

clean, renewable energy, the facility has eliminated an estimated 7,710 tons of carbon emissions—or the equivalent of planting 308,400 trees during the life of the system.

"It was a little intimidating in the beginning, but something that is definitely doable and we're proud we did it," says facility owner Chris Kolovos. He says the facility's LED lighting alone has cut electricity usage by about 25 percent.

"Once we went solar, it gave us the inspiration to revisit everything," he says. "We retooled our entire facility to be greener."

Water Conservation

A new housing development in Camden's Cramer Hill section called Neuva Vida III will be the first urban community of EPA WaterSense homes in the nation thanks to a grant from **New Jersey American Water**. "These homes are being built with water conservation in mind every step of the way and comply with the EPA's WaterSense program," says Peter Eschbach, director of communications and external affairs for New Jersey American Water. "For instance, the hot water has to be designed in a way that you get the hot water quickly; you don't have to let the water run for five minutes to heat up."

Eschbach adds each house will also have all WaterSense-labeled appliances. "And even on the outside, the landscaping will use drought-tolerant plants that keep water conservation in mind," he says.

"Some people may think it's unusual for a water company to want to conserve water, but the fact is that we spend an awful lot of time and resources treating the water and making sure it's safe and delivered properly, so the last thing we want to see is that it gets wasted," says Eschbach.

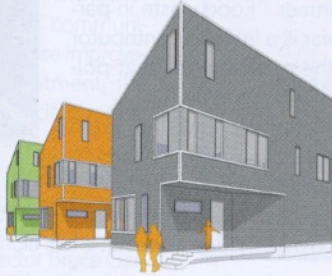
Off the Grid

Joe Ehrenreich, certified landscape professional and general manager of **Young's Landscape Management, Inc.**, believes everyone has a duty to take care of the planet. As part of the Green Industry, it felt right for Young's Landscape to adopt an even



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AN ARTIST'S RENDERING OF THE NEUVA VIDA III HOUSING DEVELOPMENT IN CAMDEN.



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greater effort, he says. The company moved to a solar electricity generating system in 2011 and now generates 61kW of solar power to operate its seven buildings.

"The system prevents 219,600 pounds of CO2 from entering the atmosphere," says Ehrenreich. "It also protects clean water from contamination and avoids the release of nitrous oxide and sulfur dioxide into the environment. As we plant trees, shrubs and grass, which have their own ecological benefit, we've found that going solar is just another way we can help reduce the chemicals we're putting into our atmosphere."

Total Overhaul

When Jon Perper, owner of the **Playdrome Entertainment Center** in Cherry Hill, made the decision to make green changes in his life and business, it snowballed into a total overhaul. "Once I started, I just kept seeing there was more and more I could do and the effort continued to grow," he recalls.

Perper almost instantly began greening the Playdrome, switching to LED lighting and warm air hand dryers, cutting back on disposable foam products, and greening his back-office operations. Most recently, he has planned a solar installation that will offset 75 percent of the electricity consumption of his business, and he founded his own wholesale supply company, ZLED Lighting. "Getting involved in the lighting business has been very rewarding because I can actually see how many kilowatts we're taking off the grid," says Perper.

He's also helped his fellow members of the Bowling Proprietors' Association of America to go green. "I realized that we could take this to the bowling industry as a whole," he says. "It's helped 5,000 other bowling organizations become greener."

Clean Power

LS Power recently broke ground in West Deptford for its first natural gas-fueled co-generation plant in New Jersey, a project that will utilize state-of-the-art combustion turbine technology with advanced emission controls. This plant will help the state



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