



July 8 - 10, 2011

Walworth County Fairgrounds

Elkhorn, WI (8 miles from Lake Geneva)

making green happen

We're making green visible, understandable, accessible and FUN!



Meet the people who are making green happen! 200+ exhibitors, presentations and demonstrations, on topics such as:

- Solar power CAN save you money
- Wind turbines for homes and towns
- Green building for business or homes
- Geothermal systems
- Cooking with your CSA produce
- Organic gardening

Illinois-Wisconsin

2011 Green Resource Guide

A listing of the companies and people involved in scalable solutions for a sustainable world

www.ecofair360.com

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EcoFair360 is a
green initiative of

EcoVisions
SUSTAINABLE LEARNING CENTER
www.ecovisionslc.org

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Check the progress of the inn online. Monitor the entire green process of its building, design and operation, using green products and systems in exciting and innovative ways, through video, blogs, articles, webinars and social media.



Welcome!

Dear Friends,

Welcome to the 2nd Annual EcoFair360 in beautiful Walworth County. Last year's Fair drew a wonderful, diverse group of exhibitors, presenters and visitors—all coming together through a common belief or curiosity in the ability to create sustainable lifestyles and solutions.

We welcome those who are joining us again, eco-friendly visitors, vendors and presenters who are new to EcoFair360, and those visitors who have just begun their journey into green.

Whether you are one person trying to change your life to lessen your impact on the planet, a business owner building a utility scale solar farm, a car owner thinking about converting your car from gas to electric or natural gas, a gardener growing fresh healthy foods in your back yard or in an urban environment—we are all teachers and students breaking new ground and choosing the paths each of us will travel.

Take the time to look through this guide and note the many different workshops and presentations, from information on renewable energies and efficiencies to buying and cooking with local foods. No matter what your interest, you'll find a full range of presentations to meet your needs. The list begins on page 38.

For families, we've expanded our Kids Zone with programs throughout the three days that will help entertain and educate the next generation on the importance of protecting our environment and creating sustainable lifestyles. Kids will be able to create their own take-home mini ecosystem in a

"double-dome biome," take part in a reader's theatre workshop, learn the 'magic' of reduce, reuse and recycle, and more. See page 15 for more information.

Our fervent "Thank you!" goes out to everyone involved in Ecofair360's success; from the great people on the Walworth County Fair board and staff, to the amazingly talented group of employees and interns in our office, our incredibly diverse and fascinating group of vendors, exhibitors and teachers, our tireless volunteers, and the communities who support and take part in this 'green' experience.

As you participate in the three days of Ecofair360, we hope you gain a new perspective on the possibilities and exciting new opportunities for change. It is a continual journey of exploration, and one we hope to share with all of you for many years to come.

Have fun exploring the exhibits, taking part in the workshops and meeting all the amazing people who have joined together—

Making Green Happen!



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About The Eco-Vision Sustainable Learning Center

Our Mission

To help promote and educate others on scalable solutions for renewable energy and the development of sustainable lifestyles.

As part of that mission, EcoFair360 was developed as a way to reach out to the community, providing 3-days of education, exploration and inspiration on all things green. Throughout the Fair and everything we do, our hope is to offer as many paths, choices and teachers as possible, so that people can take the first step towards a greener tomorrow.

About Eco-Vision Sustainable Learning Center

"Eco" is a part of economy and ecology. In today's world these two words are inseparable, and we cannot develop one without impacting the other.

Eco-Vision Sustainable Learning Center promotes the understanding of renewable energy, energy efficiency, green building and sustainable living through education and demonstration. Our goals are to promote and develop scalable solutions for renewable energy and sustainable development, support renewable energy projects through the purchase of Renewable Energy Credits (RECs), and, as a community, find new ways and build new models to make renewable energy, energy efficiency, green building and sustainable living an integral part of American life.

Eco-Vision Sustainable Learning Center will be located on the grounds of The Green Leaf Inn in Delavan, Wisconsin. The Inn, which will be the first purpose-built "all-green" hotel in the Midwest, is scheduled for completion around Fall 2012. In addition to 19 luxury suites, the Inn will feature The Welcome Center and Conference

Building which will be home to Eco-Vision SLC. Help support Eco-Vision SLC by becoming an individual or business member. Learn more at www.ecovisionslc.org.

Disclaimer

EcoFair360 and Eco-Vision Sustainable Learning Center do not endorse any specific products or services. Opinions expressed by presenters and exhibitors are their own, and do not necessarily reflect the opinions of EcoFair360, Eco-Vision Sustainable Learning Center, or the EcoFair360 Organizing Committee. The schedule of events and booth location of exhibitors are subject to change.



Table of Contents

Welcome	1
About the Eco-Vision Sustainable Learning Center .	2
Table of Contents	3
Sponsors	4
Fair At a Glance	5
Greening the Fair	6
Getting to the Fair	9
Supporting Partners.	10
A Variety of Green Offerings	11
EcoFair360 Film Festival	13
Three Days of Green for Kids	15
Can One Person Make a Difference	19
Listing of Exhibitors.	22
Developing a Community Owned Solar Garden	30
Presentation Schedule for Friday, July 8	32
Presentation Schedule for Saturday, July 9. . . .	33
Presentations Schedule for Sunday, July 10. . . .	34
Map of the Fair	36
Listing of Presentations	38
Quenching Your Thirst and Appetite	48
The Lakes Area	50
Webinars and more.	53
Building a Net Zero Energy Building	54
The Green Leaf Inn	58
Turning Green (Energy) into Gold	62
Note pages	71



EcoFair360 Sponsors

Eco-Visionary Sponsors



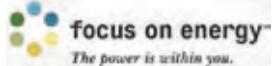
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And a thank you to those who stepped forward for specific sponsorships this year:

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Exhibitor Party Sponsors



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Fair At A Glance

Fair Dates

Friday, July 8	9 a.m.– 5 p.m.
Saturday, July 9	9 a.m.– 5 p.m.
Sunday, July 10	9 a.m.– 4 p.m.

Location

Walworth County Fairgrounds
411 East Court Street
Elkhorn, WI 53121

Ticket Prices

\$7	One day pass
\$17	Three day pass
\$5	Next day pass (purchase as you leave the Fair)
\$4	Ages 6-12
FREE	Under 6
FREE	Eco-Vision SLC Member

Parking

Parking is \$5 per day and located directly on the Fairgrounds.

Out of the \$5 fee, \$3 will go to the retirement of Renewable Energy Certificates (RECs) on behalf of EcoVision SLC, and \$2 goes to the Walworth County Agricultural Society. EcoFair360 does not make a profit from parking fees.

Smoking

EcoFair360 will be a 100% smoke-free event. Smoking will not be allowed within the grounds of the Walworth County Fairgrounds. However, smoking is allowed within the Town of Elkhorn, beyond the Fairgrounds. Attendees and participants who wish to smoke should make certain to have their wristband visible for re-entry. In the spirit of *Leave No Trace*, we trust all smokers will dispose of cigarette butts within town trash receptacles.

A Note on Pets

We love pets, have many of our own, but EcoFair360 will be, by necessity, pet-free. Allowing pets on the Walworth County Fairgrounds raises

liability issues which might detract from the Fair's purpose and focus. Please plan ahead and leave your pets at home.

Solicitation

No solicitation of any kind is allowed at EcoFair360 other than by exhibitors in their booth space.

Camping at EcoFair360

The Walworth County Fairgrounds feature a camping area right on the grounds, just a quick walk from the EcoFair360 area.



The campgrounds can be directly accessed from Court Street (Route 11) through the main gate, and are located in a shady area with room for tents and RVs. There are plenty of electric hookups, and shower and bathroom facilities are located nearby.

EcoFair360 campground space can be rented for \$30 per day, Thursday through Sunday. Call 262-248-0970 to reserve your spot.



Greening the Fair

At EcoFair360, we're "walkin' the walk"—taking extra care and effort to make certain that we provide a sustainable event experience from the time spent in our offices to your time spent at the Fair.

Leave No Trace

As an EcoFair360 policy, we ask that you join us in making this Fair a minimal impact event. All Fair participants and visitors are asked to clean up and protect the Fairgrounds from any trash or negative impact by recycling appropriately whenever possible.

EcoFair360 is a Travel Green Wisconsin Certified Destination

Travel Green Wisconsin has recognized EcoFair360 as a recipient of the Travel Green Certification. To achieve Travel Green Certification, EcoFair360 met goals including reduction of waste through reuse and recycling, water conservation and wastewater management, energy efficiency, and being of benefit to the local community.

In addition, Renewable Energy Certificates (RECs) are rendered on behalf of EcoVision SLC in cooperation with EcoFair360 to cover 100% of the electricity used over the three days of the Fair. The RECs are purchased from one of our Fair sponsors, Community Green Energy, LLC.

Travel Green Wisconsin is a voluntary program that reviews, certifies and recognizes attractions in Wisconsin that have made a commitment to reduce their environmental impact. For more information on Travel Green Wisconsin, visit www.travelgreenwisconsin.com.

Recycling and Waste Management at the Fair Resource Recovery Stations

Visitors will be able to keep green using one of six Resource Recovery Stations that will be positioned throughout the Fairgrounds. There will be four containers at each – one oil drum for landfill, one bin for co-mingled material (glass and plastic), one bin for clean paper of all kinds – courtesy of the Walworth County Public Works Department—and one bin, courtesy of John's Disposal, for all compostables, including food scraps.

Nieuwenhuis Brothers will be responsible for handling all of the recycling and landfill waste for



EcoFair360. Recycling stations are available so that items that are recyclable will be diverted from the landfill.

All food scraps together with our compostable plates, cups and silverware will be handled by White Oak Farm (WOF), working to provide an organics conversion service which annually processes and diverts over 50,000 tons of material from landfills. John's Disposal will provide the transport services, collecting all compostable materials and delivering them to WOF in Oconomowoc.

Free Electronic Recycling

Courtesy of DP Electronic Recycling, EcoFair360 will host this free event all weekend long. Bring in your old electronics to be recycled, including cell phones, computers, ipods, ipads and TV's. All hard drives will be wiped to Department of Defense standards.

Additional Fair Policies and Actions

- No plastic bags or bottles will be sold or used, or allowed on the fairgrounds
- Visitors are encouraged to use and refill water bottles with fresh filtered water available at no charge
- No smoking allowed on the Fairgrounds
- Re-use of storage boxes
- Use of electric vehicles on Fairgrounds
- All food vendors have agreed to use utensils, plates and cups made from Bio-degradable material so they are completely compostable..
- All food demonstrations will use compostable plates, cups and utensils or reusable glass materials
- Recycling stations will be available so that items that are recyclable will be diverted from the landfill
- \$3 out of \$5 parking fee goes to the purchase of REC's, helping to reduce the impact of the carbon produced by cars traveling to the Fair
- Alternative energy vehicles park for free

Printed Materials

- Use of local print shop with low water press
- 100% recycled stock and soy inks for offset pieces
- Printing small amount of materials, using electronic formats whenever possible
- Encouraging people to use our internet forms for sign-ups

Eco-Vision Sustainable Learning Center Office

- Replaced 80% efficient with new 95% high efficiency furnaces with variable speed fans
- Installed 4' by 8' sky light for day lighting
- Installing this summer: 2.5 Kw solar electric system
- Foam insulation in all walls and voids – windows caulked
- All paper products are post-consumer and/recycled content
- Using crystal air cleaner Freshwave in bathrooms—no aerosol sprays
- Weekly office cleaning company only uses green cleaners and practices
- Water filter on faucet—no bottled water in office
- Real plates and glasses used—no disposables
- Purchased RECs for 100% of the office energy use
- All co-mingling and paper is recycled weekly
- Temperature is kept as low as possible in winter (68 degrees during the work day, at night 60 degrees)
- Summer temp is kept at 74 degrees and turned off at night and weekends.
- Scanning and email has replaced 99% hard copy faxes
- Travel Green certification for our offices



White Oak Farm

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Getting to the Fair

For Your GPS

Walworth County Fairgrounds

411 East Court Street
Elkhorn, WI 53121

From Chicago (and Southeast)

Take the Kennedy Expressway West to Route 53 North. Follow Route 53 to Route 12 W (Rand Road). Follow Route 12, then follow (D) on map: Take Exit 321. Turn right at turnoff for NN (Elkhorn), follow looping ramp and turn left onto County Highway NN. Go straight into downtown Elkhorn. Turn right onto Route 67 North (South Lincoln Street). Look for the Subway restaurant on your right. Go two blocks to East Court Street. Look for the Edward Jones office on your right. Turn right and follow Court Street one block to the Fairgrounds. Turn right through the Fair Gate and look for parking.

From Milwaukee (and Northeast)

Take Route 894 to Route 43 South. Follow Route 43, then follow (B) on map: Take Exit 29. Turn right onto Route 11 West (East Court Street). Follow Court Street 2 miles to the Fairgrounds. Continue to the mid-gate area and turn left through the Fair Gate and look for parking.

From Madison (and Northwest)

Take Route 39/90 South to Edgerton, then County Road N East to Route 12 East. At La Grange, turn right onto County Road H South, follow it into Elkhorn, then follow (A) on map: Take County Road H (Church

Street) into downtown Elkhorn. Turn left on West Court Street. Follow Court Street to the Fairgrounds. Continue to the mid-gate area and turn left through the Fair Gate and look for parking.

From 43 North (and Southwest)

Follow (C) on map: Take Exit 25. Turn left onto Route 67 North (Lincoln Street). Go straight until you reach East Court Street. Look for the Edward Jones office on your right. Turn right and follow

Court Street one block to the Fairgrounds. Continue to the mid-gate area and turn right through the Fair Gate and look for parking.

From Local North and South

Take Route 67 into downtown Elkhorn. Turn East onto East Court Street. Look for the Edward Jones office at the corner. Follow Court Street one block East to the Fairgrounds. Continue to the mid-gate area and turn right through the Fair Gate and look for parking.





Supporting Partners of EcoFair360

At EcoVision SLC, we believe in the power of community and people coming together to support one another's dreams and visions. We thank our community of Supporting Partners for joining us on this great adventure—helping spread the word about EcoFair360 and building support for a sustainable future for all.

[**The Abbey Resort**](#)

[**The Bailey House**](#)

[**Bella Vista Suites**](#)

[**Bioneers at McHenry County College**](#)

[**Climate Cycle**](#)

[**Cornerstone Shop and Gallery**](#)

[**Crew Cut Productions**](#)

[**Democratic Party of Walworth County**](#)

[**ECOmmunity of McHenry County**](#)

[**Ecoseed.com**](#)

[**Frigg'n Good Donuts**](#)

[**Freedom Field Renewable Energy**](#)

[**Geneva Lake Art Association**](#)

[**Geneva West Chamber**](#)

[**George Williams College of Aurora University**](#)

[**Green Energy Summit**](#)

[**Habitat for Humanity in Walworth County**](#)

[**The Hampton Inn of Elkhorn**](#)

[**IBEW Local 890**](#)

[**Ideal Impressions**](#)

[**Illinois Solar Energy Association**](#)

[**Inspiration Ministries**](#)

[**Keeping Milwaukee Beautiful**](#)

[**Lake Geneva Rotary**](#)

[**Lakeland Builders Association**](#)

[**Lakes Area Realtors Association**](#)

[**Michael Fields Agricultural Institute**](#)

[**Mill Creek Hotel**](#)

[**Nei-Turner Media Group**](#)

[**Outdoor Wisconsin Leadership School \(OWLS\)**](#)

[**RENEW Wisconsin**](#)

[**Sierra Club \(West\)**](#)

[**Town & Country RCD**](#)

[**University of Wisconsin Extension**](#)

[**University of Wisconsin Whitewater**](#)

[**Walworth County Economic Development Alliance \(WCEDA\)**](#)

[**Williams Bay Business Association**](#)

[**Wisconsin Green Building Alliance**](#)

EcoFair360: A Variety of 'Green' Offerings

Take the time to delve deeply into one subject matter, or explore several areas of interest. Find out if your home can handle a new technology, how to install it, the costs and the rebates.

