAICP, Professor, Pratt Graduate Center for Planning and the Environment, School of Architecture, Pratt Institute

El Puente's Green Light District is a 10-year initiative that will transform the Southside of Williamsburg, Brooklyn, from one of the most challenged neighborhoods in New York City to a more equitable, healthy, and green community. The Southside, an area of about one square mile, is home to 40,000 mostly Latino residents. It has long been burdened by a disproportionately high share of problems, from poverty, unemployment, and poorly performing public schools to an overwhelmingly high level of environmental pollution. Working collectively, block by block, apartment house by apartment house, and family by family, the members of El Puente will demonstrate to New York City and the entire nation that urban neighborhoods can reduce health disparities, achieve education equity, increase indigenous artistic expression, while shrinking their carbon footprint. Its mission is to make the Southside of Williamsburg the most sustainable urban neighborhood in the country—physically, economically and socially—by the year 2020.



Gabriela Chavarria, Ph.D.

Washington, DC

Nominated by LATINA Style magazine

Gabriela Chavarria, Ph.D., serves as science advisor to the director for the U.S. Fish and Wildlife Service (FWS). Chavarria serves as counsel to the service director and provides leadership on science policy and scientific applications in resource management. This includes leading agency efforts to respond to changes in the global climate system; shaping the FWS agenda for change toward a science-driven landscape conservation business model; expanding FWS capacities to acquire, apply, and communicate scientific information; promoting the active involvement of FWS and its employees in the larger scientific community; strengthening and expanding partnerships between the Service and other scientific organizations, particularly states and the U.S. Geological Survey; and cultivating the next generation of FWS scientists. Chavarria formerly served as director of the NRDC's Science Center, where she applied her scientific knowledge to translate the most up-to-date science into solutions for environmental problems. Her close ties to scientists and key policy-makers helped advance NRDC's goal of uniting sound science with sound policy and education for the mutual benefit of people and nature.



Green Irene LLC

Rosamaria Caballero, Co-Founder

New York, NY

Nominated by Latina Style magazine and Graciela Tiscareño-Sato, author of Latininnovating: Green American Jobs and the Latinos Creating Them

Rosamaria Caballero co-founded America's largest green consulting company with over 600 trained eco-consultants in 48 states and Puerto Rico. The company

- trains local "ecopreneurs" to become Green Irene eco-consultants, who become a force for positive green change in their communities;
- provides all back-end support to "power" individual consultants' green consulting practices;
- is directly responsible for the start up of hundreds of green businesses across the country, united by a cohesive green brand; and
- is moving into branded products beginning with Green Irene enzyme cleaners. All ingredients and packaging are made in the United States.



Green Irene's eco-consultants lead families and businesses to a healthier, safer, and more sustainable lifestyle, saving them money while conserving energy, water, and other resources. Caballero is a model of Latina leadership, entrepreneurship, and small business success and serves as an inspiration to women and Hispanics to launch their own local businesses.

Green University

Felix W. Ortiz III, Chairman & CEO

Brooklyn, NY

Nominated by Daniel Lorch, Best Coaches, Inc.



Career Fast Track

Obtain your Construction Manager Certificate from the comfort of your own home

When, Where and How

The Green Construction Residential Supervisor online course prepares students for entry-level construction management/supervisory positions. Program graduates will receive a Construction Manager certificate from the Green University & Home Builders Institute. This program is sponsored by HITN and the NY Department of Labor.

Student Qualifications

- Course begins in August
- Ends in September
- Offered online - anywhere, anytime you can gain access to a computer
- New York State resident
- 18 to 50 years of age
- Unemployed for 6 months or low income
- 45 students - First come, first serve

Program Benefits

- Free training for first 45 students
- Construction Supervisor Certificate from HITN and Green University
- Employment assistance

Register at www.hitn.tv/careerfasttrack.php

Green University fosters the growth of environmentally responsible construction and manufacturing trades by training workers in the latest principles and practices. Graduates receive a nationally recognized accreditation and will be offered job placement support through Green University's industry network.

Founded by Felix Ortiz III, Green University delivers on his vision of educating today's workforce to meet the needs of a sustainable future. Additionally in conjunction with the Home Builders Institute, Green University is starting an online certificate program for 45 unemployed or low-income students, co-sponsored by HITN and New York State Department of Labor in mid September.

