



## **Green Initiatives Every Business Should Know About** (to reduce costs for your business)

*The idea is to promote “Buy Local” and reduce waste to make little or no environmental footprint for a more sustainable Summit.*

### **LEED Building Standards**

The U.S. Green Building Council has developed a rating system that promotes the design and construction of green buildings. These buildings use less energy, water, and natural resources while creating a healthier environment for you and your business. In addition to reducing energy consumption and costs by turning your business into a certified LEED green building, use these energy-saving tips:

- Use fewer gas-powered products.
- Use more electricity generated by solar, wind, and water.
- Open the blinds and curtains and use natural lighting whenever possible.
- Turn off your computers at night.
- Keep your thermostat regulated for minimum usage of energy.
- Wear a sweater, jacket, or fleece cover-up instead of turning up the heat.
- Purchase energy-efficient heaters, air conditioners, and office equipment.
- Learn all you can about new methods of saving energy.

For more information about LEED building practices, contact City of Summit Environmental Commissioner Erv Bales at [bales@njit.edu](mailto:bales@njit.edu).

### **No Idling**

Idling for longer than three consecutive minutes is against the law in the state of New Jersey. Additionally, exhaust from idling vehicles can accumulate and pose a health risk to employees, drivers, and the community at large. Exposure to exhaust can cause lung damage and respiratory problems. Exhaust also exacerbates asthma and existing allergies, and long-term exposure is thought to increase the risk of lung cancer. Idling is bad for the environment and bad for the bottom line. Ask your vendors to turn off vehicles when making deliveries, and turn off yours, as well.

### **Styrofoam Free Zone**

Environmentally friendly packaging is an important step in greening your business. Styrofoam negatively impacts the environment but also creates potential health risks for customers who consume food and beverages from Styrofoam containers. Exposure to Styrofoam has been

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linked to hormone disruption, fatigue and headaches. Long-term exposure is suspected to increase the risk of cancer. A local resident is offering subsidies from \$250 to \$500 to small businesses that are interested in making the switch from Styrofoam to a more environmentally friendly alternative. Please contact City of Summit Environmental Commissioner Amy Cairns Harrison at amy.cairns@gmail.com for more information.

### **PSE&G Direct Install Energy Program**

The PSE&G Direct Install Program can help you cut your energy costs by up to 30% by offering:

- A FREE on-site energy audit of your facility's electrical equipment.
- A proposal based on your audit, with recommended energy efficiency measures.
- Installation of energy-saving equipment at your convenience, PSE&G will pay 100% of the cost upfront, while you re-pay only 20% of the cost on your PSE&G bill.

After eligible customers receive the free on-site energy audit of their facility and audit report results, they may choose to install energy efficiency measures and repay only 20% of the cost of those measures.

For more information on the PSE&G Direct Install Program go to:

<https://extsecure.pseg.com/webformsWeb/resources/jsp/psegcom/small-business-direct-install-program.jsp>

### **Reduce, Reuse and Recycle**

If you reuse an item instead of purchase a new item, one less thing ends up in a landfill or needs to be recycled.

There are a number of ways you can reuse:

- Refill your plastic drink containers with water or your favorite beverage.
- Use both sides of your paper before recycling it.
- Purchase used items when possible instead of buying new ones.
- Have broken items repaired before buying a new item.
- Sell or donate items instead of throwing them away.

Recycling is required by NJ State Law for all business and residents.

A flyer listing materials that are recycled by the City of Summit is included on the CD in this

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Think Local First toolkit. For more information on recycling, contact the City of Summit Department of Community Services at 908-273-6404. A copy of the recycling schedule and guidelines is also available at <http://cityofsummit.org>

### **Summit Free Market**

The Summit Free Market Committee is a student-run initiative that includes young men and women from both private and public schools in Summit. The Summit Free Market features both an online program, which allows citizens to post unwanted goods and search for desired items, as well as a physical location at the City of Summit Transfer Station that hosts seasonal events where residents are able to bring reusable items to share, and take whatever they may want or need. Local businesses are invited to share or take items online by visiting: <http://summitfreemarket.org>

### **Green Cleaning Products**

Many of the cleaning products used by businesses contain toxic chemicals. These chemicals are harmful to those who use them and create problems with the environment when they are disposed. By using cleaning products that are biodegradable and less toxic, you create a healthier work environment, which in the long term saves on downtime and medical bills. Green cleaning product suggestions and where to buy information is included on the CD in this Think Local First toolkit.