Discover healthier cleaning products, learn how to reduce waste in your office, or find out what schools are doing to introduce these concepts to the next generation. It all depends on where your personal interests lie.



Friday, July 8 "Greening Our Economy: Making Sense (and Dollars) of Green"

Presentations include such topics as conservation landscaping, purchasing lighting and water fixtures, the benefits of investing in solar and wind power, and saving money through insulation. Municipal leaders, business owners and residents are encouraged to come and learn how they can develop a sustainable plan for their community. Discover how investing in green can save money, while helping the environment.

Saturday, July 9 "Greening our Land and Homes: Alternative Energy and Smart Building"

Rural landowners are invited to start the day off with a donut and coffee* as they listen to four hours of presentations tailored specifically to their needs; **Making solar energy profitable for farmers, Future of biogas on Wisconsin farms—making anaerobic digesters possible, Cover crops as a conservation method**, and more throughout the day. Homeowners will find information on a variety of topics covering everything from how to save money by building an energy efficient home or retro fitting your current residence to green laundry options and how to minimize the clutter in your home and life.

* Donuts available as long as supply lasts. Provided by Frigg'n Good Donuts in Lake Geneva.



Sunday, July 10 "Greening our Table: Smart Local Choices in Produce and Meats"

From cooking demonstrations with local produce to getting your kids to eat right, attendees will learn the pleasures of eating with local, seasonal food. Chef Rick Starr from Kirsch's Restaurant will make a main stage presentation, using local produce and teaching attendees how to organize a pantry for best results. There will be talks on artesian cheese, local wine making, food allergies and more.



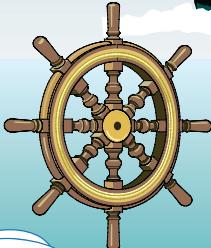
Throughout the Fair

You will see alternative fuel vehicles on display, learn how to install LED outdoor lighting on patios and outbuildings, find handcrafted outdoor furniture built from sustainable and recycled materials, enjoy a Film Festival on topics of interest like conservation, diet and the simple power of dirt, and be able to visit a multitude of exhibit booths displaying green products, technology and solutions.

DON'T MISS THE BOAT!
IT'S A BOAT LOAD OF FUN!



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RESERVED
BLEACHER
SEATING



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WALWORTH COUNTY
FAIR

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WED. 8/31
TRACTOR/
TRUCK
PULLS
7:00 PM



THURS. 9/1
BADGER STATE
TRACTOR/
TRUCK PULLS
7:00 PM



FRI. 9/2
MONTGOMERY
GENTRY
7:30 PM



SAT. 9/3
RODNEY
ATKINS
7:30 PM



SUN. 9/4
THE DOOBIE
BROTHERS
7:30 PM



MON. 9/5
DEMOLITION
DERBY
1:45, 4:00,
& 6:30 PM



MEAT ANIMAL SALE - FRI, SEPT. 2ND 10:00 AM

UNUSUAL HOUSEHOLD PET SHOW - SAT, SEPT. 3RD 12:00 PM

TWO DAYS OF HARNESS RACING -

SAT & SUN, SEPT. 3 & 4TH 12:00 PM

ANTIQUE CAR & TRACTOR PARADE - SAT, SEPT. 3 9:30 AM

WOODCARVING AUCTION TO BENEFIT

WALWORTH COUNTY FOUNDATION - SUNDAY, SEPT. 4TH 3:00 PM

NAUTICAL/MILITARY FASHION SHOW - SATURDAY, SEPT. 3RD 10:30 AM

FUR & FEATHER SALE - MONDAY, SEPT. 5TH 11:30 AM

2012 FAIREST OF THE FAIR - SUNDAY, SEPT. 4TH 11:30 AM

OUR SPONSORS:



B. R. Amon & Sons, Inc.



Information (262) 723-3228

www.walworthcountyfair.com

EcoFair360 Film Festival

New to the Fair this year, we are showing three feature length documentaries that will entertain first, educate second and inspire throughout...

The films will be shown in a unique structure, built specifically for this year's Fair—a 16' diameter geodesic dome equipped with a home theater system and seating for up to 16 people. The dome will have a Blu-Ray DVD player and a hard drive storage system that can be programmed for all day presentations. The dome was designed, built and donated by Bill Sokoloskis of AV Systems.

Short form documentaries and educational pieces will also be shown before and after the feature film screenings.

Friday

Screening 11 a.m. and 3 p.m.

Green Fire

Aldo Leopold and a Land Ethic for our Time

Directed by Dave Steinke and Steve Dunskey

The first full-length, high-definition documentary film ever made about legendary environmentalist Aldo Leopold, **Green Fire** highlights Leopold's extraordinary career, tracing how he shaped and influenced the modern environmental movement. Leopold remains relevant today, inspiring projects all over the country that connect people and land.



Saturday

Screening 11 a.m. and 3 p.m.

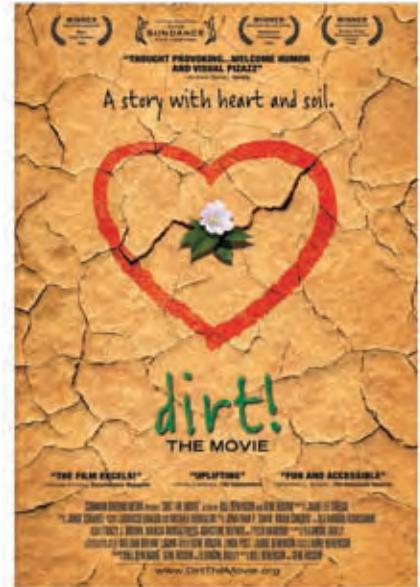
Dirt

A Story with Heart and Soil

By Bill Benenson and Gene Roscow

Narrated by Jaime Lee Curtis

A humorous and substantial look at the unappreciated ground beneath our feet. Narrated by Jamie Lee Curtis, the film tells the story of humans trying to re-connect to dirt—the living skin of the earth. Traveling from the vineyards of California to the plains of Kenya, **Dirt!** reveals how repairing our relationship with dirt can create new possibilities for all life on earth.



Sunday

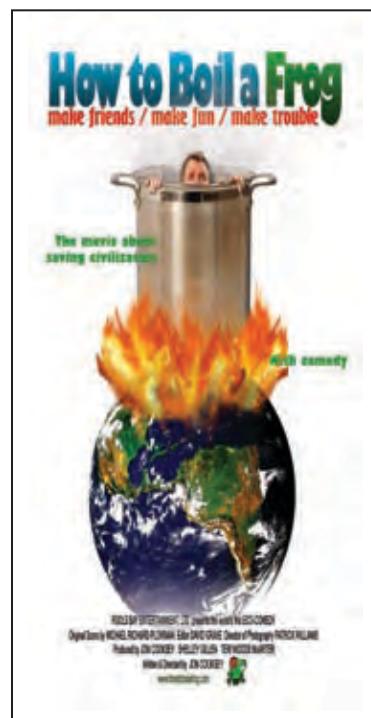
Screening 10 a.m. and 12 p.m.

How to Boil a Frog

Make friends, Make fun, Make trouble

Written & Directed by Jon Cooksey

The premise is that if a frog is placed in boiling water, it will jump out, but if it is placed in cold water that is slowly heated, it will not perceive the danger and will be cooked to death. The story is used as a metaphor for the inability of people to react to significant changes that occur gradually. It is used here as the basis for this comedic documentary about too many people using up too little planet much too fast.





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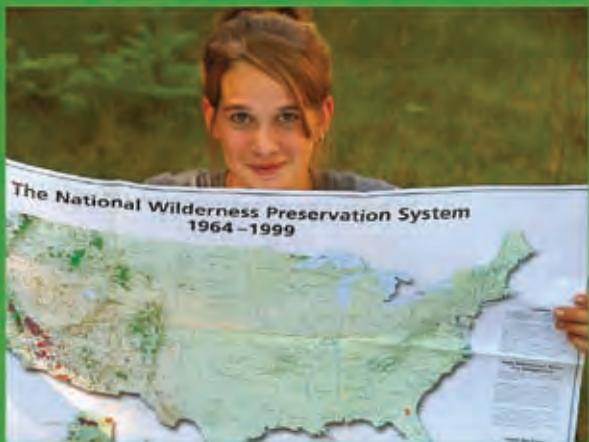
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by **SOLATURE**



* Consult a tax professional for eligibility requirements. Visit www.ChicagoSolarGuy.com for more

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can make a world
of difference.**

ConserveSchool.org
Inspiring Environmental Stewardship



Conserve School is a semester-long immersion designed for high school juniors in environmental studies and outdoor activities that deepens their love of nature, reinforces their commitment to conservation, and equips them to take meaningful action as environmental stewards.

Located near Land O' Lakes, Wisconsin.



The Lowenstein Honors Scholarship program covers tuition, room and board for all accepted students.

Three Days of Green for Kids

Learning can be fun – especially when it involves The Kids Zone at EcoFair360. And this summer, parents and children will have the opportunity to find out just how much fun “green” can be.

Throughout the Fair Wisconsin's K-12 Energy Education Program (KEEP) materials

A hand-crank generator will help kids discover how much energy it takes to light up an incandescent light bulb and a compact fluorescent light bulb (CFL) and what that means for energy conservation.

The KEEP Energy Education Trunk contains materials for several popular energy activities and additional hands-on resources for

playing with and making energy.

Pedal Power⁺ is a stationary bike that children can use to power a generator, which in turn powers other devices, and teaches them how much energy it takes to power the common electrical conveniences we use every day.

The Comfy Chair

This is a place where children can gather 'round and listen to stories, hear music and participate in reader's theatre. On-going activities as scheduled.

Friday, July 8 UW-Rock County Solar Project with Bob McCallister

11 a.m. – 3 p.m.

Kids will have fun with a hands-on experience at this

demonstration table filled with interactive solar display/toys.

Bill Bosworth of The Science Alliance

1– 4 p.m.

Bill presents his “WorldWorks!” environmental program, entertaining children on the issues of recycling, composting, the water cycle and acid rain through the use of visual demonstrations and active participation.

The beauty of Bosworth's program is his hands-on learning style, garnered from years of teaching high school chemistry, physics and biology. “It is difficult to translate the wonders of science via blackboard, textbook or lab report,” said Bosworth. “I believe that interactive learning is the key to capturing kids' attention.”

Fresh.
Local.
Delish.

Dedicated to serving local food fresh from the farm to you
18 S Wisconsin St
Elkhorn
(just off the square)
262.723.4774



*Yuppie Hill Poultry
Hometown Sausage Kitchen
We Link it Local*

Chef's Tom & John bring you the finest

*Local raised pork, poultry, beef

*Antibiotic & hormone free

*Artisan sausages

*Meat processed Locally
Visit us at the food court for some of our prepared foods

Fresh from our farm to your table

UNCLE HARRY'S



**100 S Jefferson St
Waterford, WI 53185
(262) 534-4757**

old fashioned
FUN



In the second half of the show, children can create their own take-home mini ecosystem in a "double-dome biome," building, a completely livable habitat for a minnow and an insect.*

Saturday, July 9 Seno Woodland Educational Center

9 a.m. – 5 p.m.

A variety of one-hour based activities, centering around recycled paper, pond peeking, Wild Life in Learning Design (Project WILD), and Learning Tree Activities. All the activities are appropriate for children in kindergarten through sixth grade. There will be environmental board games and crayons available as well.

Saturday Comfy Chair Activities

**Reader's theater workshop
Chris Brookes, veteran storyteller and performer**

2 p.m.

Older children will get their chance to perform in this reader's theater workshop. Brookes was born and raised in Lake Geneva, and taught 15 years at Lake Geneva Middle School. She has performed at the Bristol Renaissance Faire, with several community theater companies and has presented programs locally, for state and regional educational conferences, and at the Walloon Institute.

Sunday, July 10 'Trash Time, the Magic of Going Green'

11 a.m. and 1 p.m.

Walworth County's Public Education program is donating this presentation with Tim Glander,

a local certified educator and professional magician. With a little magic and lots of fun, children will be introduced to the new '3 R's'; reduce, reuse and recycle.

Sunday Comfy Chair Activities

**Reader's theatre workshop
Chris Brookes, veteran storyteller and performer**

10 a.m., 11 a.m. and 3 p.m.

Older children will get their chance to perform in this reader's theater workshop. Brookes was born and raised in Lake Geneva, and taught 15 years at Lake Geneva Middle School. She has performed at the Bristol Renaissance Faire, with several community theater companies and has presented programs locally, for state and regional educational conferences, and at the Walloon Institute.

Joe Fred, musician

12 p.m. and 2 p.m.

A fun, interactive show for children (age 6 yrs and under), combining sing-a-long music with acupressure tapping. Joe Fred teaches children and parents a fun and easy way to boost the immune system by stimulating acupressure points through tapping to the beat of "heart centered" music.

Story Time Sara Soukup, Children's Librarian, Lake Geneva Public Library

1 p.m.

Children will enjoy the pleasures of a half hour story time involving books about trees, gardens, animals, and other "Earth Friendly" topics.

Please Note

All children must be accompanied by an adult who must stay nearby for supervision. There is a rest area close by for watchful parents, so gather materials from the speakers and exhibitors, grab something to snack on or sip, and sit comfortably while keeping an eye on your charges in the beautiful confines of EcoFair360.

* The materials for this presentation have been donated; Pesche's Greenhouse in Lake Geneva is supplying the dirt and grass seed and Robinson's Supply of Genoa City is providing the minnows.

+Pedal Power has been generously provided and set up by Joseph Marincic from the Bradley Technology and Trade School in Milwaukee.



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www.CleanAirChoice.org

Can One Person Make a Difference?

When you're faced with news about the environment and say to yourself, "But I'm just one person," Fritz Kreiss and Catherine McQueen have news for you.

You're right.

"And that's where you start," Catherine said. "That's where it all starts, with one person, one person choosing to make changes." That's the foundation of all change, after all, the couple said. And with that in mind, they, along with the staff of the nonprofit organization Eco-Vision Sustainable Learning, are looking forward to the second annual EcoFair360, a three-day bonanza of discovery, inspiration and solutions in all things green.

In fact, EcoFair360 is a celebration of two kinds of community—those individuals who at some point in their past decided to make a change, and those who may have no idea how to make a change, or even what direction that first step should point them in.

"The whole format of the Fair is simple," Fritz said. "Talk to individuals."

He means business—as in local and regional companies who have a vested interest in finding eco-friendly and sustainable methods of doing business.

But he also means individuals who are going about the business of life. It's easy to fall into the "I'm just one person" mentality, and it's just as easy to think, "What difference could just my house/car/consumption make?" The goal of the EcoFair360 participants is to show what a positive difference a few changes can make.