LA CAUSA

Robert Zardeneta, Executive Director of LA CAUSA (Los Angeles Communities Advocating for Unity and Social Action)

East Los Angeles, CA

Nominated by Graciela Tiscareño-Sato, author of *Latininnovating: Green American Jobs and the Latinos Creating Them**



La Causa, an organization that began as a social justice group, is transforming young lives while creating a sustainable green community and adding 50 new jobs a year to the local economy. LA CAUSA has created

- Charter high school to help disadvantaged students who are mostly Latinos achieve high school diplomas then continue onto community college;
- Green Building Initiative to transform dilapidated houses into models of energy efficiency and green living; students get training, certification, do the construction work, and finally feel pride in something;
- Summer residency program with UCLA; graduates with green building skills attend an intensive session preparing them to transfer to UCLA;
- Onsite College Career Center as a resource for all East L.A. youth to learn how to apply to college, secure financial aid, and meet mentors; and

LA CAUSA is providing the hope, educational resources, green building skills training, leadership experiences, and community outreach that is changing the lives of

young adults in East L.A., sending them to college, and improving the housing stock and health of the entire community.

Latininnovating: Green American Jobs and the Latinos Creating Them

A New Book by Graciela Tiscareño-Sato
Hayward, CA

Nominated by LATINA Style magazine



Written by a Latina professional with global green enterprise experience, *Latininnovating* is the first book that highlights innovation from within the Latino community.

Tiscareño-Sato's thought leadership and desire to promote the Latino business community to mainstream America comes through in this intensive two-year project. Readers will be inspired by the detailed stories of Latino innovators. They'll read about actionable steps to position themselves to emulate these leaders. Plus, Latino youth will find successful role models who look like them in the green business world. Business schools have begun to invite Tiscareño-Sato to showcase these role models. The book

- provides insight into 10 industries so readers can appreciate innovations in context;
- provides industry-insider viewpoints on their unique sustainable businesses; and
- shows students and professionals specific entry points into the green economy now.

The author is a UC Berkeley-educated military officer and veteran, who earned a master's degree in international management and received San Francisco "Entrepreneur of the Year" honors from *LATINA Style* magazine in May.

Local Office Landscape Architecture

Walter Meyer, ASLA, LEED-AP

Founding Principal

Brooklyn, NY

Nominated by Daniel Lorch, Best Coaches, Inc.

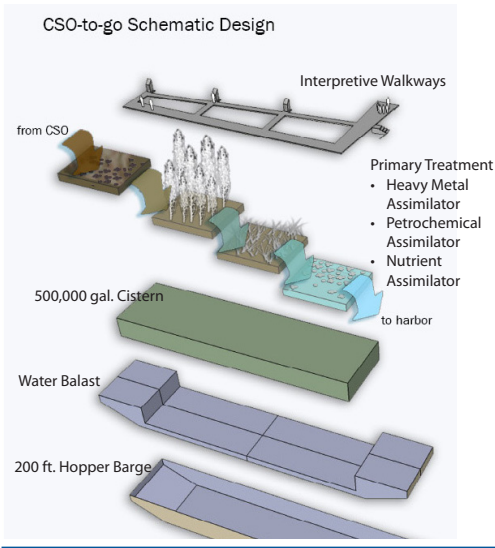


Walter Meyer founded Local Office Landscape Architecture with Harvard classmate Jennifer Bolstad. Their work in ecological urbanism includes the Parque del Litoral, in Mayaguez, Puerto Rico, the largest urban park ever constructed in the country. At 2 km-long this beachfront park served as the site of the 2010 Central American Games. The firm's watershed approach to the project created a pollution membrane of dunes and

wetlands at the edge of the city between mountain and sea, with the intention of restoring a decaying reef by minimizing water pollution.

The firm was awarded a 2009 New York State research grant titled "CSO to GO" a temporary, partial, and immediate solution to New York City's stormwater pollution via barge mounted floating wetland parks.

Local Office won a 2008 NY-ASLA Merit Award for its project "Garden Between City and Sea," a realization of the principles of sustainable coastal landscape architecture at the small-site scale.



