



2008 Sustainability Update

Since its inception as Mountain Muse Publications in 1995, Mountain Muse Communications, LLC has dedicated itself to serving, spreading, and operating under the principles of social, economic, and environmental sustainability.

Our mission is to promote an integrated approach to communications within sustainably minded businesses; by adopting our integrated approach to print and electronic media for all stakeholders, our clients can

- ◆ increase their efficiency with respect to labor hours through better information management and content repurposing (which can, in some situations, reduce energy usage through reduce server time, reduce office time, etc.),
- ◆ reduce their materials use in their communications workflow (e.g, reduce paper usage),
- ◆ improve the efficacy of their communications, thereby creating greater impact with fewer materials and labor resources, and
- ◆ learn from us about sustainable materials options (e.g., recycled paper, greener printing, renewable energy web hosting, biodegradable product options, energy efficiency improvements).

Peer-to-peer Leadership and Education

We research sustainability options that impact communications workflows on an ongoing basis (daily). We are active members of local and national business groups that address sustainability, renewable energy, and recycling, as well as fundamental communications issues.

We regularly convey this sustainability information to our clients through formal proposals and casual communications, thereby educating our client base about the latest sustainability options for their communications workflows and incorporating these options into their processes.

Energy and Water Conservation

In 2000-2002, we undertook a major addition and renovation of our home—which houses our business in full. This renovation preserved the late 1930s character of our brick bungalow (a social issue in our historic neighborhood), and used extensive use of materials reduction and reuse, recycled content materials and the latest in energy and water efficiency technologies for construction and finishes, including:

- ◆ reusing all brick and concrete block removed from the original building;
- ◆ energy efficient windows;
- ◆ new fluorescent light fixtures;
- ◆ a high-efficiency hot water heat system;
- ◆ insulating concrete form foundation;
- ◆ high-efficiency insulations throughout;

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- ◆ energy and water efficient appliances and fixtures throughout (including an evaporative cooler);
- ◆ natural paints;
- ◆ cork flooring;
- ◆ 100% post-consumer recycled glass tile; and
- ◆ reused or salvaged doors, hardware, and flooring.

In 2007, additional efficient windows were added, along with additional insulation, EPA-rated storm doors, and high-efficiency, EPA-rated wood-burning fireplace inserts. We make annual upgrades to compact fluorescent light bulbs and are currently at approximately 75% conversion. Mountain Muse Communications purchases 100% of its electricity from Xcel Energy's Windsource program.

Since 2000, annual efforts have been made to convert the property landscape to low-water and xeric plantings. These plans continue with major renovations of the property planned over the next five years.

Community and Social Issues

Our locally owned, woman-owned company offers flexible hours to employees and provides healthcare insurance immediately to any employee at 24 hours or above per week. We also employ subcontractors at highly competitive rates—including stay-at-home moms who would otherwise not have realistic work opportunities.

We are strong advocates of biking, walking, and mass transit and striving for a minimum of two “no-drive days” each week.

In addition to being consistent presences on our bicycles around our community, we volunteer and donate regularly to our daughter's school, participate in our neighborhood organizations, and both principals will volunteer for organizations providing support services to the DNC.

Waste and Pollution Reduction

We not only educate our clients about sustainability, we practice these methods internally. We use only 30% post-consumer recycled paper or higher (most of our paper is 100% PCR) and make extensive reuse of scrap paper. High-recycled-content, low-packaging products are the rule throughout our purchasing practices, although reducing purchasing is the first priority.

Mountain Muse Communications regularly seeks out products that allow us to eliminate waste; when waste is unavoidable we look for recycling or composting options before using the city waste services. With our high recycle rate and low waste rate, the entire household requires only once-per-month trash service exclusive of landscape waste.

We update our practices regularly to save time and energy, reduce resource use and reduce waste generation...just as we teach our clients to do!

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