"It's attainable, reachable goals that we emphasize," Fritz said. "You'll say, 'Okay, maybe I can't buy a hybrid vehicle—but I can recycle. And every time someone comes to a realization like that, everything is affected. Jobs are created. People rise to the occasion and create products that make our lives easier, more affordable and greener."

With his background in science, technology and green innovations, he is a big believer in that most human of motivations: curiosity.

"Someone has an idea, tries it, and then the next person improves on it. Creation of new industries happens because people are naturally curious. They want to know how things work, why they are better than what came before...and they want to know what the applications are," he said. His extensive work with green commerce, energy and the logistics of a green economy has shown him that the first step is discovery.

That's really what EcoFair360 is all about. Discovering and exploring. Hands-on exploration of the technologies and real-life examples of the viability of today's innovations. But there's a "good, old-fashioned" aspect to the event as well—meeting individuals and hearing their stories. From local farmers who work with chefs to the inventors who devise new ways to harness and sustain energy, the Fair will host seminars and presentations as well as vendors.

Through all their stories, Fritz sees a common thread. "You can't be afraid to fail," he said. "There is a real fear of failure in this country these days, and I believe that stifles forward thinking. What did Edison say? In the end, he'd discovered 1,000 ways to not make a light bulb—but that's how he found the way to do it."

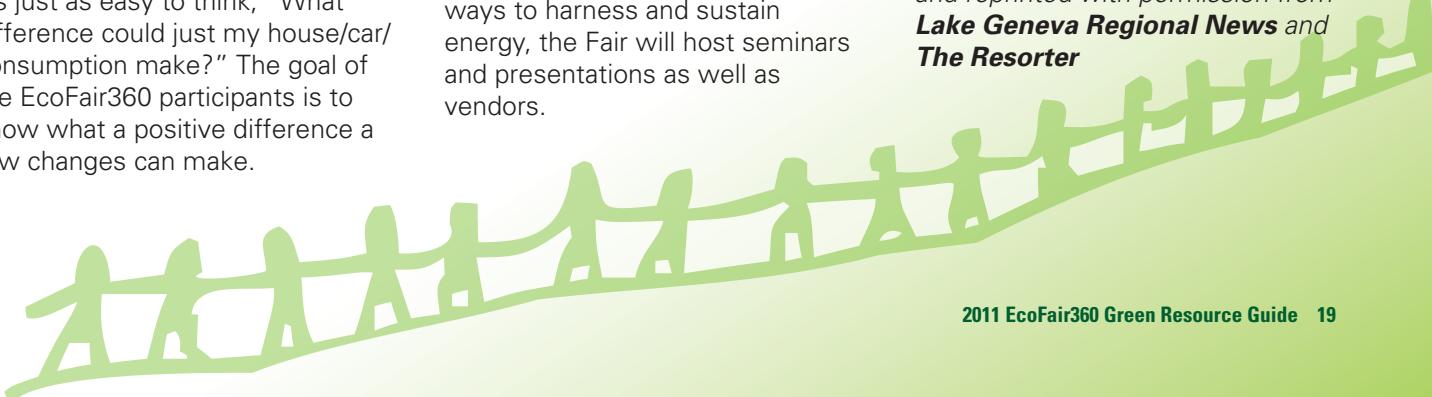
Catherine added, "What that means is that no single person has all the answers. We have to communicate and innovate to have something to build on."

The pair also believes that a shift in thinking can be one of the most effective tools. "It's a matter of understanding it's not about 'sacrifices,' it's about 'choices,'" Catherine said. "You can have the quality of life you want by making sustainable choices. In fact—and this is something that Fritz emphasizes to both individuals and businesses—you will end up saving money, too. And who doesn't like the sound of that?"

"Making Green Happen" is the theme of this year's fair. Of course, the organizers mean "green" in the sense of environmental sustainability...but a side effect of attaining that goal is a little more "green" happening in the wallet.

And who doesn't like the sound of that?

*Written by Jessica Franzene
and reprinted with permission from
Lake Geneva Regional News and
The Resorter*



We're giving you a new way to go green: by saving money.

They say that it takes a village to raise a child. At Eco-Vision Sustainable Learning Center, we say that it takes a community to raise a roof...a solar roof, that is. Eco-Vision will give your community **free** green energy on one condition: you have to be willing to save money.

How the Community Green Challenge Works

You bring us the community: any group of people working together towards a common goal. Your community can be as large as a city, or as small as a school, a parish, or the employees of a company. Eco-Vision will bring your Challenge community together with our Green Challenge Partners. These companies have been bringing cost savings in energy, telecom, green power and merchant services to businesses—and now, to residential customers as well—for almost twenty years.



Our Green Challenge Partners will offer Challenge participants plans to lower your energy costs. Every participant who finds a plan that meets their needs and signs up generates points for the Challenge. Put enough points together, and Eco-Vision will deliver a reward: new green energy, at no cost, to the community location of your choice. **Cost saving and bit of free green:** that's our idea of a win-win proposition.

Our Green Challenge Partners

Cost Containment International and AUS have more than 20 years experience in the energy industry, with a commitment to cost savings, energy efficiency, sound energy management and green energy. Learn more about them at www.c2intl.com and www.ausenergy.com



Are you ready for a new Challenge?

Visit www.ecovisionslc.org/gcc, contact us at www.ecovisionslc.org/contact, or call **262-248-0970** to get started.

Sponsorship Has Its Benefits

Every Community Green Challenge starts with a sponsor. What does it take to be a Challenge sponsor? A list of contacts and a willingness to help your community save and get greener. As a sponsor, you'll use materials supplied by Eco-Vision to get the word out about available offers. You'll act as liaison as your points grow towards your green reward. As the Challenge Sponsor, you'll get to select where your community's green reward is sited. As administrator of your Challenge page at the Eco-Vision website, you can use Challenge updates as a way to promote your own message to your community.

Your Green Rewards...And How To Get Them

We are currently offering four reward options: a 1kw solar roof-mounted installation, a 1kw wind turbine, an electric vehicle charging station, or a series of energy audits. Point targets range from 4,000 to 10,000. Your Challenge earns points every time a participant signs up for one of the offered cost-saving plans. The larger their purchases, the more points for the Challenge. For example, in Illinois, each residential electric account should earn 1-2 points per month. A small business could easily earn 20-30 points per month. And a large business or residential unit might earn a reward all by itself! Then you can start working for your next reward.

Once You Get Started...

...it is hard to stop. The Challenge is a great way for local businesses to promote themselves to watching eyes. Anyone in your community is welcome to join the Challenge as an Green Challenge Partner. They can add deals to the Challenge which will support their business, and create new offers which generate new points, as well. Before you know it, there will be solar panels and wind turbines sprouting up everywhere you look.

How Your Community Benefits

The free green energy and community savings are just the beginning. Eco-Vision is committed to showing communities the benefits of green. Green is how communities are standing out from the crowd today: it's how communities are attracting the most desirable new residents, businesses and tourists. We get you heading in the right direction, and give you a free and easy head start to tackling other green practices like energy efficiency and conservation. And the Challenge generates positive publicity from day one. You can promote the Challenge start, regularly promote Challenge updates and new participants, promote hitting your reward target, and of course promote the installation of your reward. Eco-Vision will help you create all the materials. Nothing shows a commitment to green quite like a new solar roof. Or a second. Or a third.

www.ecovisionslc.org/gcc





Exhibitors

Following is an alphabetical list of the exhibitors at the 2011 EcoFair360. The number in front of the name is the booth number on the Fairgrounds.

O15 **300MPG.org**

De-ICE (Internal Combustion Engine) your car, and DIY!
Come see the Geo Metro I rescued from fossil fuels.
Oconomowoc WI 53066 414-403-0021

300mpg.org

GeoDome A V Systems

Builders of the onsite, geodesic dome, home to the
EcoFair360 Film Festival.
Bristol WI 53104 630-930-3896

D26 **AgSun Corporation**

Photovoltaic Solar installations with exceptional
customer service and support.
Janesville WI 53547 608-756-8633

www.agscuncorp.com

B07 **Aihu Essentials for Healing**

Aihu is a Green, Eco-Friendly company specializing in
aromatherapy products for healing, skin care, anti-stress
and home keeping products.
Delano MN 55328 763-972-9132

www.aihu.net

F55 **Alternate Energys, Inc.**

Our company provides geothermal energy solutions for
homes and small businesses. In addition, we promote,
sell and install geo-solar systems.
Wrightstown WI 54180 920-532-4000

www.AlternateEnergys.com

O08 and F25 **American Lung Association**

We are dedicated to promoting the clean air benefits of
renewable fuels such as E85 and Biodiesel.
Brookfield WI 53005 262-703-4833

www.cleanairchoice.org

O02 **Amish Craftsmen Guild**

The Amish Craftsmen Guild II is delighted to introduce
to you this uniquely designed and handcrafted outdoor
furniture from the Old Order Amish living.
Thiensville WI 53092 414-254-2564

www.amischcraftsmenguild.com

H05 **Artscaped**

Eco Artist specializing in recycling e-waste into art
products.
Mount Prospect IL 60056 773-870-6717

artscaped.wordpress.com/home

C03 **Arterro**

Kids appreciate quality art materials! Beautiful supplies

inspire them to create amazing things, just like they do
for adults.

Madison WI 53703 608-213-0221

www.artterro.com

F32 **Astro Insulation, Inc.**

Using our services, home owners can reduce their
heating and cooling costs by up to 40%.

Ringwood IL 60050 815-653-4900

www.astroinsulation.com

F22 **Beepods**

Beepods refine an ancient top-bar design, making the
hive far more accessible for care and safe viewing and
bringing one of the oldest forms of agriculture into a
new century.

Mequon WI 53092 414-617-7773

www.beepods.com

D22 & D23 **Brighter Concepts**

Solatube San Diego premier dealer, the home natural
lighting solution and the smart alternative to skylight,
skylights.

Shorewood WI 53211 414-332-9050

www.brighterconcepts ltd.com

D05 **Budget Blinds**

We provide energy efficient window treatments that
help with the heating and cooling of your home, with a
style for every point of view.

Elkhorn WI 53121 262-723-7020

www.budgetblinds.com

F61 **Burlo Pet Services, Inc. - Fromm**

All natural, locally produced pet food.

Cedarburg WI 53024 262-376-5390

FrommFamily.com

G34 **Circle Energy, Inc.**

The Kern Kraft cold presses are suitable for edible, all
natural oils as well as plant based oils for biofuels.

Dodgeville WI 53533 608-574-7449

www.circle-energy.com

F08 **City Electric Supply**

City Electric Supply is a family owned electrical
wholesale business dedicated to providing the best
service and support for customers in the residential,
commercial, and industrial markets since 1951.

Lake Geneva WI 53147 815-690-1165

www.ceslakegeneva.com

B01 CobraHead, LLC

These tools are the closest a gardener can get to having a single garden tool that works universally for most of your garden needs.

Cambridge WI 53523 608-423-9119

www.cobrahead.com

F38 Complete Sustainability

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Nekoosa WI 54457 715-323-8053

www.completesustainability.biz

H17 Conscious Bath Company

Handcrafters of luxurious soap and lotion bars made with only the highest-quality, certified organically-grown vegetable oils, butters, herbs and pure, plant-based essential oils. Ingredients that are healthy for you AND the environment. Bathe Happily, Live Consciously!

Thiensville WI 53092 262-227-3369

www.ConsciousBath.com

A04 Conserve School

Inspiring young people to environmental stewardship through academics and engagement with the forests, lakes, and wildlife of Lowenwood.

Land O' Lake WI 54540 715-547-1308

www.conerveschool.org

D01 Convergence Energy

We help to solve the world's energy problems by accelerating our clients adoption of renewable energy.

Lake Geneva WI 53147 630-232-9200

www.convergence-energy.com

Culligan Water Conditioning

Culligan Delavan Wisconsin treats all your drinking water, water softening, water filtration and bottle water delivery needs at your home or business.

Delavan WI 53115 262-728-2731

www.culligandelavan.com

F47 Davey Tree Expert Company

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New Berlin WI 53146 414-349-7400

www.davey.com

O10 DP Electronic Recycling

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Elkhorn WI 53121 262-723-2550

www.dpecycle.com

O07 Earth Sense Energy Systems, Inc.

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Electronic Recycling

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email: info@dpecycle.com • www.dpecycle.com



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Dale WI 54931 920-779-6647
www.pellethead.com

F23 Eco-Latch Systems, LLC

Through our products we are dedicated to providing companies and consumers with better ways to store, close, move, ship and, when necessary, seal boxes in a cost effective and eco-friendly way.

Jefferson WI 53549 920-541-3404
www.BoxLatch.com

D07 Ecological Green Capture the Power of the Sun

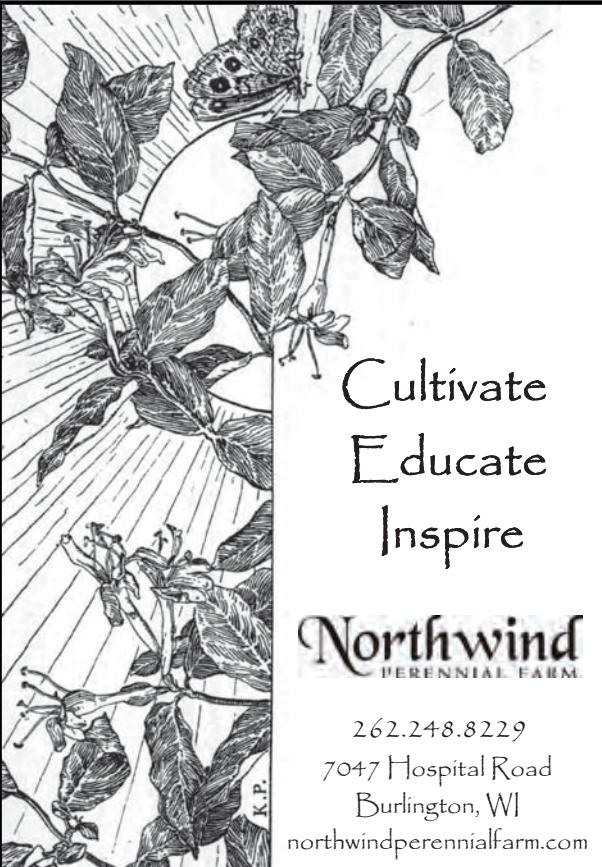
...with Solar Goose® solar-powered, rechargeable LED lights and mobile electronics chargers.

Warrenville IL 60555 630-453-4902
www.ecologicalgreen.com

F18 ECommunity Network of McHenry

ECommunity Network of McHenry County is an informal, community-based organization of individuals, who want to work together to promote "green" living and environmental stewardship - starting within their own communities.

Woodstock IL 60098 815-337-2040
www.meetup.com/ECommunity-net



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 Burlington, WI
northwindperennialfarm.com

D14 Endurance Wind Power, Inc.

We Power The Future!
 Surrey British Columbia 604-230-1992
www.endurancewindpower.com

F42 EverGreen Sustainable Products

EverGreen Sustainable Products is here to provide you with specific products that will permit you to build an Extreme Green project.

Oconomowoc WI 53066 262-367-2010
www.evergreensustainableproducts.com

F12 Focus on Energy

Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects.

Madison WI 53719 608-249-1271 x 314

www.focusonenergy.com

F39 Full Spectrum Solar

Full Spectrum Solar is a full service Solar design/installation contractor.