MWH

Lynette Cardoch, Ph.D. and Luis Casado, P.E.
Broomfield, CO

Nominated by Xochitl E. Yañez, Corporate Community Relations, State Farm Insurance Companies, CHCI Board Member



MWH's Climate Change Commitment launched in 2007 with a pledge to the Clinton Global Initiative in three target areas of carbon footprinting, client engagement, and outreach and education. The outreach and

education component is anchored by a middle-school program designed by MWH engineers that teaches students about climate change and the impact on the water cycle. MWH partners in communities to identify key environmental projects. For example, in Los Angeles the company has conducted tree plantings in lower income, deforested areas. While the program is not specifically designed for Latino communities, MWH motivates its professionals to reach underserved communities, such as the urban core in Los Angeles and Miami. MWH also participated in ESOL classes, garnering local press exposure. As our world move towards scarce water and energy resources, we must empower young Hispanics to be a part of the new emerging green economy.

National Grid Names New Vice President of Inclusion and Diversity

Nereida Perez, National Grid's first vice president of Inclusion and Diversity

New York, NY

Nominated by LATINA Style magazine



As vice president of diversity and inclusion for National Grid, Nedy Perez has been working with a number of organizations to raise awareness about supplier diversity and career opportunities in the green/energy sector. This includes contributing to a white paper on America's future energy jobs written by the National

Commission on Energy Policy's Task Force. Working with New York's Empire Development Corporation, she helped launch a Green Technology Supplier Diversity Conference, which drew over 450 attendees interested in learning about green and state certification processes, as well as business match making sessions. In partnership, with *Latina Style* magazine, Nedy provided editorial guidance and content for its green initiatives issue, and National Grid hosted a session at *Latina Style's* Business Series in New York focusing on how to do business with the energy sector. She is not only committed to raising awareness about the opportunities that exist but also establishing partnerships that result in change.

National Poll: Attitudes of Latino Voters on Climate Change and Energy Policy Study

Washington, DC

Nominated by Rafael Fantauzzi, President & CEO, National Puerto Rican Coalition, Inc (NPRC), NLCCC Chair

Communities of color are at the front lines of climate change impacts but too often our voice is not included

in the debate. Although Latinos represent a significant voting constituency for many elected officials, Latino opinions on global warming and energy policy often go unnoticed. Thirteen prominent national Latino organizations working through the National Latino Coalition on Climate Change conducted a study among Latinos of climate change and energy policy. The study polled 900 Latino voters in Florida, Colorado, and Nevada. The study found that Latinos care about global warming – and they vote:

- Overwhelming majorities of Latino voters surveyed say they are more likely to vote for a U.S. Senate candidate that supports proposals for fighting global warming.
- About three out of four Latino voters consider global warming very or somewhat serious.
- By about three to one, Latino voters in these states say switching to a clean energy economy will mean more U.S. jobs. Over 8 out of 10 voters in each state reject the idea that fighting global warming will hurt the American economy.

Oracle's Exadata Greening Data Centers Across our Hemisphere

David Olivencia, Solution Director, Exadata & Enterprise Architecture Oracle LAD Consulting, and President Hispanic IT Executive Council (HITEC)

Miami, FL

Nominated by Ignacio Salazar, Chair SER Jobs for Progress, CHCI Board of Directors

The energy our hemisphere's servers and data centers use is significant. U.S. data centers utilized about 61 billion kilowatt-hours in 2007 (1.5 percent of total U.S. electricity consumption) for a total electricity cost of \$4.5 billion. This is equivalent to electricity consumed by the nation's televisions and similar to the amount of electricity consumed by 5.8 million average U.S. households (or 5 percent of the total U.S. housing stock). Data center's energy consumption is expected to double over the next five years as they power the storage, processing, and movement of digital information as well as the cooling of data centers.



Oracle's Exadata product leverages efficient technologies to consolidate servers providing more processing power with significantly less energy creating more efficient data centers, healthier work environments, as well as creating new workforce opportunities within our hemisphere. Oracle is helping to enable this workforce via the Oracle Education Foundation and think.com platform.

