

Small-Biz@EPA

Small Business Ombudsman Bulletin



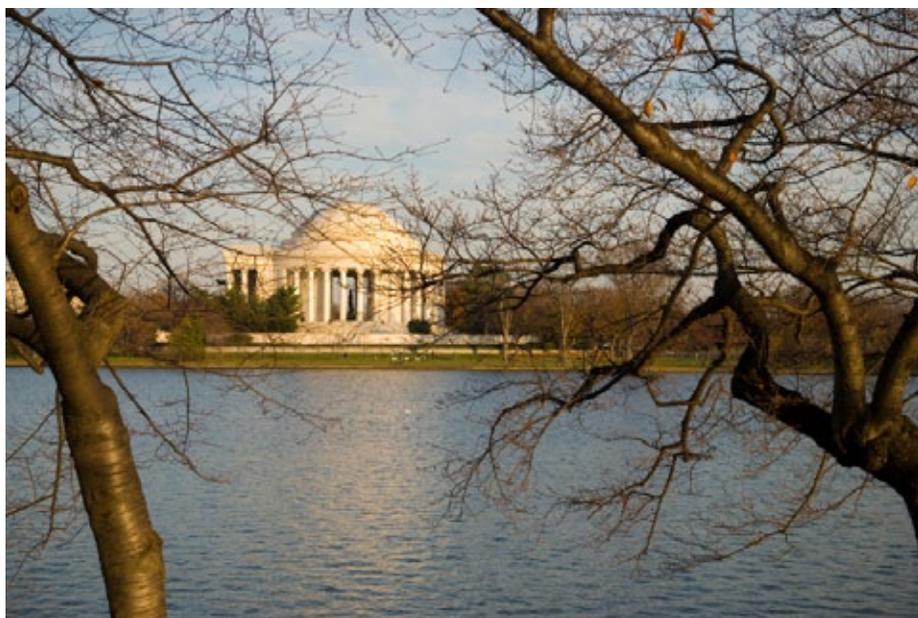
OCTOBER 2011 • Volume 3, Issue IV • EPA /180/N-09/001

News for the Small Business Community

WELCOME AND INTRODUCTIONS

Welcome to the fall 2011 edition of the SmallBiz@EPA Bulletin. Improving our outreach and services to small businesses is our number one priority. We are excited to bring you a variety of updates and events that include fresh ideas and initiatives that have been implemented to assist small businesses in improving their environmental performance.

This quarterly web publication highlights recent Agency activities and State Small Business Environmental Assistance Programs (SBEAP) initiatives.



CONTACT LISTS

Need to find the right person to contact for a comment or question within your state, region, or program? Go to the Contacts page on the Small Business Environmental Home Page www.smallbiz-enviroweb.org/contacts.aspx.

IN THIS ISSUE:

WELCOME & INTRODUCTION	1
EVENTS	2
SBO/SBEAP & NATIONAL STEERING COMMITTEE SUBCOMMITTEE UPDATES	3
REACHING SMALL BUSINESS	5
REGULATION UPDATES	6
SUCCESS STORIES	7
TECHNICAL UPDATES	9
GREEN BUSINESS	9
INQUIRIES AND INTERVIEW	11

DO YOU HAVE NEWS FOR THE SMALLBIZ@EPA BULLETIN?

Want to reach the small business community? Send a brief synopsis of your success stories, technical and regulatory updates, and other news to Paula Zampieri (zampieri.paula@epa.gov). Include your web site link. Submissions must be received by the third Tuesday of March, June, September and December to be included in the next edition.

For More Information on Small Business Environmental Compliance:

www.smallbiz-enviroweb.org

Hotline: 1-800-368-5888

EVENTS



U.S. ENVIRONMENTAL PROTECTION AGENCY DEPUTY ADMINISTRATOR'S MEETING WITH SMALL BUSINESSES, WASHINGTON D.C.

The Asbestos and Small Business Ombudsman (ASBO) will be hosting a meeting for small businesses to meet with the U.S. Environmental Protection Agency (EPA) Deputy Administrator and other Agency senior managers to discuss topics that are of particular concern to small businesses as well as hear recommendations regarding these important issues. The meeting is scheduled for November 30, 2011. Invitation is required and space is limited.