Madison WI 53703 608-284-9495
www.fullspectrumsolar.com

A11 Gateway Technical College

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Kenosha WI 53144 262-564-2662
www.gtc.edu

H01-H03 **Geneva Lake Art Association**

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 Lake Geneva WI 53147 262-325-5128
www.GenevaLakeArt.org

F19 **Gill Family Chiropractic**

At GFC, we are concerned about the person as a whole, which includes a healthy lifestyle for everyone!
 Delavan WI 53115 262-725-7325
www.gillfamilychiro.com

B03 **Global Hands Fair Trade Shop**

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 Lake Geneva WI 53147 262-248-6920
www.globalhandsfairtrade.com

F37 **Grading Spaces, LLC**

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 Fort Atkinson WI 53538 920-723-8255
www.gradingspaces.com



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D29 **Green Barn Products**

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 Union Grove WI 53182 262-878-1102
GreenBarnProducts.com

F02 **Green Drive Expo**

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 Sauk City WI 53583 608-729-4082
www.GreenDriveExpo.com

D08 **Green Energy Summit**

Historic Changes, Unprecedented Opportunities
 Milwaukee WI 53233 414-943-2455
www.greenenergysummit.us

O11 **Green Goats, The**

The Green Goats grazing service. Healing the landscape one bite at a time.
 Burlington WI 53105 262-537-2234
www.thegreengoats.com

F33 **Green Stone Solutions, LLC**

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brings that beauty to you from all over the world in an eco-friendly way.

Sheboygan WI 53081 920-254-2917
www.recycledgranite.com

F36 **Habitat for Humanity in Walworth County**

Habitat for Humanity is a true world leader in addressing the issues of poverty housing.
Lake Geneva WI 53147 262-248-8936
www.habitatwalworthcounty.org

O06 **Home Lumber Company**

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Whitewater WI 53190 262-473-3538
www.homelumbercom.com

F34 **Horigan Urban Forest Products, Inc.**

Horigan Urban Forest Products recycles the urban forest to the highest possible uses. We use the same trees that go to firewood or mulch, and turn them into usable hardwood lumber.
Skokie IL 60076 847-568-1340
www.horiganufp.com

F48 **I.B.E.W. Local 890**

A labor organization under the terms of the Constitution of the International Brotherhood of Electrical Workers.
Janesville WI 53548 608-752-0321
www.ibew890.org

D02 **Illinois Solar Energy Association**

Providing energy education to the Illinois public and promoting the widespread use of renewable and sustainable energy methods and technologies.
Elk Grove Village IL 60007 312-376-8245
www.illinoissolar.org

F24 **James H. Mapp**

Innovative energy efficient lighting products.
Madison WI 53726 608-231-2196

H06 **Karenel Art**

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Madison WI 53713 608-807-7504

F47 **Keep Greater Milwaukee Beautiful, Inc.**

Our mission is to promote sustainability through clean, healthy, and beautiful communities for generations to come.
Milwaukee WI 53233 414-272-5462 x105
www.kgmb.org

D06 **Kettle View Renewable Energy, LLC**

As a wind system installer, Kettle View Renewable Energy provides a clean energy alternative for residents, businesses, municipalities and schools.

Random Lake WI 53075 920-994-9433
www.kettleviewre.com

F29 **Komfort Heating and Cooling, Inc.**

Komfort Heating & Cooling, Inc. is a family owned and operated Heating/Cooling business committed to providing the ultimate comfort and service to families and businesses in the Lakes and surrounding areas.
Elkhorn WI 53121 262-723-2662
www.komfortheating.com

O01 **Kruger Landscape and Maintenance**

Kruger Landscape & Maintenance is a landscape and lawn maintenance company that offers services from the traditional to the innovative, to going green.
Delavan WI 53115 262-728-3138
www.krulerlandscape.com

F05 **Lake Country Heating and Cooling**

Whether you are interested in the newer in-floor radiant system or more standard heating and air conditioning systems, Lake Country Heating & Cooling can answer your questions.
Oconomowoc WI 53066 262-595-8300
www.lakecountryhvac.com

F12 **Lake Geneva Canopy Tours**

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www.LakeGenevaCanopyTours.com

B03 **Lake Geneva Rotary**

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Lake Geneva WI 53147 262-248-5826
www.lakegenevarotary.org

F50 **Lakeland Builders Association**

A proactive professional organization dedicated to providing quality attainable housing in Walworth County.
Elkhorn WI 53121 262-723-2908
www.lakelandba.com

F49 **Lakes Area Realtors Assn., Inc.**

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Elkhorn WI 53121 262-723-6851
lakesrealtors.com

F45 **Lakes Area Woodworking**

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Delavan WI 53115 262-581-6680
www.lakesareawoodworking.com

E02 **Larducci Pizzeria & Catering**

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Elkhorn WI 53121 262-723-6668

F17 **LifeTime Structures, LLC**

LifeTime Structures, LLC builds new homes that start saving you money on the very first day.
 Hortonville WI 54944 920-779-0290
www.LifeTimeStructures.com

F13/O04 **MEE Material Handling, LLC**

Columbia Par Car manufacturing street legal vehicles for you and your neighborhood. Watch us in action at EcoFair360!
 Milwaukee WI 53225 920-470-0501
www.meelift.com

B05 **Meehan's Juice Plus+**

Education on the importance of eating fruits and vegetables...Bridging the gap with Juice Plus+.
 Woodstock IL 60098 815-382-0794
www.healthgrandma.com

A09 **Michael Fields Agricultural Institute**

We wanted to help create places on earth where people could engage their creativity with enthusiasm, caring for nature and human beings in cooperation with nature instead of working against her laws, so that new socially and economically healthy enterprises could be built.

East Troy WI 53120 262-642-3303 x 100
www.michaelfields.org

F17 **Minimize**

Clear the clutter! Minimize offers personal organizing, estate and garage sales, home sale staging, closet/basement/garage clean out, tenant move-out and records sorting.
 Lake Geneva WI 53147 262-812-3907

D24 & D25 **My-N-Ergy**

MY-N-ERGY is a full service alternate energy supplier—A Complete Renewable Energy Resource. We provide turnkey solutions for wind and solar products.
 Racine WI 53408 262-308-4499
www.my-n-ergy.com

C04 **Natural Green Baby, Inc.**

At Natural Green Baby you and the planet come first.
 Glendale Heights IL 60139 630-847-3256
www.ngbabyshop.com

F10 **Northwind Perennial Farm**

Offering an unparalleled selection of hardy field grown perennials, native plants, ornamental grasses, and garden accents.
 Burlington WI 53105 262-248-8229
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B02 **Norwex**

Our desire is to improve quality of life by radically reducing the use of chemicals in personal care and

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www.norwex.com

F09 **O' Leary Plumbing & Heating, Inc.**

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East Troy WI 53120 262-642-7747
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F43 & F44 **Oaks Sales, Inc.**

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www.garn.com

F46 **Opulant Concrete**

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Antioch IL 60002 815-355-1212
<http://lemkebuilders.com>

A16 **Outdoor Wisconsin Leadership School (OWLS)**

The OWLS program utilizes experiential education teaching methods to empower group participants as they combine their efforts to become more effective teams and stronger individuals.

Williams Bay WI 53191 262-245-5161
www.owlsadventureed.org

F06 **Plug-In Vehicle Solutions, Inc.**

Distributor of electric vehicle charging stations.
 Glendale Heights IL 60139 888-299-5474
www.GetPlugging.com

D09 **RENEW Wisconsin**

RENEW Wisconsin advocates for private initiatives and public policies to further adoption of renewable energy technologies.

Madison WI 53703 608-819-0748
www.renewwisconsin.org

O13 **Renewable Power Source, Inc.**

Your source for renewable power, including Honeywell Wind Turbines, Sharp Solar Panels and more.
 Skokie IL 60077 312-882-9660

<https://renewablepowersource.net>

O14 **Rockford Renewable Energy**

Here to help you become more energy independent, we sell, install and service small wind turbines and solar energy systems.

Rockford IL 61107 815-218-1189
www.rockford-renewable.com



Kids Stage Seno Woodland Education Center

Our focus is on educating children and adults regarding sustainable forestry management.

Burlington WI 53105 262-539-3222

www.senocenter.org

B08 Shaklee

Nutrition, health and cleaning products for sustainable solutions.

Spring Grove IL 60081 815-814-4851

www.simplegreen.myshaklee.com

A01 Sierra Club

America's oldest, largest and most influential grass roots environmental organization: 1.3 million members working together to protect our planet.

Madison WI 53703 608-222-9376

www.4lakes.org

005 Silver Creek Alpaca

Our mission is to promote Alpacas as an economically viable and environmentally sustainable livestock to own.

Watertown WI 53098 920-210-0226

www.silvercreekalpaca.com

O12 Solar Brite, Ltd.

We have been providing products from the cutting edge of technology from manufacturers such as Solatube and Velux for over ten years.

Richmond IL 60071 800-816-4951

www.solarbrite.net

F58 Spray Foam Solutions, Inc.

We pride ourselves on High Quality work and Customer Service, offering all types of insulation and ventilation systems.

Kenosha WI 53143 262-515-5722

F11 Stems Cut Flowers

When you buy from Stems you have direct contact with the grower, so you can be sure of the highest-quality flowers and excellent customer service. And we pride ourselves on using sustainable farming techniques.

West Allis WI 53227 608-206-3919

www.stemscutflowers.com

D11 TerraLUX

TerraLUX, Inc. designs, patents, manufactures, and distributes LED-based lighting solutions for a variety of markets and applications including Portable, Medical, Industrial, and General Illumination.

Longmont CO 80501 303-442-4960

www.terralux.com

F35 The Green Builder, Preservation Homes, Inc.

We design/build green homes that have less environmental impact and are healthier to live in, less expensive to operate and more valuable over time.

Elkhorn WI 53121 262-723-6250

www.greenbuilderwi.com

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for helping out with equipment
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F01 **Thelen Total Construction, Inc.**

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www.thelenconstruction.com

D27 **TJH Energy Consulting**

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 Lake Geneva WI 53147 262-248-6540
www.thomasjhubert.com/tjh_ec

B06 **Tom's Rain Barrels**

Tom's Rain Barrels sells water conservation products for both residential and municipalities.
 Lake in the Hills IL 60156 847-854-9256
www.tomsrainbarrels.com

A02 **Town and Country RC&D**

Optimizing opportunities for sustainable economic growth, healthy communities, and a healthy environment in the Town and Country RC&D area through the support and coordination of our region's agencies, municipalities and organizations.

Fort Atkinson WI 53538 920-541-3208
www.tacrcd.com

G08 **Turner Industries, Inc.**

Specializing in BioDiesel Processors, Dry Wash Towers and all the equipment needed for small BioDiesel production.
 Chippewa Falls WI 54729 715-288-6480
www.turnerbiodiesel.com

E04 **Uncle Harry's Ice Cream**

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 Waterford WI 53185 262-716-5013
www.uncleharrysdairy.com

H04 **UnCommon Jewelry and Glass Totems**

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Richmond IL 60071 815-546-8121

A13 **University of Wisconsin - Extension**

We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities.

Elkhorn WI 53121 262-741-4968
www.walworth.uwex.edu

A18 **Upper Iowa University**

Upper Iowa University has a rich heritage that is the foundation of our traditions and values.
 Milwaukee WI 53214 414-475-4136
www.uiu.edu

A12 **UW-Whitewater - Earth Day/Week**

Come take part in a variety of activities including guest lectures, film showings, an energy efficient automobile show, and a green business and organization expo.

Whitewater WI 53190 262-472-6709
www.uww.edu/sustainability/earthday

F30 **Walcott/LTM Water Treatment**

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Machesney Park IL 61115 608-295-2062
www.ltmwater.com

A03 **Walworth County Economic Development Alliance (WCEDA)**

A public-private partnership of Walworth County municipalities and companies to promote economic development initiatives that create jobs. Developing Talent, Building on Innovation.

Elkhorn WI 53121 262-741-8527
www.walworthbusiness.com

A17 **Weston A. Price Foundation**

For wise traditions in food, farming and the healing arts.

Lyons WI 53148 262-763-9952

www.westonaprice.org

E03 **Wildflower Cafe**

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Elkhorn WI 53121

A04 **Williams Bay Business Association**

Committed to creating partnerships to preserve the viability and personality of our beautiful community.

Williams Bay WI 53191 262-245-9201

www.williamsbaybusiness.com

F26 **Wisconsin Corn Growers Association**

The rapid growth of the dry grind ethanol industry has resulted in larger supplies of DISTILLERS GRAINS (DG) than ever before.

Palmyra WI 53156 920-887-2471
www.wicongr.org

B09 **Young Living, Solution Sales, Inc.**

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Walworth WI 53184 847-343-6036
www.youngliving.com/367132

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Burlington WI 53105 262-210-0264
www.yuppiehillpoultry.com

Developing a community owned solar garden —growing local electricity!

A 2008 study by National Renewable Energy Laboratory found only 22% to 27% of residential buildings are suitable for a solar electric system. A variety of reasons exist from trees, shading, not facing south or zoning. Perhaps you rent or lack the capital for an entire system. Big trees make a city a beautiful community but they also prevent many people from investing in solar. Shared systems can open up the solar market to the other 78% to 73% of the population.

Just like a community garden and buy local food movements, community owned solar gardens or farms provide a solution that benefits the community:

- generates electric locally which reduces the need to build massive power plants and transmission lines over the land
- uses the power locally—since it is located in the local community, they are the purchasers and users of the electricity
- keeps the money in the local economy—the owners or investors get the income for the power sales which recirculates in the local economy

The solar garden or farm is a concept where a large centralized PV power plant is built and owned by individuals that otherwise are unable to invest in putting solar on their own roofs. These individuals are the investors in the solar garden which provides a benefit of local, clean renewable energy being produced in the community. Aside from environmental benefits, people want affordability.

Community solar gardens or farms are focused on small and medium sized systems unlike utility scale solar farms. These smaller scale systems are ideally installed on rooftops or marginal land in the community. We have experience in developing utility scale solar projects on the East coast and that experience has given us tools and sources to impact the largest single hurdle in people buying solar for their home—cost!

Installations at a single family home will always be more expensive by its very nature. The most efficient way to grow clean energy is not installing solar on individual homes but rather doing a larger installation on a single site. A solar garden can leverage the collective purchasing power of all the subscribers and allow them to buy as little solar power as they want to at reduced prices. To put it into perspective, a 3kw solar system represents the purchasing power of approximately

12 panels where our 12 mw solar farm in New Jersey represents the buying power of 50,000 solar panels. Deal with a company that is doing the volume!

Let's look at the issues for developing a robust community owned solar garden. Support from the local government is critical for developing community projects.



1. Find a suitable piece of land or a flat rooftop that is new within the last few years to site the solar garden.
2. Prepare land or roof lease for the project.
3. Obtain permits as needed for the project.
4. Get an interconnect agreement with the local utility for a grid tied service and for taking the excess power generated. Negotiate optimal solution with the utility to overcome negatives of net metering laws designed to limit larger scale solar but with an unintended consequence of impacting solar gardens negatively.
5. Negotiate and prepare a PPA or Power Purchase Agreement.
6. Find subscribers to own the solar panels and system.



7. Construct the project and appropriate contract.
8. Establish billing, metering, monitoring and accounting procedures for the power sales including payments to individual owners for the panels they own.
9. Monitor, clean and maintain.
10. Enjoy an income stream for the next 25 to 30 years.