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#### **Did You Know?**

For a second consecutive year, the City of Summit is one of only four municipalities that has achieved the highest level of Sustainable Jersey certification. The program is voluntary and each town has to meet and document their achievement of the required actions in a range of areas that include a commitment to environmental stewardship, conservation of energy and water, and waste reduction and recycling.

Sustainable Jersey is the most successful statewide municipal sustainability program in the country. More than 6,700 people in New Jersey have participated in statewide training and outreach events in 2010. The program has distributed over half a million dollars to New Jersey communities to support an estimated 1,500 actions to make communities more livable, environmentally friendly and prosperous.

It is through the hard work and dedication of community volunteers and City of Summit staffers that Summit continues to be a leader in the environmental movement in the state of New Jersey! Thank you for all you do ... way to go Summit!

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## Strategies for Using

**facebook**

## For Business

With 500 million members and growing, Facebook offers brands and marketers direct contact to the largest pool of online users on the web. After all, social media is fast becoming more popular than e-mail on mobile devices and more convenient for news consumption than the daily paper.

In recent weeks and months, Facebook has introduced and improved a number of on-site tools that sage brands and businesses can use to better market themselves. Even the simplest of tools such as “Likes” and photos can serve as a catalyst for a viral network effect. Of course, there’s also opportunity to be had with more calculated efforts around Place Pages and Questions.

New as these conveniences may be, they’re still rich with opportunity. What follows is a look at how these tools, mixed with a little ingenuity, can be applied to your marketing purposes.

### **The Importance of “Like”**

“Likes” aren’t exactly new to Facebook, but they are becoming increasingly more important buttons to brands and marketers. The more you can encourage fans and would-be fans to “Like” your Page and updates, the more distribution you’ll get. Distribution is nothing to scoff at either, especially given a recent partnership between Bing and Facebook that surfaces Facebook “Likes” in search results.

There are a number of creative ways to solicit “Likes,” one of them being the more passive approach of posting stellar content that inspires action. You can also integrate “Like” buttons into your website, should you wish to complete the circle between Facebook and your business site. This might be a wise move considering “Likes” are proving great at generating referral traffic.

### **Photos Will Enhance Your Brand Image**

Facebook Photos are likely a much overlooked brand utility. In recent weeks, the social network has added a slew of photo enhancements that Page owners should become keen on.

Especially of note is the ability to upload hi-resolution photos up to 2048 pixels wide or high. In combination with the lightbox interface and the removal of pagination (all album photos appear on a single page), photos now really pop on the world’s largest social network.

For marketers and brands, these upgrades offer huge opportunity; you can now use Facebook’s magnified photo product to better engage brand fans.

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### **Consider Utilizing Facebook Questions**

Facebook Questions is another new product from the social network that can be molded into the perfect tool for brands and marketers.

The Q&A product lends itself to Page owners, who can respond to questions as their business (versus responding as an individual). Page administrators can also post questions directly to their Pages, with the activity also showing up in the News Feeds of your Facebook fans. Clearly, Questions can be a marketing tool for soliciting organized feedback in a way that also exposes the business to larger audiences, should fans post and share their answers.

Facebook Questions should be used like any other Q&A tool out there (think LinkedIn) meaning we highly recommend a soft sell approach. If you use Questions to explicitly sell your product, you'll probably be met with unresponsive Facebookers. If, however, if you pose questions to answer where you can demonstrate expertise, or post questions to your Page that resonate with fans, then you'll be working to develop better connections with these individuals.

### **Facebook Places Can Create Connections**

If your place of business has a physical store, then your job as a marketer is to improve foot traffic. Facebook's Places is a potential digital tool for creating a tangible connection between your online profile and your offline venue.

Your goal, by and large, should be to inspire in-store customers to share the "I was here" message with a place checkin that gets distributed to their Facebook friends and posted to your Place Page. You'll want to start by claiming your Place Page—one is automatically created once a Facebook member checks in to a venue. You can then encourage checkins via in-store signage or special checkin-themed events.