Salazar Packing, Inc

Dennis and Lenora Salazar

Chicago, IL

*Nominated by Graciela Tiscareño-Sato, author of Latinovating: Green American Jobs and the Latinos Creating Them**

The Salazars have led the transformation of the wasteful packaging industry into a sustainable packaging industry. They have

- created a patented 100-percent PCW (post consumer waste) content fully-reversible cardboard box, which encourages multiple uses of these energy-intensive



products;

- launched the first online store selling authentically green packaging products from multiple manufacturers with products priced competitively to dispel myth that green products cost more;
- created the Globe Guard® brand, the industry's first green packaging brand that transcends product and manufacturer (only truly sustainable products earn this brand); and
- encouraged other packaging manufacturers to increase the percentage of PCW content in their products to earn the Globe Guard® brand.

The Salazars exemplify creative entrepreneurship, on-the-job-education and training, courage (to step away from high-paying corporate jobs), thought leadership to transform an industry that needed an injection of sustainability, and small business success.

Sola Studios

Sandra Artalejo, Fashion Designer and Owner of fashionable line of accessories made of reused materials Dallas, TX

*Nominated by Graciela Tiscareño-Sato, author of Latinovating: Green American Jobs and the Latinos Creating Them**

Artalejo is a trained fashion designer who has launched her own line of accessories made of things people would otherwise throw away. She wants to show that reuse can be beautiful and fashionable when creativity is applied. Her products include

- beach totes made of dog food bags ;
- hair bands using aluminum to give them structure; and
- bookmarks and journals made of colorful candy bags.

Through Sola Studios, Artalejo is not only creating (and selling) beautiful fashion accessories and gift items using materials that others consider trash, but she's inspiring a whole generation of teenagers to do the same. The values of creative reuse she learned from her grandparents are passing on to her daughter and their entire community.



Spanish Catholic Center

Washington, DC

Nominated by Surabhi Jain, National Council of La Raza

Spanish Catholic Center's Green Construction Program targets Latinos in the DC area, specifically the Mt. Pleasant neighborhood, to provide them with education and training in the construction sector so they can access good paying—high wage, high skill—jobs. Participants learn about the construction



trade, reading blueprints, weatherization, solar panel installation, residential, and industrial construction and get basic skills. Spanish Catholic Center has relationships with Habitat for Humanity, which provides the hands-on component for the training, and Clark Construction, which provides site visits to participants. Spanish Catholic Center has a holistic approach to the program that includes not just the pre-apprenticeship training but also intensive case management and supportive services. The center ensures that when participants are enrolled in the program they are able to successfully graduate by addressing all their needs, including health care, child care, transportation, housing, and clothing.

TrustElement, Inc.

Felipe Zarate

New York, NY

Nominated by Daniel Lorch, Best Coaches, Inc.



TrustElement provides advisory and consulting services to organizations looking for an integrated approach to climate, carbon, energy, and sustainability. It empowers its clients to reduce environmental impact and maximize business benefits by adopting practices that make operations more energy- and carbon-efficient. It enables organizations of all sizes to travel the path towards carbon neutrality, triggered both by green corporate policies and regulatory compliance.

TrustElement brings together top experts from industry, finance, policy, and professional services to create a new breed of carbon-related intellectual property. The unique skills of its team combine to provide a services portfolio that covers the entire professional services life-cycle of carbon consulting, validation and verification, and project management.

Vanir Energy, LLC

Sacramento, CA

Nominated by Congresswoman Nydia M. Velazquez

Formed in 2008 by two Hispanic business leaders, Dorene C. Dominguez and Alexander V. Leon, Vanir Energy, LLC is an industry leader in developing, constructing, and operating generation facilities for solar thermal heating and cooling of industrial and commercial buildings. It uses proprietary technology to achieve solar thermal cooling with energy-efficient adsorption chillers. In 2008, Vanir completed construction of the world's largest solar thermal heating and cooling facility in Fletcher, NC. Its projects create construction industry jobs, and its financing approach is particularly attractive to Latino entrepreneurs because it permits small start up businesses to "go green" while hedging their energy costs against future price volatility and reducing their carbon footprint.



Vanir Energy is also participating in the design and construction of solar photovoltaic (electric) generation facilities in California that will be able to generate over 1 million kilowatt hours of electricity annually. Vanir is creating green energy construction jobs in California, and its innovations in solar energy are leading the way and a source of great pride in the Latino community.

**The innovators nominated by author Graciela Tiscareño-Sato will be prominently featured in her book, Latinovating: Green American Jobs and the Latinos Creating Them, that will launch at the Silicon Valley Latino Leadership Summit at Stanford University on May 14, 2011.*