The net result to a solar garden is that the cost is reduced by up to 40% compared to small individual installations. More importantly is that participation can be as small as just a couple of solar panels to invest in solar and contribute over time. Don't feel overwhelmed by the above list—you just need to work with a company that has worked on large scale projects that has the experience and purchasing power to deliver the project benefits.

There are a variety of ways groups are approaching developing solar gardens for investors and working with the local utility for how the electricity being generated will be handled.

What is the legal structure for owning the community solar garden? Limited Liability Company? Subchapter S corporation? Co-Op? Not for Profit? All of these have particular states laws governing common ownership along with SEC and state security laws and tax implications. With a community solar garden selling the electricity, you gain the benefits of the tax credit and depreciation as a business provided the owning structure is prepared correctly. The federal tax credit and depreciation can be 55% of the payback before

power sales are factored into the equation.

Power sales and SRECs (solar renewable energy certificates) offer multiple options depending on the state, the utility, net metering laws, local company to buy the power, laws regarding power sales, and virtual net metering (which means you could generate the electricity at the solar garden but receive a credit on your local electric bill – caution as this could negate certain tax benefits.)

Imagine the future where instead of a CD you buy a solar panel, and receive income and local community benefits for the next 30 years. Pay it forward can have as much to do with our economy as our giving future generations the ability to build a sustainable future.

Community garden and solar—broccoli, tomatoes, and electricity—grow and use something local.

*Written by Fritz Kreiss, President of Community Green Energy
www.communitygreenenergy.com
Photos thanks to Convergence Energy*



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United Ethanol • Didion Milling
Renew • United Grain



Schedule for Friday, July 8

Stage	10 am	11 am	Noon	1 pm	2 pm	3 pm	4 pm
1 Main Stage	058 E Truelove Green, investment, and how it can work				001 R Diblik Know Maintenance Landscaping		096 Senator Kedzie Green Economy in Wisconsin
2 Wiswell Center			063 S Teschendorf Save money for communities with lighting options			058 D Jenkins OEI's initiatives with business and local government	
3 Tent		074 D Dreher Low impact development	048 C Crave The environmental footprint of dairy farms	013 C Regester Common problems of common trees	078 R Faller Intalling a Wind Energy System 101		
4 Tent		007 D Angeletti Reduce, Reuse, Recycle, Repurpose or ReStore	033 K Heiber -Cobb What is permaculture?	093 H Herrmann Solar for Schools	072 C Carter Food, Fuel and the Dideon Difference	081 L Zweig Lighting the way to Sustainable Economy	
5 Tent	030 H Feigum Focus on Energy: the program for businesses	011 K Brunner Whitewater Sustainability Initiatives	050 J Clements Municipal Energy Planning	057 W Enterline Sustainability at UW-Whitewater	004 S Johnson Solar Energy 102	052 M Van Den Bosch Local & Regional Resources for Businesses	
6 Tent		092 F Kreiss Join the Community Green Challenge	031 S Lewis Behind the Jefferson Business Center	014 M Sands Building the New Community: Prairie Crossing	059 L Lisek What is "Clean Cities"?	042 A Mayer Green Roofing	107 K Haeffel WGBA and Green Building
7 Tent Demonstrations	032 B Gayhart Emerging Green Industries	104 B Tarman-Ramcheck Composting Food on a Large Scale	059 A Wick Sustainability in Restaurants	061 R Firmin Protecting Our Cities' Water	076 D Helgeson Electronic Recycling and Why		
8 Tent	102 B Spatz Plug-In Vehicle Solutions	025 J Wilson Green Shipping & Storage (Re-Use!)	043 T Ruzinok Create a town rain barrel program	012 S Wade Water Star Wisconsin	087 B Nelson Build Your Own Electric Car	044 M Marx The Energy Lottery	105 D Healy My Bi-Fuel Vehicle
9 GeoDome Films		Green Fire Aldo Leopold and a Land Ethic for Our Time				Green Fire Aldo Leopold and a Land Ethic for Our Time	
10 Kids Zone				B Bosworth/Science Alliance World Works Show 002		B Bosworth/Science Alliance Building Double Dome Biomes 003	
11 Comfy Chair Tent		Bob McCallister UW-Rock County Solar Project - Hands on Demo 062					

Schedule for Saturday, July 9

Stage	10 am	11 am	Noon	1 pm	2 pm	3 pm	4 pm
1 Main Stage					073 B Czech Building a case for slow steady growth		
2 Wiswell Center	055 H Ohde Electric vehicles and charging stations		071 D Hildreth People+Process +Environment= Profit	040 G Igl NRCS Conservation Programs	088 W Jordan III Making Nature Whole	089 Am Lung Assoc Clean Air Benefit of E85	
3 Tent	005 S Johnson Making Solar Energy Profitable for Farmers	066 J Stute Why Cover Crops?	095 J Schulz Future of Biogas on Farms	078 R Faller Wind Turbines and Farms	079 D Johnson Corn, Beans, and Dairy the Green Way		083 K Johnson Daylighting Homes & Businesses
4 Tent	067 A Uhrig How does climate change affect you?	080 A Taivalkoski Renewables for your Home, Small Business, or Farm	006 IL Solar Assoc Solar Works in Illinois	024 I Clemen Minimize the Clutter	032 B Gayhart Helping the Green Entrepreneur	016 J Mapp Innovative Energy Efficient Lighting Products	
5 Tent	052 M Van Den Bosch Local & Regional Business Resources	069 N Valdes Open Raised Bed Gardens	100 J Auberger Building & Remodeling Green	010 W Wilson Geothermal 101	027 G Meyer Introduction to Alpacas	046 G Becker Building with Insulated Concrete Forms (ICFs)	090 E Power Converting Hybrid to Plug-In
6 Tent	056 J Clements Grow your local economy through Renewable Energy	041 C Bolden Natural Laundry	021` J Bloesch Peak Oil Dynamics	008 D Chapeta Creating a Farm to School Program	018 C Samycia Discovering Inner Peace	053 P Reedy Testing Water from Private Wells	
7 Tent Demonstrations	106 L Udee B2Z (Build Bridge to Net Zero)	086 B Nelson Build Your Own Motorcycle	039 E Heasley The Real Dirt on Clean	054 F Espinoza Eco Art: Creative Treasures Of Unlikely Materials	075 B Becker Bringing Renewables to Urban/Suburban Architecture	097 C Koenen Backyard Beekeeping	085 K Hunter Removing Invasives with Goats
8 Tent	045 M Bromberg Global Water Issues		065 M Goril Protecting the land while creating an Eco-Adventure	029 B Horgan Benefits of Reclaimed Urban Lumber	102 B Spatz Plug-In Vehicle Solutions	091 F Kreiss Developing a Community Solar Farms	105 D Healy My Bi-Fuel Vehicle
9 GeoDome Films		Dirt A Story with Heart and Soul				Dirt A Story with Heart and Soul	
10 Kids Zone	Seno Woodland Center	Seno Woodland Center	Seno Woodland Center	Seno Woodland Center	Seno Woodland Center	Seno Woodland Center	Seno Woodland Center
11 Comfy Chair Tent					098 Chris Brookes Reader's Theater		



Schedule for Sunday, July 10

Stage	10 am	11 am	Noon	1 pm	2 pm	3 pm
1 Main Stage		019 Chef Starr Cooking Demonstration			019 Chef Starr Cooking Demonstration	
2 Wiswell Center		089 Am Lung Assoc A Clean Air Choice	020 Chef Starr and farmers			
3 Tent	091 Fritz Kreiss Solar Farms	022 M McNulty Detoxification Strategy in Chinese Medicine	006 IL Solar Assoc Solar Works in Illinois	082 D Woodruff Grow Green, Eat Green	077 J Frazier Tree Care for Homeowners	
4 Tent	101 K Anderson CO2 Offsets	098 J Mapp Lighting Products	022 M McNulty Detoxification Strategy in Chinese Medicine	068 C Stepanek Development of a Community Garden	055 H Ohde Electric Vehicles & EV Stations	023 J Speer Creating a Sense of Place
5 Tent	008 D Chapeta Introducing Good Foods to Kids	101 K Anderson Benefits to Treeplanting & Preservation	009 J Wehmeier Preparing to Preserve for Beginners	015 Kaskel & Speer Landscaping with Native Plants	103 K Harrod Midwifery: Peace, One Birth at a Time	
6 Tent	038 B Holloway Healthy Summer Picnic Fare (demonstration)	051 T Gill The 7 Principles to Raising a Healthy Child		060 D Hynek Wisconsin Homes/Carbon Footprint	078 R Faller Installing a Wind Energy System 101	035 J Hicks Healing Food Allergies, Supporting Digestion
7 Tent Demonstrations	026 T Leitschuh GM Wouldn't Make an Electric Truck so I Did	028 B Mathis 1994 Chevy S10 EV	054 F Espinoza Eco Art: Creative Treasures Of Unlikely Materials	034 B Hicks Healthy Foods for Picky Eaters	070 T Krawczyk New energy efficient products	
8 Tent	037 M Furst Home Performance: why it's important	017 S Sim Biodiesel from Used Restaurant Grease	075 B Becker Urban Wind Turbines	064 W Staller Wine growing in Walworth County	048 C Crave Artisan Cheese	105 D Healy My Bi-Fuel Vehicle
9 GeoDome Films	How To Boil A Frog Make Friends, Make Fun, Make Trouble		How To Boil A Frog Make Friends, Make Fun, Make Trouble			
10 Kids Zone		Tim Glander , The Magic of Recycling		Tim Glander , The Magic of Recycling		
11 Comfy Chair Tent	098 Chris Brookes Reader's Theater	098 Chris Brookes Reader's Theater	Joe Fred 049 Joe Fred's Gratitude	047 Sara Soukup Green Readings	Joe Fred 049 Joe Fred's Gratitude	098 Chris Brookes Reader's Theater



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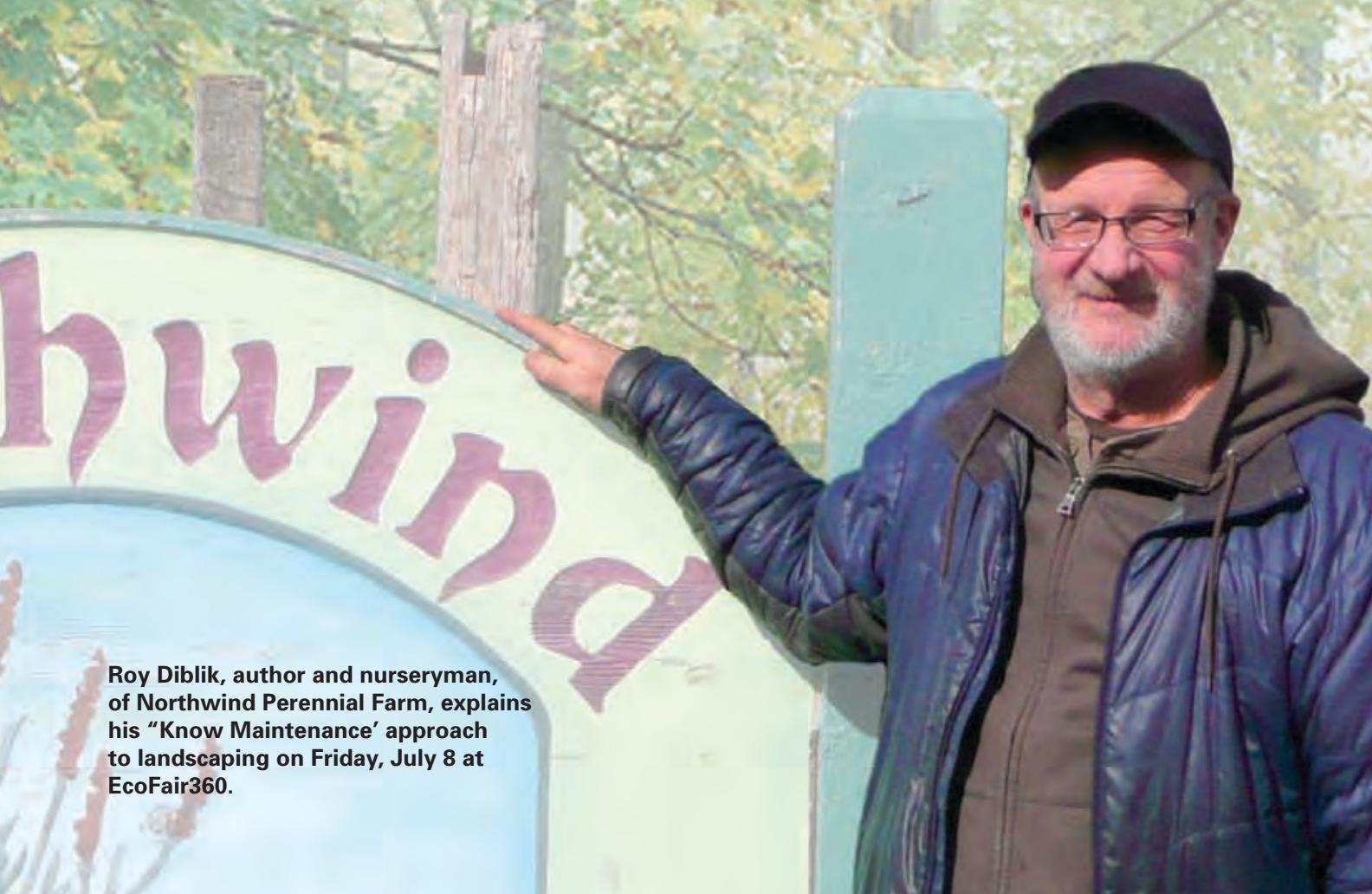




I'm making green happen.

Understanding plants and the way they work together with the land is my passion. EcoFair is an outlet where I can share this information with a large and attentive audience.

Meet me at EcoFair360!



Roy Diblik, author and nurseryman, of Northwind Perennial Farm, explains his "Know Maintenance" approach to landscaping on Friday, July 8 at EcoFair360.



Presentation Descriptions

Following is a list of the presentations and demonstrations at the 2011 EcoFair360. The numbers for their presentation can be found on the daily schedules.

001 Know Maintenance Landscaping

Building a low maintenance garden by creating a community of plants with differing growth rates, structures and needs.

Presenter: **Roy Diblik**

002 World Works Show

Entertaining presentation for children on the issues of recycling, composting, the water cycle and acid rain through the use of visual demonstrations and active participation.

Presenter: **Bill Bosworth**

003 Double-Dome Biomes hands on demonstration

Children create their own take-home mini ecosystem in a "double-dome biome" building, a completely livable habitat for a minnow and an insect.

Presenter: **Bill Bosworth**

004 Solar Energy 102

Addresses key questions that consumers need to consider, but sometimes overlook, when evaluating solar power systems for home or businesses.

Presenter: **Steve Johnson**

005 Making Solar Energy Profitable for Farmers

Key questions farmers need to address when considering solar systems for their farm.

Presenter: **Steve Johnson**

006 Solar Works in Illinois

ISEA will bust the myths that it isn't sunny enough in Illinois for solar and that it is too expensive.

Presenter: **Michelle Hickey**

007 Reduce, Reuse, Recycle, Repurpose or ReStore

Learn the difference between reducing/reusing/recycling/repurposing or restoring and why it is so important to do this instead of throwing things into the trash.

Presenter: **Diane Angeletti**

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Two rows of dark blue solar panels are visible at the bottom of the advertisement.



Gateway Technical College's newest advanced technology center, the Center for Sustainable Living on its Kenosha, Wisconsin campus, provides much to the community.