For more information, contact Joan B. Rogers at rogers.joanb@epa.gov.

OHIO EPA 2011 COMPLIANCE ASSISTANCE CONFERENCE, NOVEMBER 7-8, 2011, COLUMBUS, OH

Ohio EPA is hosting its sixth Compliance Assistance Conference in November, with an improved and expanded agenda. Conference participants will gain valuable information and contacts to help them with environmental compliance responsibilities now and in the future. A large part of the conference is targeted at businesses, and the agenda has

been expanded to include more advanced topics, such as New Source Review (NSR), Title V permits, and reporting.

For more information, contact Laurie Stevenson, Ohio EPA Director's Office, at 614-644-2344. To register, visit: <http://epa.ohio.gov/Default.aspx?tabid=4528>

47TH ANNUAL WATER RESOURCES CONFERENCE, NOVEMBER 7-10, 2011, ALBUQUERQUE, NM

The American Water Resources Association's (AWRA) 2011 Annual Conference provides a multidisciplinary approach to water resource issues that range from local to international in scope. It will bring a valuable and rewarding experience to any individual involved in water resources, with nearly 300 outstanding technical presentations and networking opportunities with fellow water resources professionals.

To register or for more information, visit: www.awra.org/meetings/ABQ2011/index.html

2011 GOVGREEN CONFERENCE AND EXPOSITION, NOVEMBER 30—DECEMBER 1, 2011, WASHINGTON HILTON, WASHINGTON, DC

The second annual GovGreen Conference and exposition is FREE to credentialed federal government and military professionals. Sponsored by the Center for Environmental Innovation and Leadership (CEIL), CEIL recognizes the importance of collaboration and cooperation as well as the need to bring together the greatest innovators in sustainability, leading companies producing green products/services, and professionals in the government who have to execute the sustainability plans.

To register, visit: www.govgreen.org/index.php

For additional SBO/SBEAP events visit:

www.smallbiz-enviroweb.org/SharingInformation/Events.aspx

WE WOULD LIKE TO HEAR FROM YOU!

The Asbestos Small Business Ombudsman (ASBO) is committed to fostering a culture of transparency, participation, and collaboration. Your feedback and input are important to us as we strive to improve our ability to be the gateway for small businesses to access U.S. Environmental Protection Agency (EPA) for environmental assistance and information. What would you like to see added to this ABSO bulletin? What small business regulatory and/or compliance information can we help you find? Are the EPA websites easy to navigate to find small business information? How could our websites be improved? Is there a rulemaking that impacts your industry and you would like to receive training for the rule's requirements? What types of small business webinars/forums would you like to participate in?

If you have any comments, suggestions, or questions, call us at anytime on our confidential and toll-free ASBO hotline at 800-368-5888. Again, feedback and input are the keys to our serving the Agency and the small business community.

SBO/SBEAP & NATIONAL STEERING COMMITTEE SUBCOMMITTEE UPDATES

NATIONAL STEERING COMMITTEE (NSC) www.smallbiz-enviroweb.org/NSC/

The NSC has been working with EPA's Regional Small Business Liaisons to craft a communications strategy, with the goal of improving communications and strengthening partnerships between the state SBO/SBEAPs and entities within EPA that are partners in the effort to provide compliance assistance to small businesses. This is just one way these groups are implementing the intent of the June 3,

2010 memo "Addressing Environmental Challenges for Small Businesses through Strengthening Partnerships," signed by Lisa Lund, Office of Compliance, and Jeanette Brown, Office of Small Business Programs. For more information, contact Renee Bachel, NSC Chair: renee.bachel@wisconsin.gov, or Julie Churchill, Vice-Chair: julie.m.churchill@maine.gov.

AWARDS SUBCOMMITTEE



www.smallbiz-enviroweb.org/NSC/Subcommittees/Awards.aspx

On behalf of the NSC, the Awards Subcommittee submitted a nomination for the 12th Annual Clean Air Excellence Awards in the category of outreach and education. The nomination highlighted the advocacy and technical assistance roles we have at the local, state, and national levels. For more information or to get involved, contact Phyllis Copeland, Chair: copelapt@dhec.sc.gov.

