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## Go for the green with changes, both big and small

*Linda Taylor*  
*Journal Staff*

The city of Stevens Point is celebrating its 150th birthday this year, and many Stevens Point-area businesses are trying to reduce their carbon footprints going into the next 150 years.

The buzz phrase "going green" is no longer just a suggestion, but a demand to which many businesses are responding.

Inside this 2008 Progress edition, you read about new and established businesses that are incorporating practices that will go a long way toward preventing environmental damage.

These changes include little things such as local R-Stores placing recycle cans next to their trash cans so patrons can recycle plastic bottles, rather than placing them in landfills.

The changes also include bigger items, such as Millennium Masonry's use of insulating concrete forms that help hold down heating and cooling costs, and produce little waste in the construction process.

Reducing your carbon footprint is not just a series of occasional little changes, but a permanent change in habit.

It is about offering reusable bags for your customers, as local grocery stores do, or asking customers to bring in their own bags, the way Companion Shop owner Andi Oppermann does. Or, for that matter, selling recycled products such as a line of pet dog toys made from recycled materials.

It is about rooting your business in a green philosophy. Architect Tom Brown thinks green from the start of each design, placing a structure just right to maximize the use of sun and shade.

It's about looking toward a greener future.

Point Heating & Cooling is trying to phase out its installation of older, more fossil-fuel-based energy systems by installing geothermal heating and cooling systems. And Chet's Plumbing and Heating is installing more and more solar-powered heating systems in the area.

It is gratifying to see these companies -- big and small -- step up and set a good example for the community.

And the Stevens Point Journal wants to keep telling the story of businesses and other organizations that are going green.

Submit story ideas to [news@stevenspointjournal.com](mailto:news@stevenspointjournal.com) or mail them to Green Tips, Stevens Point Journal newsroom, 1200 Third Court, Stevens Point, WI 54481.

Please include the story idea, a contact name for the business, and your name and contact number.

Questions? E-mail me at [lataylor@gannett.com](mailto:lataylor@gannett.com) or call 345-2052.

Linda Taylor is managing editor of the Stevens Point Journal.

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