- It is a venue for discussing and learning sustainability skills for business — and life.
- It serves as a resource for students, the community, business leaders, teachers and other students from kindergarten through college.
- The center provides a hands-on lab for several programs offered by Gateway.

For more information, please contact Stephanie Skiba, Vice President, Community and Government Relations, (262) 564-2662.

www.gtc.edu/SustainableLiving

SUSTAINABLE GATEWAY

Center for Sustainable Living



008 **Creating a successful Farm to School Program in your school, a step by step approach**

Learn a step by step process of incorporating farm to school into the lunch program and into the classroom.

Presenter: **Diane Chapeta**

009 **Preparing to Preserve for Beginners**

Join us for information on proper pressure canning, water bath canning, drying, and freezing techniques.

Presenter: **Jenny Wehmeier**

010 **Geothermal 101**

Explain the basics of geothermal heating and cooling, the different loop types, the refrigeration circuit involved in the system and all the benefits of the systems.

Presenter: **Wade Wilson**

011 **Whitewater Sustainability Initiatives**

The City of Whitewater has initiated a number of sustainable projects since 2004 after being one of the first Wisconsin community signatories to the U.S. Conference of Mayor's Climate Protection Agreement.

Presenter: **Kevin M. Brunner**

012 **Water Star Wisconsin: A new tool for municipalities**

Water Star Wisconsin: a guide to inspire and recognize municipalities who are doing exemplary work in all

areas of municipal life that touch water, including land use planning.

Presenter: **Suzanne Wade**

013 **The most common problems or our most common trees**

This class will help individuals identify some common pests and potentially save some of our most majestic trees in Wisconsin and Illinois, our woodlands and backyard trees.

Presenter: **Chrissy Regester**

014 **Building the New Community: A Lesson from Prairie Crossing**

Learn from Prairie Crossing, a widely acclaimed conservation community in Grayslake, IL. and a national example of how to plan our communities to enhance the environment and support a better way of life.

Presenter: **Michael Sands**

015 **Bring Your Yard to Life: Landscaping with Native Plants**

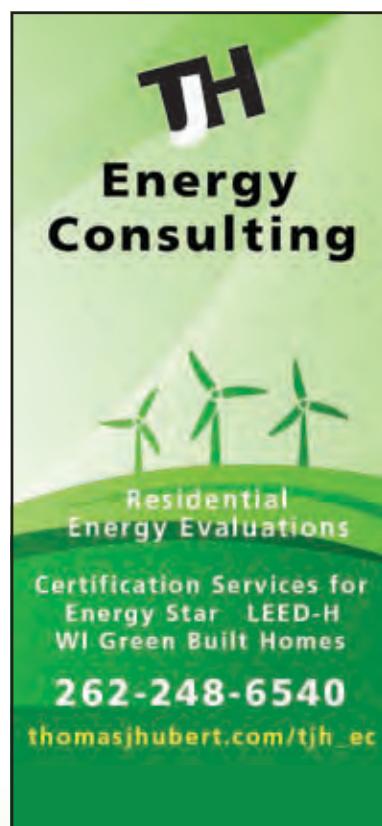
Landscaping with native plants sustains native birds, butterflies and other wildlife, reduces the need for water, energy and chemicals, and enhances our place in our native ecosystems.

Presenter: **Jack Kaskel and Judy Speer**



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016 Innovative Energy Efficient Lighting Products

Will present some innovative energy efficient lighting products that are available now to replace your existing incandescent bulbs.

Presenter: **Jim Mapp**

017 How to make biodiesel from used restaurant grease

Learn and see how to make biodiesel from used restaurant grease.

Presenter: **Swee Sim**

018 Discovering Inner Peace

The path to discovering inner peace through self-exploration.

Presenter: **Christina Samycia**

019 Cooking Demonstration

Cooking Demonstration using local and organic foods.

Presenter: **Chef Rick Starr**

020 Q&A session with Chef Rick Starr and Local Farmers

Chef Rick Starr from Kirsch's Restaurant will participate in a Q&A session along with some of the local farmers he works with year round, discussing the importance of buying locally for sustainable food production.

Presenter: **Chef Rick Starr**

021 Peak Oil Dynamics and Meaning for You

No discussion of the future of our nation can be complete without consideration of the likelihood and consequences of severely constrained oil supplies.

Presenter: **Justin Bloesch**

022 Detoxification Strategy in Chinese Medicine

In diagnosing an illness, practitioners of Chinese Medicine consider the cause of the disease.

Presenter: **Maureen McNulty**

023 Creating a sense of place

A sense of place is essential for re-localizing our economies and creating a more sustainable lifestyle.

Presenter: **Jack Speer**

024 Minimize the Clutter

Learn solutions to live with less; to create more time, more money and respect for the material possessions that fill our lives.

Presenter: **Ingrid Clemen**

025 Green Shipping and Storage: re-use before recycling

Take a look at two new sustainable packaging products that will change the way you use and view box reuse forever.

Presenter: **Jack Wilson and Chelsea Davis**



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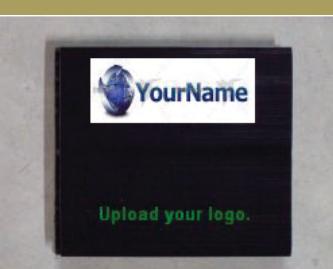
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www.freedomfieldenergy.com
http://en.openei.org/wiki/Freedom_Field

026 GM Wouldn't Make an Electric Truck so I Did

Story and hands-on demonstration of a quality professional-looking electric vehicle.

Presenter: **Tom Leitschuh**

027 Introduction to Alpacas

Information about alpacas and the various aspects of owning them and wearing their products.

Presenter: **Georgia Meyer**

028 1994 Chevy S10 EV

1994 Chevy S10 converted to an Electric Vehicle

Presenter: **Brian Mathis**

029 The Benefits of Reclaimed Urban Lumber

Trees are removed or huge branches pruned everyday. We've found a way to honor these trees by re-using them to their highest possible uses.

Presenter: **Bruce Horigan**

030 Focus on Energy - Statewide program for Energy Efficiency and Renewable Energy

A great resource for finding out how to make your business or home more sustainable through renewable energy and efficiency.

Presenter: **Heather Feigum**

031 Ideas behind the Jefferson Business Center

The Business Center is a hands-on show place for sustainable remodeling, working and living.

Presenter: **Steve Lewis**

032 Emerging Green Industries

Providing a glimpse into the future of green technologies and where new innovations are emerging.

Presenter: **Ronald (Bud) Gayhart**

033 What's Permaculture?

Introduction to Permaculture. Basic ethics, principles and systems thinking will be covered.

Presenter: **Kate Heiber-Cobb**

034 Healthy Foods for Picky Eaters

Learn how to prepare vegetables that are pleasing to even the pickiest eater.

Presenter: **Betsy Hicks**

035 Healing Food Allergies and Supporting Digestion

Learn the subtle differences between allergies and intolerances and how balancing the immune system can eradicate negative symptoms.

Presenter: **John Hicks**

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037 Home Performance: What it is and why it's important

Improve your home's performance because a poor one not only wastes energy but can result in building damage and expensive repairs.

Presenter: **Mark Furst**

038 Eat, Play, Live: Healthy Summer Picnic Fare

Empowering people to take greater responsibility for their dietary choices through awareness of better food options and improved culinary skills, leads to greater health and well being.

Presenter: **Betty Holloway**

039 The Real Dirt on Clean

Using Shaklee cleaning products to replace toxic household cleaners.

Presenter: **Elisabeth Heasley**

040 NRCS Conservation Programs to help people help the land

The Natural Resources Conservation Service (NRCS) is the lead USDA agency for conservation on privately owned lands. Learn more about their programs.

Presenter: **Greg Igl**

041 Natural Laundry

Retailer and manufacturer of natural laundry care products will discuss cleaning the natural way.

Presenter: **Catherine Bolden**

042 Green Roofing: A Solution for Cities

An overview on the business of green roofing and what it means for tomorrow's cities.

Presenter: **Anthony Mayer**

043 How can my town start a rain barrel program?

The need for rain barrel programs, the types of programs that can be started and what types of containers can be used for the collection of rain water.

Presenter: **Tom Ruzinok**

044 Sustainable energy by way of lottery

Every citizen could have the opportunity to contribute to sustainable energy with the method I will propose.

Presenter: **Michael Marx**

045 Global Water Issues: A Thirsty World of Half Full or Half Empty Glasses?

This presentation will focus on Water in a Changing World - the drivers and pressures within countries and the type of sustainable development and consumption patterns we need to maintain to have enough H2O.

Presenter: **Mel Bromberg**

046 Building with Insulated Concrete Forms (ICFs)

The economical and environmental benefits of building with insulated concrete forms (ICFs), as well as the

history and costs of ICFs and a comparison to other building techniques.

Presenter: **Gene Becker**

047 Green Story Time

Half hour story time involving books about trees, gardens, animals, and other "Earth Friendly" topics.

Presenter: **Sara Soukup**

048 The environmental footprint of the modern dairy farm

Charles Crave will share the sustainable efforts of the Crave Brothers Farm and Farmstead Cheese operations.

Presenter: **Charles Crave**

048 Artesian Cheese Production

Charles Crave will share the value of producing artesian cheese through the efforts of the Crave Brothers Farm and Farmstead Cheese operations.

Presenter: **Charles Crave**

049 Joe Fred's Gratitude

Musician Joe Fred has created a fun, interactive show for children (age 6 yrs and under) which combines fun, sing-a-long music and acupressure tapping.

Presenter: **Joe Fred Paprocki**

050 Municipal Energy Planning

22 municipal energy plans were created in WI in 2009-2010. Lessons learned and successes gained will be shared as well as specific case study examples.

Presenter: **Joshua Clements**

051 The 7 Principles to Raising a Healthy Child

Learn the 7 key principles parents need to know to raise healthy children and teach our children how to make these healthy choices.

Presenter: **Tara Gill**

052 Local & Regional Resources for Businesses

The local and regional programs that are available to entrepreneurs in the area to assist in the startup and/or expansion of their businesses.

Presenter: **Mike Van Den Bosch**

053 Testing Water from Private Wells

Although municipalities are required to test water supplies regularly, there are no requirements for private well owners after the well is drilled. What homeowners should know about well testing.

Presenter: **Peg Reedy**

054 Eco Art: Making Creative Treasures Out Of Unlikely Materials

Learn some creative ways to go green by making beautiful works of art.

Presenter: **Forrest Espinoza**

055 Electric vehicles and charging stations

Electric cars are coming! It will depend on your city and what part of the country you are from, but from small towns to cities, they are starting to show up.

Presenter: **Harry Ohde**

056 Grow your local economy and jobs through Renewable Energy and Energy Efficiency

Highlighting the impact of clean energy in the Wisconsin Economy as well as potential impact of increasing renewable energy utilization and investments in efficiency.

Presenter: **Joshua Clements**

057 Sustainability at UW-Whitewater

Will cover a range of sustainability achievements accomplished by the university to date and the additional areas that we hope to address as we move forward.

Presenter: **Wesley Enterline**

058 Green, Investment, and How It Can Work

How to decide whether-or-not to upgrade your facilities to save energy and reduce pollution.

Presenter: **Eric Truelove**

059 What is Clean Cities?

Wisconsin Clean Cities - projects, programs, and educational tools available through our website to assist in lessening our nations petroleum dependency and improving air quality.

Presenter: **Lorrie Lisek**

060 Wisconsin Homes and Carbon Footprint - Homes and Greenhouse Gas Reduction

The science (and some of the mis-information) regarding carbon emissions and climate change, especially as it relates to homes and the people that live in them.

Presenter: **Don Hynek**

061 Protecting Our Cities' Water

Protecting our environment through waste water containment and potable water protection.

Presenter: **Randall Firmin**

062 UW-Rock County Solar Project - Hands on Demo

A hands-on solar activity/demonstration table with interactive solar display/toys.

Presenter: **Bob McCallister**

063 Sustainable lighting options save money for communities

Learn how the city of Waukesha saved money with lighting contractor, Cooper Lighting, and what you can do in your communities.

Presenter: **Scott Teschendorf**

064 Wine growing in Walworth County and our significance in the Wine World

Challenges, benefits and attributes of wine growing in our region and how they relate to famous regions of the world.

Presenter: **Wendy Staller**



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065 Protecting the land while creating an Eco-Adventure

The sustainable building process of a Canopy Tour and how it differs from a challenge course or typical zip line.

Presenter: **Mike Goril**

066 Why Cover Crops?

Cover crops are herbaceous plants established for seasonal cover and conservation purposes.

Presenter: **Jim Stute**

067 How does climate change affect you?

The temperature rise we're expected to have and how that affects the environment, small grain yields, and you.

Presenter: **Arley Uhrig**

068 Development of Antioch's first Community Garden Commission

Creating a community garden.

Presenter: **Cynthia Stepanek**

069 Open Raised Bed Gardening - more food in less

Open beds offer home gardeners a most sustainable approach to growing greater amounts of food in a small growing area.

Presenter: **Noel Valdes**

070 Some new energy efficient products for the home

Simple ways to achieve electrical savings along with a demonstration on power conditioning equipment.

Presenter: **Tom Krawczyk**

071 Sustainability: People+Process+Environment=Profit

Companies are often looking for a starting point to sustainability, wondering how it fits and can it be profitably implemented.

Presenter: **David Hildreth**

072 Food, Fuel and the Didion Difference

The food vs. fuel debate in a case study of Didion Milling and Didion Ethanol.

Presenter: **Chad Carter**

073 Building a case for slow steady growth

Growth, especially in wealthy nations is already causing more problems than it solves. What can we do?

Presenter: **Brian Czech**

074 Low Impact Development and Conservation Design

Providing expert engineering services and solutions to clients involved in land development.

Presenter: **Dennis Dreher**

075 Aerotecture & Solartecture: Bringing Renewables to Urban/Suburban Architecture

The shift toward renewable energy installations appearing on urban and suburban buildings is continuing at an accelerating rate.

Presenter: **Bil Becker**

076 Electronic Recycling and Why

The benefits of electronic recycling as well as the new laws in place for electronic recycling.

Presenter: **Dale Helgeson**

077 Tree Care for Homeowners

Learn from the pros about tree selection, planting techniques, proper maintenance and care.

Presenter: **Jimmie Frazier**

078 Installing a Wind Energy System 101

Small Wind System Installation for residential customers, farms, businesses, schools and municipalities.

Presenter: **Randy Faller**

079 Corn, Beans, and Dairy the Green Way

Sustainability of farmlands is a topic that is being discussed on a national level and legislation, rules and standards are being set.

Presenter: **Douglas Johnson**

080 Renewables for your Home, Small Business, or Farm

Renewable energy is a key component of achieving a sustainable society where the needs of the people can be balanced with the protection of the environment.

Presenter: **Amy Taivalkoski**

081 Lighting the Way to a Green/Sustainable Economy

Inform and create awareness, hopefully convincing people that being green and promoting sustainability needs to be a top priority.

Presenter: **Leonard Zwieg**

082 Grow Green, Eat Green! Eco-healthy options for normal folks

Finding, growing and eating healthy, organic food is not that hard—even normal folks like you and I can do it!

Presenter: **David Woodruff**

083 Daylighting — “Homes & Businesses”

Learn about the latest advanced optical daylighting technology and a new product category - the Tubular Daylighting Device (TDD).