CLIMATE CHANGE SUBCOMMITTEE

www.smallbiz-enviroweb.org/NSC/Subcommittees/climatechange.aspx

As the Climate Change Subcommittee continues to work to enhance the knowledge base of the 507 network, the group is in process of creating a workbook for small businesses regarding climate change requirements. Additionally, the subcommittee continues to look at energy analysis, audits, efficiency, and greenhouse gas (GHG) toolkits. Also, it should be noted that on August 19, 2011, EPA deferred the reporting of certain data elements under the GHG Mandatory Reporting Program. The final rule defers reporting requirements for certain data elements that are inputs to emissions equations under the

Agency's Greenhouse Gas Mandatory Reporting Program (GHGRP). The subcommittee remains diligent in their attempts to keep up with the latest updates regarding the climate change debate and legislative topics of interest. For more information or to get involved, contact Co-Chairs Terry Polen: terry.i.polen@wv.gov or Kerri Cope: kerri.cope@ky.gov.

MEASUREMENT-PROMOTIONAL SUBCOMMITTEE

www.smallbiz-enviroweb.org/NSC/Subcommittees/measurementpromotional.aspx

The Measurement-Promotional Subcommittee is working on finalizing an updated format for the annual report survey. Once recent revisions are made, the template will go to the NSC for review. The subcommittee also is reviewing templates for a promotional flyer that states can use to market their programs and is investigating different social media methods. Join the new SBEAP group page on our Facebook page. For more information or to get involved, contact Julie Churchill, Chair: julie.m.churchill@maine.gov.

TECHNICAL-AIR SUBCOMMITTEE



www.smallbiz-enviroweb.org/NSC/Subcommittees/technical-air.aspx

The Technical-Air Subcommittee has been looking at the new boiler rule. Guest speakers from EPA have attended recent meetings to share the work they are doing and seek input from the subcommittee. Tracy Back, EPA Office of Environmental Compliance and Assurance (OECA), presented on the Combustion Portal Website, www.combustionportal.org. Gabriela Carvalho, EPA R10 Small Business Liaison, Compliance Assistance Coordinator,

presented on work that is being done to determine the universe of sources affected by the boiler rule. For more information or to get involved, contact Co-Chairs Barb Johnson: barblj@ksu.edu or Dan Nickey: daniel.nickey@uni.edu.

TECHNICAL-WASTE SUBCOMMITTEE



<http://www.smallbiz-enviroweb.org/NSC/Subcommittees/technical-waste.aspx>

The Technical-Waste Subcommittee has continued its dialogue with Jim O'Leary at EPA on waste determination. Our discussions have included identification of problematic waste streams, difficulty in understanding the Resource Conservation and Recovery Act regulations, and how we can partner to better reach the small business community. For more information or to get involved, contact Judy Mirro, Chair: judy.mirro@state.vt.us or Phyllis Copeland, Acting Chair while Judy gets up and running again in Vermont: copelapt@dhec.sc.gov.

TECHNICAL-WATER SUBCOMMITTEE

www.smallbiz-enviroweb.org/NSC/Subcommittees/technical-water.aspx

The Technical-Water Subcommittee members are focused on creating education and outreach tools for small businesses to comply with the National Pollutant Discharge Elimination System General Pesticide Permit and the new effluent limits proposed for the Construction General Permit. The subcommittee also has a representative on the Small Business Advocacy Review (SBAR) panel for the Lead and Copper Rule concerning drinking water. For more information or to get involved, contact Co-Chairs Alison Beumer: abeumer@idem.in.gov or Michelle Bost: mbost@tceq.state.tx.us.

SMALL BUSINESS ENVIRONMENTAL HOME PAGE UPDATE



www.smallbiz-enviroweb.org

There is a new online searchable webinar database on the Home Page for upcoming trainings (www.smallbiz-enviroweb.org/SharingInformation/webinars.aspx). Search by webinar name, topic, date, or description keyword. Please send information about individual webinars and/or links to pages with ongoing webinar information. Also note that the Contacts page has been redesigned and updated to include more federal, state, and other contacts as well as short descriptions (www.smallbiz-enviroweb.org/contacts.aspx).