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## Strategies for Using



## For Business

***To tweet or not to tweet.*** That is the question on the minds of many business owners.

For some, Twitter has proven to be a powerful way to engage customers and build a community. For others, tweeting has been nothing but a waste of time. The fact is, most small business owners have no concept about how to use Twitter effectively. Many entrepreneurs simply produce and promote useless spam, while others over extend and over engage.

### **Twitter is an information tool.**

Twitter is an amazing tool to market and really interact with fans and customers. It gives you real-time conversation with them, but if you don't interact and answer questions people have, it's a complete turn off. There is a reason that it's a 'social media' tool and the key word is 'social.' Don't overwhelm your followers with information. Be social and see what your customers want or need.

### **Limit the amount of time you spend on Twitter.**

We suggest limiting the time you spend on Twitter each day to less than a half hour. Remember: You don't need to @Reply every single person that mentions your brand.

### **Engage Your Followers.**

The best companies on Twitter create conversations with fans and become "followers" of their lives, making their product embedded into their daily routines.

### **Provide Value.**

There are two goals you should have when using Twitter to market to customers: Establish yourself as an expert and deliver relevant, valuable content. Post tips, advice and guidance that will help your potential customers.

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**Provide Relevant Information.**

Twitter is a brilliant tool to push information out to your customers and fans, but it is important to remember that Twitter is not about self-promotion. Be sure you're engaging your customer base and starting a dialogue. Create genuine interaction and work to distribute information relevant to your customers. Using this approach will help you harness the power of Twitter.

**Be Personal and Interesting.**

Seventy to eighty percent of your tweets should be informational, fun or personal in nature, and only 20 to 30% should be commercial. Retweet interesting links, useful articles and photos taken from your cell phone.

**Twitter Etiquette.**

First, understand that quality always trumps quantity when it comes to social media. One hundred evangelists far outweigh 100,000 mere "followers." Second, follow Twitter etiquette: listen, be relevant, mind your brand, engage, and give more than you get.



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## Strategies For Promoting think**LOCAL**first Initiatives

### **Walk The Town Fridays**

Residents and non-residents alike will be encouraged to visit Summit for “Walk The Town” Fridays. Walk the Town Fridays will take place on the first Friday of each month beginning April 1, 2011 and include exciting seasonal events, great specials and discounts from participating local downtown businesses. People will be encouraged to explore Summit’s charming historic shopping district with friends and family, and find all that downtown Summit has to offer! A Walk the Town poster is provided in the toolkit for display in the window or entryway of your business.

Local downtown retail businesses are being encouraged to extend normal business hours to 7 or 8 PM and offer promotional incentives to encourage customers to come in and shop. Restaurants are being asked to offer specials to generate interest in and enthusiasm for the Friday night event.

If you are interested in additional information on how to promote Walk The Town Fridays, please contact Marin Mixon at Summit Downtown, Inc. (SDI) at [summitdowntown@yahoo.com](mailto:summitdowntown@yahoo.com).

### **Collectible Buttons**

A total of four collectible buttons will be produced with a new button being “released” every two weeks for a total of eight weeks. Shopkeepers will handle distribution to elementary school age children who will visit shops with their parents. The idea is to collect all four buttons to put on backpacks, coats, hats, etc.

Collectible buttons will be issued on April 1, 15, 29 and May 13, 2011.

A request form for the buttons is included in the toolkit. Instructions for distribution will be delivered with the buttons. For more information on the collectible buttons program, please contact City of Summit Buy Local Coordinator, Beth Lovejoy at [beth.t.lovejoy@gmail.com](mailto:beth.t.lovejoy@gmail.com).

### **3/50 Project**

The 3/50 Project is a movement backed by small enterprises that encourages shoppers to pick three independently owned businesses and spend \$50 a month at them. Many Summit businesses have been successfully participating in this program. A 3/50 Project flyer has been included in the Think Local First toolkit. For more information on this program, please contact Marin Mixon at Summit Downtown Inc. (SDI) at [summitdowntown@yahoo.com](mailto:summitdowntown@yahoo.com).

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#### **Let Us Help You!**

For more information on how to implement materials in this Think Local First toolkit, contact City of Summit Buy Local Coordinator, Beth Lovejoy at [beth.t.lovejoy@gmail.com](mailto:beth.t.lovejoy@gmail.com).

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