Presenter: **Keith Johnson**

084 Sustainability in Restaurant

Implementing Sustainable practices in restaurants.

Presenter: **Ann Wick**

085 Removing Weeds and Invasive Brush with Goats

The basics of using goats to graze down and remove invasive weeds and brush.

Presenter: **Kim Hunter**

086 Build your own electric motorcycle

Build an electric motorcycle that runs on renewable energy and gets the equivalent of over 300 miles per gallon.

Presenter: **Ben Nelson**

087 Build your own electric car: Cheap!

Learn how anyone can build their own electric car with little more than recycled parts and ingenuity.

Presenter: **Ben Nelson**

088 Making Nature Whole: Ecological Restoration and New Communion with Nature

Attempts to restore whole ecosystems is a relatively new practice.

Presenter: **William Jordan, III**

089 E85: A Clean Air Choice

The effects of ozone and where it comes from. The clean air benefits of E85 and flex fuel vehicles.

Presenter: **American Lung Association**

090 Converting any Hybrid to Plug-In Hybrid (PHEV) - Moving beyond 60 mpg

Find out how companies and individuals are converting hybrids to get more gas mileage by making them able to plug in.

Presenter: **Eric Power**

091 Developing a community owned solar farm - growing local electricity!

Impact the largest single hurdle in people buying solar for their home: Cost!

Presenter: **Fritz Kreiss**

092 Join the Community Green Challenge

Earn Green Points purchasing things you already do as a community.

Presenter: **Fritz Kreiss**

093 Solar for Schools

Learn how to earn solar for schools

Presenter: **Hans Herrmann**

094 Office of Energy Independence: Status of renewable energy in Wisconsin

A review of the state energy statistics.

Presenter: **David Jenkins**

095 Future of Biogas on Farms

The status of farm biogas/anaerobic digesters and what is needed to integrate these systems on a large-scale across Wisconsin.

Presenter: **Joseph Schultz**

096 Green Economy in WI

Legislative issues related to the environment.

Presenter: **Senator Neal Kedzie**

097 Backyard Beekeeping

Beekeeping is one of the fastest growing urban agricultural crazes. We'll show you how important and easy it is to keep bees.

Presenter: **Charlie Koenen**

098 Reader's Theater

Older children will get their chance to perform in this reader's theater workshop.

Presenter: **Chris Brookes**

099 Joe Fred's Gratitude

A fun, interactive show for children 6 years and under, combining sing-a-long music with acupressure tapping

Presenter: **Joe Fred**

100 Building and Remodeling Green

Will discuss how to design and build Green homes which are better for the environment, less expensive to operate and healthier to live in.

Presenter: **Jeff Auberger**

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101 CO2 Offsets

The overall environmental and economic benefits to tree planting, preservation programs and working locally.

Presenter: **Kellen Anderson**

102 Plug-in Vehicle Solutions

Providing a solid basic understanding of electric vehicles and EV chargers.

Presenter: **Robert (Bob) Spatz**

103 Midwifery: Peace, One Birth at a Time

Learn about one of the oldest established medical professions in the world and its newest developments.

Presenter: **Dr. Kathryn Shisler Harrod**

104 Composting Food on a Large Scale

How we compost food residuals from events like EcoFair360, along with commercial food scrap collection and processing.

Presenter: **William (Bill) Tarman-Ramcheck**

105 My Bi-Fuel Vehicle

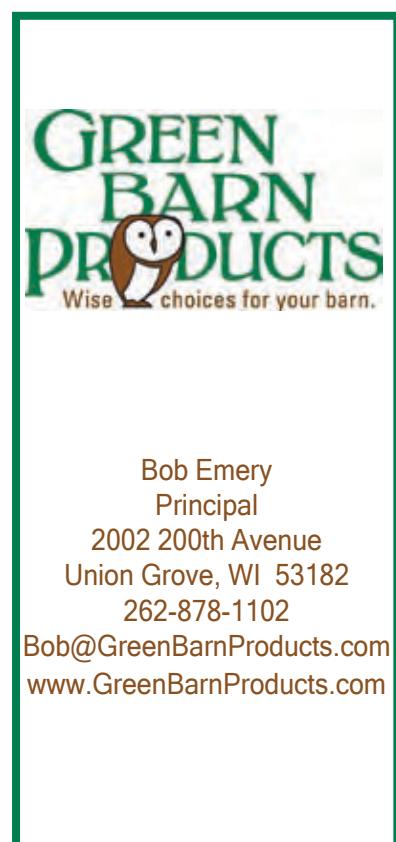
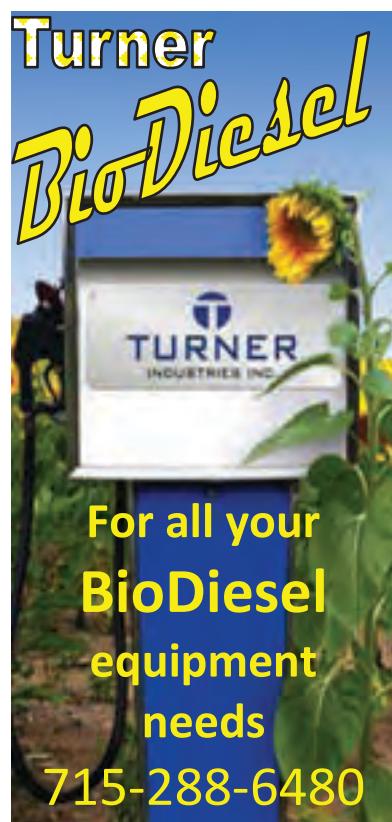
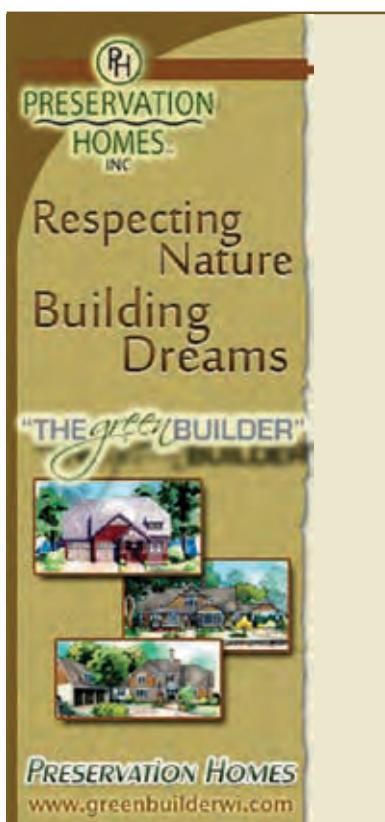
The economics of saving money by using compressed natural gas.

Presenter: **Dan Healy**

106 B2Z (Build Bridge to Net Zero)

Geothermal heat pump systems and building performance as the tools and first steps in getting to a net zero operating building.

Presenter: **Leo Udee**



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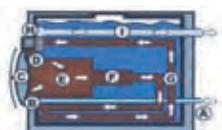
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Yuppie Hill Poultry and Home Town Sausage Kitchen

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Yuppie Hill Poultry is a family run poultry farm specializing in egg

production, located in Spring Prairie Township, Walworth County. Their main focus is to provide customers with good wholesome produced food. All their animals are well cared for and feed on antibiotic and hormone free diets. They also produce pastured broilers and turkeys, along with Berkshire hogs. Yuppie Hill has now teamed up with Chef John Hudoc and has bought the Hometown Sausage Kitchen in East Troy, WI, specializing in Artisan sausages along with local animals for fresh cut meats.

Menu Items include:

- Breakfast pizza
- Pulled pork sandwiches
- Hamburgers
- Fresh, squeezed lemonade
- Root beer
- Sun tea

Larducci Pizzeria

If you haven't eaten at this favorite Elkhorn carry-out, you're missing out on one of the area's best-kept secrets. In partnership with Yuppie Hill Poultry, Larducci's will provide the freshest of ingredients with all pizzas prepared and baked on premises with their own special wood-burning pizza oven.

Menu items include:

- Pizzas, including a vegetarian version
- Gazpacho soup
- Salad choices

WildFlower Café

This small café is dedicated to serving local food fresh from the farm to you. Located in Elkhorn, WI, they are bringing their special touch to EcoFair360.

Menu items include:

- Fruit kabobs
- Couscous
- Pasta salad
- Grilled vegetables
- Oolong iced tea



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Chef Rick Starr, of Kirsch's Restaurant,
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The Lakes Area

An ideal spot for a green gathering

Located within easy reach of Chicago, Milwaukee and Madison, Walworth County and the Geneva Lake area have been a popular destination for tourist and vacationers in the Midwest for more than a century. Geneva Lake, 8 miles long, 2 miles wide, 144 feet deep and bordered by the towns of Lake Geneva, Williams Bay and Fontana, as well as a collection of some of the finest mansions in the state of Wisconsin, is the center of this popular summer destination.

The development of the Geneva Lake area as a summer home destination for Chicago's rich and famous was a result of the Great Chicago Fire in 1871, which devastated much of the city. As it was rebuilt, the wealthiest looked north for new building grounds, and gradually bought up and developed land around the crystal clear lake. An entire economy was gradually built around the influx of the "summer people."

A great place to visit. A great place to live.

Lake Geneva has been called both "the Newport of the Midwest" and "the Hamptons of the Midwest." Residents have included such well-known business names as Wrigley, Maytag and Schwinn, such notorious names as Al Capone and Axl Rose, and

such creative names as Sidney Smith, one of America's first great cartoonists, and Ernest Gary Gygax, who created Dungeons and Dragons.

As well as the typical summertime diversions of boating, fishing, swimming, shopping, festivals, country drives and parklands, Lake Geneva offers one of the most unusual and entertaining walks in America. The entire 21-mile circumference of the Lake is ringed by a walking path that passes through all the communities and all the estates. While much of the land is private, the entire length of the path is open to the public (public access may not be restricted), offering walkers the opportunity to see some of the finest houses and lands in the area up close. The path itself is a study in contrasts; you may be stepping over roots one minute, wood planking the next, smooth pavement after that. Each turn in the road brings a fresh surprise.

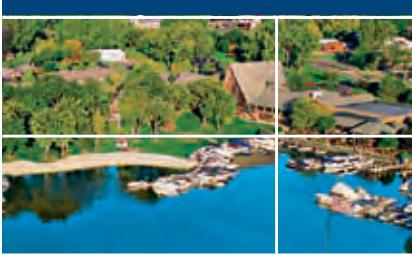
Today, one of the most popular activities for visitors is the boat tours which circle the lake, passing by the most famous estates and interesting houses and telling the history of the area. A unique boat tour is the daily summertime mail boat, which actually delivers mail to mailboxes on the docks around the lake. Since the mail boat never stops moving, the young letter carriers get quite a workout...and the occasional soaking.

The green spirit is alive here.

The towns themselves, Lake Geneva, Williams Bay and Fontana, have retained the small-town charm and relaxed pace of an earlier time, despite the summertime traffic and annual influx of visitors. Even at the height of the summer season, people find quiet spots and simple pleasures. Walworth County has taken a careful, balanced approach to development, which has maintained the quality of local life and the local landscape. This is why we came here originally, and why we believe this is the perfect location for new green businesses and industries.



The area's beauty encourages outdoor activities and businesses. Pictured here is Lake Geneva Canopy Tours, a Zipline Eco-Adventure that takes you on a journey through the treetops.



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- Opt in or opt out for municipal utility aggregation- What should your community do?
- Developing a Community Owned Solar Farm- options for success
- Building or retrofitting a building to become Net Zero Energy
- Lighting Options for your building or community in 2011
- Electric Vehicle Charging stations- options for your building or community
- Best strategies for energy procurement and managing your energy bill
- What to watch out for in picking a new residential electric supplier in IL for your home
- Building The Green Leaf Inn: a Net Zero Energy Demonstration Project
- What you can do to "green up" your electric usage; RECs and Carbon Offsets



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Building a Net Zero Energy Home or Commercial Building

By Fritz Kreiss
www.ecovisionslc.org

While most people think that transportation uses the most energy and has the largest carbon footprint, in reality, buildings are the biggest energy user in the USA and therefore offer the greatest opportunity to reduce carbon emissions and energy costs.

A Net Zero Energy Building (home or commercial) means that on an annual basis, the building generates as much energy on site as it consumes so its net energy consumption is ZERO. Some of the time the building is using electricity from the utility and other times it is producing an excess amount of electricity that flows back to the utility grid. The Energy Independence and Security Act of 2007 set the lofty goal that all buildings constructed by 2030 are to be net zero. The existing housing and commercial building stock is much larger than new buildings being built so by 2050 all existing buildings are required to be upgraded to Net Zero status.

Net Zero Energy is a huge opportunity impacting job creation (new buildings and retrofits), national defense, environmental benefits, reducing the construction of new power lines and power plants, not to mention the local stimulus of no utility costs over the building's lifetime! Let's keep that money in the local economy instead of paying for energy being brought in and purchased from faraway places.

Start Your Net Zero Project Team

The first thing that all new buildings need to do is to reduce their energy consumption to the



lowest level possible. Making your footprint as small as possible is less expensive than adding onsite energy generation. Don't forget to address human behavior like turning off lights and computers when not in use. Next examine energy generation options in order to reach the net zero energy target from wind, solar, geothermal, biomass, fuel cells and combined heat and power systems. It will take the cooperation of the entire team to reach net zero energy status.

Developing that design requires a Net Zero Energy project team with experience in:

- building layout and orientation
- the building envelope (walls, windows, doors and roof)
- landscaping
- building materials
- thermal mass and HVAC systems
- electric, lighting efficiency including use of natural light
- plumbing including waste water (gray and black)

- passive solar and natural ventilation

Interior design and layout might also require a change of culture, such as not having offices line the exterior wall that blocks interior sunlight.

We need teams with experience in net zero energy development, so the building industry needs to embrace new green building education in order to expand the number of teams that can deliver this goal to our country's buildings and homes.

The builders experimenting with new ideas today are creating the template that will become that change. Imagine developing community wide geo-utilities to serve heating and cooling for a community or campus setting. Not only would they help us get to net-zero status, but they are also more cost effective on a larger scale.

There are some general guidelines to building a Net Zero Energy Building:

1. Have a team approach to integrate all of the building components.
2. Elongate the building along the east-west to maximize day lighting.
3. Make your building envelope energy tight including R factors of 50 in the roof, 30 in the walls and 20 below grade.
4. Specify HVAC systems that support net zero such as geothermal heat pumps including variable frequency drives that reduce the energy required based on the load.
5. Monitor and verify that the building is operating as it was designed. This includes not only

commissioning but continuing to monitor for any changes. Benchmarking the energy consumption and water use is an excellent tool for this.

6. Monitor electricity waste due to "plug load creep". There are so many new electronic devices from cell phones, tablets, computers, and wide screen televisions that it is critical to purchase only the most energy efficient devices and to be able to cut the power when these devices are not in use.

7. Recycle grandma's old refrigerator in the garage keeping your beer cold for a new *Energy Star* rated one that will also save you a ton of money! It's not the cost of the electric



motor that's the expensive part – it's the cost of running the motor over its lifetime. Choose wisely.

Building sustainably is not only inevitable, it is urgent, and also makes plain old good economic sense. Net Zero energy building will change our country's future and the future of our planet. It will also change the way we work with utility companies. Power plants and purchasing energy from the local utility may indeed soon be a thing of the past.

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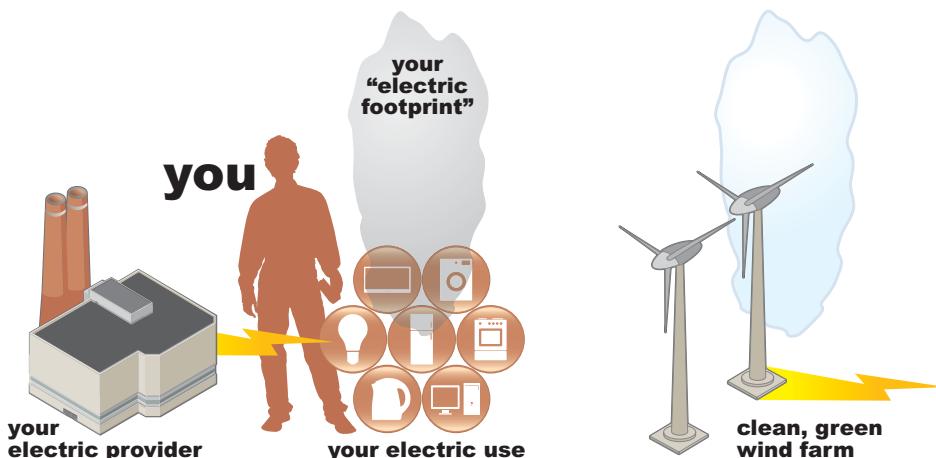
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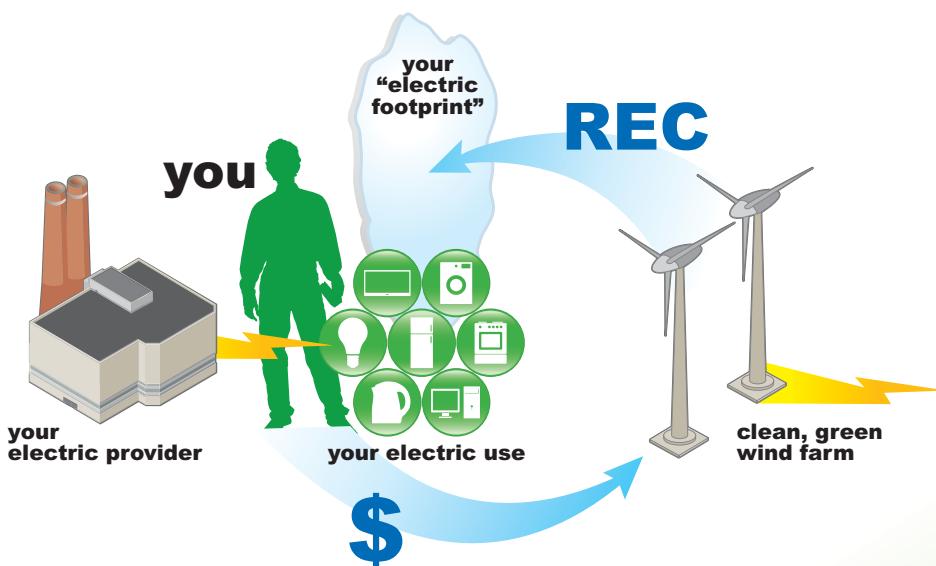
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You still get your electricity from your provider, but you also voluntarily buy RECs from the wind farm. You get to "green up" your footprint, and the wind farm uses the extra money from the REC sale to lower their prices and compete better. Everybody gets better air and everybody wins.

The Green Leaf Inn

Imagine the Sustainable Building of the Future and then join us on the journey to demonstrate sustainable living.

The Green Leaf Inn is being designed to be not only a new sustainable building complex but a complete Net Zero Energy Demonstration Model that will serve as a living laboratory and catalog of new technology, products, and providers. If you are a green builder, architect, landscaper or consumer looking to build or remodel green; an educator or student looking to learn about making a sustainable future; or a green product manufacturer looking for growing trends and new applications, The Green Leaf Inn will serve as a source of information that will continue to evolve as the project moves forward from development through to completion.

The goal of this Eco-Vision Sustainable Learning project is to combine Ecology and Economy as a path for a sustainable future.

The Inn will include remodeling (existing home containing three suites, eating area, commercial kitchen and laundry) and new construction(16 hotel suites and conference center). It is designed to encompass a totally new world of luxury never before experienced through the context of sustainable living.

Imagine the world you'll experience as you pull your electric vehicle into the driveway at The Green Leaf Inn...

You enjoy the lush surroundings not realizing you are driving on permeable pavers that keep the

rainwater on the property. You drive past the above ground rainwater cistern, unaware that there is an underground 30,000 gallon rainwater storage tank holding the roof run off that is to be used for filling the toilets, watering the landscape and integrated as thermal storage with the geothermal heat pump. You drive to the end of the parking lot and see a long drive out to the wind turbine. It looks like grass but is actually designed to handle the 120,000 pound crane required for periodic maintenance of the 153 foot high wind turbine powering much of the property.

As you park under the LED parking lot light, you connect your car to the EV charging station. You then walk across the parking lot, unaware that underneath the surface, several 300 foot deep geothermal wells are moving energy back and forth to the geothermal central system. The geothermal system also uses the 55 degree domestic water that is pumped up from the wells and passes through a plate and frame heat exchanger. You look up at the

roof and see the solar thermal hot water and solar electric panels on the hotel metal roof. You notice there is one solar thermal panel that is flat and one that is made of evacuated glass tubes and briefly wonder which one works better under what conditions. But you don't concern yourself with the issue, because your real motivation at this moment is getting into your 550 sq ft suite with the two person hot tub. You walk past the vertical gardens on the stairwell and under the green roof into the Welcome/Conference Center.

As you move through the R30 spray foamed insulated walls and over the sustainable flooring, you might note the beauty of the tile, flooring, wall coverings, countertops, siding, stone and roofing, not realizing they were all chosen for their beauty as well as their performance and sustainable recycled content. You check in, get your key card and walk past the energy center room containing the combined heat and power system, hot water storage tank, geothermal system and all controls. The energy dashboard shows you the CHP just



turned on to make hot water and electricity at the same time, for an overall efficiency of 85% compared to a typical power plant that makes electricity at 35% and dumps all of the thermal energy.

You enter your room and slide the key card into the appropriate slot to energize the room and alert the Front Desk that you are in now in your room. The finishes from the tile to floor are beautiful and also made from recycled materials. You enter the bathroom thinking someone left the light on, only to realize it is lit from a light tube letting in natural sunlight. The toilet is dual flush for water conservation and the shower is constructed so that as the hot water goes down the drain, a heat exchanger extracts the waste heat and preheats the cold water to reduce the amount of energy needed to take a shower. The water all goes into the onsite aerobic treatment system and is returned to the groundwater aquifer. The reduction in water use is becoming a critical factor worldwide and The Green Leaf Inn will reduce, recycle and reuse your water at no cost to your luxury experience.

You walk over by the bed and admire the custom headboard, made from trees on the property that were sawed, dried, planed and built in a local cabinet shop. You look out the low-e glass windows at the beautiful gardens, decks and hardscapes. Out in the back of the property you notice the dual axis tracking solar electric system that follows the sun throughout the day and seasons.

As you leave your room, you pull your key card which de-energizes

certain systems in the room, like your TV, to save energy and alerts the main desk that your room is now available for housekeeping. You walk over to the cottage building with sustainable decking and patios, and sit inside by the pellet stove to warm up from the cool evening air. The outdoor wood gasifier boiler is heating hot water to prepare for those guests who will be enjoying their two person hot tub. The laundry is being finished using only cold water and an ozone system instead of hot water, soap and bleach. The washer uses 40% less water due to technology advances. The water feels soft but is treated with a PWT or physical water treatment device to keep salt out of the water table.

Your romantic visit to The Green Leaf Inn is now filled with beautiful memories. But we hope your visit has also served to make you aware of all the amazing possibilities and realities that exist in the world of sustainable living. The question is no longer, "Can we imagine a sustainable future?" The Green Leaf Inn will demonstrate the ability to live an upscale, sustainable life while providing the next generations with a sustainable future.

Eco-Vision Sustainable Learning Center will be videotaping the entire process of building the Green Leaf Inn including a complete directory of product options, webinars, tours and articles. Sign up to join us for the journey of building the first Net Zero Energy Hotel and conference center. Imagine the future! Follow our journey at www.thegreenleafinn.com





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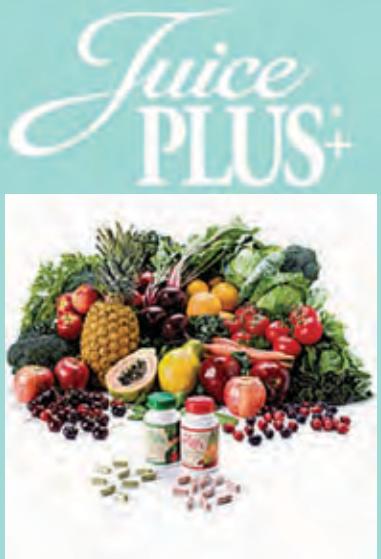
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Turning Green (Energy) into Gold

Hans Herrmann
President, Cost Containment International, LLC

Green is the new buzzword. Everyone agrees that green energy is a good idea. No matter what your personal beliefs or your political leaning, it's hard to argue against an energy source that doesn't pollute, constantly renews itself and decreases our dependence on foreign suppliers. Like beginning a diet, starting an exercise program, reading more, or spending less money, which are all great ideas, the overwhelming questions of how and where to start keep us from moving forward.

One main obstacle is a simple one: start up costs. Green Energy, whether it's solar, wind, combined heat and power or micro-turbines, requires a substantial initial investment. In Europe, where green energy is much more prevalent than here in the United States, government incentives and higher energy rates have played a significant role. Current government incentives here in America aren't very helpful to condominium associations and other not-for-profit groups, as they are built around tax credits and accelerated depreciation. If green energy is going to happen now, we need to find a creative solution.

Answers can come from American ingenuity; working together with strategies that can help all involved. Energy conservation will need to be part of any energy plan, as with conservation there are associated cost savings. A condo association that is united behind a commitment to green energy can package power generation (solar panels, combined heat and power, etc.) with a comprehensive plan to increase efficiency and reduce use throughout the property. This "bundled" green energy service enhances the economics of the project. One more step is needed to make the economics work for condo associations in IL and that is to structure the deal under a Power Purchase Agreement (PPA).

Most solar and wind development in the US have been structured as a PPA. A PPA brings together vendors, investors and buildings (or the energy could be sold to the utility) seeking green energy installations in an agreement where each party contributes and each party benefits. Investors contribute upfront costs and in return enjoy the benefits of government incentives, as well as a steady return from the generated energy by providing that service to the condo association. The vendors provide the latest and



greatest equipment and get access to customers who otherwise could not afford their technology. Condo associations provide the location for the installation and use the produced energy, enjoying the benefits of their personal green energy, have predictable energy expenses and no out of pocket upfront costs.

Plans such as these require a new forward thinking attitude towards energy. In the past, energy has been a somewhat predictable, regulated expense. Today, energy consumers can have a more active role in their energy plan and take more active steps to understand and be aware of their energy options. This is a great time to seek out and consult with the experts.

Do you know who the largest consumer of green energy in the U.S is right now? It's the United States Air Force. Did you know that a solar panel in Chicago will produce nearly the same amount of energy as one in Miami, and Chicago's usable sunlight is nearly equal to that of Los Angeles and Atlanta? Be prepared: green energy is full of surprises!

Here's an overview of some of the green technologies available today:

Solar Photo Voltaic (electric)

There are multiple new applications coming on the market. Integrated building systems (shingles, wall panels, and windows that actually contain the solar cells in the product), thin film (cheaper, but also a lower efficiency), concentrating photovoltaic which shows promise and the standard crystalline silica. You can have a fixed mount or a tracking installation. Tracking follows the sun and can generate 25% to 30% more electricity, but comes with a larger investment and higher maintenance costs.

While there is great potential in the new technology, with the expectation of a system lasting 30 years or more, the finance options are mainly focused on the established systems with a track record. The upfront cost of a solar installation can be a problem at today's rates. A 100kW system requires approximately 30,000 square feet of roof space and \$750,000 in capital. A system of that size will generate approximately 200,000 kWh per year of electricity. There are not many roofs or spaces in Chicago that can accommodate such a large installation. But there are many roofs on different buildings that when combined/aggregated will offer an opportunity for a solution.

Wind Turbines

Wind is a rapidly growing renewable energy source that can produce competitive power in many markets with utility sizes wind farms. There are two main types of turbines; horizontal axis wind turbine (HAWT) – think propeller, and vertical axis wind turbine (VAWT) – think egg beater. Wind power has a cubic relationship to

wind speed: a site where average wind speed is 20 miles an hour will actually generate more than twice as much power as a site where wind speed is only 15 miles per hour on average. So, elevating your tower (free of obstruction) can make a huge difference. In fact the three main problems for wind development are:
Tower height is too low.
Tower height is too low.
Tower height is too low.

Ideally, you want the tower to be at least 50 feet higher than any object within 3,000 feet to reduce the eddy current and loss of wind power. A number of companies are trying to sell very small scale units that mount on a roof with the concept "it is always windy up there". However, non uniform wind direction and constant wind power makes the wind lose the ability to generate electricity economically for the investment required. Cost per kW also increases for small sites to the point that solar electric makes more sense. Most small roof mount systems are priced \$6,000 to \$8,000 per kW. By comparison, large scale turbines are approximately \$1,500 per kW, but where do you fit a 300 foot tower?

Combined Heat and Power (CPH)

Typically this system is an internal combustion engine or turbine (using natural gas as its fuel) that generates electricity on-site while capturing the waste heat for the facility with an overall efficiency of 80% to 90% compared to a typical plant of a utility operating at 35% which then dumps all of the waste heat into the atmosphere. This improved efficiency is green. There are systems sized from residential sized systems, small scale turbines that can get to a basement or roof top in the elevator, to massive systems for hospitals. The key element is to size the system to the thermal need and not the electric need. In Europe, 30% of the electricity being generated is through CHP systems. The cost is lower and it benefits the environment.

Energy Efficiency

The greenest energy is the energy not being used. Energy savings opportunities range from lighting technologies, daylight harvesting, waste heat recovery, HVAC controls and efficiency upgrades, water efficiency improvements (3% of electricity used nationwide is for pumping water or waste water treatment). Any green energy program should include an audit to combine energy efficiency improvements to reduce consumption.

Fall is the season of changing colors. Be aware of the opportunities to change green energy solutions to gold for your communities. Many new green energy solutions are coming to Chicagoland that are good applications for multi-family residential communities.

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Put Solar
On Schools.



C2 Intl. has joined the
**Community Green
Challenge Program
Solar For Schools.**

For each new contract, we'll help put free solar power up at a local school. And we'll let you take credit for it.

Spend less. Support green.
All you have to do to help is save.



www.c2intl.com/ILsolarschools

877-265-2799





your town
your school
your church

Imagine if your community could earn FREE green energy.

Take the Community Green Challenge.

*By purchasing products and services with our
partners and realize cost savings, you earn points
for Free Green Energy in your community.*

Trade in points for your Green Reward.

your office

your club

your association

your neighborhood

GREEN REWARDS INCLUDE
solar installations,
wind turbines,
charging stations,
& energy audits.

COST SAVINGS & FREE GREEN For Your Community.



To get started visit
www.ecovisionslc.org/gcc
or call 262-248-0970.



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SUSTAINABLE LEARNING CENTER