Please don't forget to send along resources to add or update, related to the following examples:

- *Updated contact information;*
- *New rule tools;*
- *Compliance calendars;*
- *Publications and factsheets;*
- *Videos;*
- *Performance measurement tools and success stories;*
- *Webinars;*
- *Upcoming events;*
- *Promotional success stories and client quotes;*
- *State Annual Reports; and*
- *State CAP member updates.*

Send information, updates, and comments to Audrey Graylin Zelanko: zelanko@smallbiz-enviroweb.org.

REACHING SMALL BUSINESS

VETERINARY COMPLIANCE ASSISTANCE CENTER

The National Center for Manufacturing Sciences (NCMS) launched the Veterinary Compliance Assistance Center (VetCA) on July 15, 2011. VetCA, developed with the assistance of the American Veterinary Medical Association, provides veterinarians with everything they need to know about meeting environmental regulatory obligations, all in one place. VetCA includes tools, references, links, and best practices, designed to reduce the complicated maze of environmental regulations facing veterinarians. VetCA covers hazardous material/waste, medical waste, carcass disposal, facility issues, and more.

For more information visit: www.vetca.org

SAME WASTE BUT DIFFERENT MANAGEMENT TECHNIQUES

Two businesses in the same building cut steel parts. Both businesses use the same synthetic oil and waste vendor. However, one business recycles the cutting oil and the other manages the oil as a hazardous waste. Why the difference? The answer's simply that some small businesses have a difficult time interpreting the complexity of the hazardous waste rules. The business that recycles the oil understands that, by recycling, it can reduce its regulatory burden and disposal costs. The other business relies on the knowledge of the waste vendor truck driver as its "regulatory expert," and assumes higher costs by managing the waste cutting oil as hazardous.

The Cutting/Cooling Oil Mixture Guidance was created by the New Hampshire Small Business Technical Assistance Program with assistance from Hazardous Waste Compliance

Section. The process of collectively creating this document highlighted our need for further outreach and education to the small business community to better explain these complex laws.

For questions or to view the guidance, visit: <http://des.nh.gov/organization/commissioner/p2au/sbtas/sbtap/documents/hw-cutting-oil.pdf>.

Sara Johnson: sara.johnson@nh.des.gov, 603-271-1379.

KENTUCKY FY2011 UPDATES

The Kentucky Environmental Compliance Assistance Program (ECAP), which provides services to help entities across the state comply with environmental requirements, is composed of three technical staff. In fiscal year 2011, the Kentucky ECAP assisted entities in 111 of Kentucky's 120 counties.

On October 27, 2011, ECAP is launching a new event with the spirits industry in Kentucky. From a compliance and sustainability standpoint, this will be a great opportunity to interact with such an important industry in Kentucky.

For more information on Kentucky's Sustainable Spirits Summit, visit: <http://dca.ky.gov/LGGS/Pages/Sustainable-Spirits.aspx>

EPA PUBLIC HEARINGS ON PROPOSED AIR POLLUTION STANDARDS FOR OIL AND NATURAL PRODUCTION

EPA held three public hearings in September 2011 on the Agency's proposed standards to reduce air pollution from oil and gas drilling operations. The proposed standards would rely on cost-effective existing technologies and practices to reduce pollution that contributes to smog and can cause cancer, while supporting the administration's priority of continuing to expand safe and responsible domestic oil and natural gas production.

Hearings on September 27, 2011, (Pittsburgh, PA), September 28, 2011, (Denver, CO), and September 29, 2011,

(Arlington, TX) were recorded. To listen to the recordings, go to: <http://epa.gov/airquality/oilandgas/meetings.html>

To learn more about the proposed standards visit: <http://epa.gov/airquality/oilandgas/>

EPA OPEN GOVERNMENT

This online resource is a way to view current and planned EPA projects and initiatives that foster public participation and collaboration. This resource includes:

- *Publishing government information online;*
- *Improving the quality of government information;*
- *Creating and institutionalizing a culture of open government; and*
- *Creating an enabling policy framework for open government.*

Visit EPA Open Government: www.epa.gov/open/

REGULATION UPDATES

COMBUSTION PORTAL

For the first time, regulated entities have easy access to potential air, water, and waste regulatory impacts affecting their combustion activities, including New Source Performance Standards, National Emission Standards for Hazardous Air Pollutants, indirect and direct water discharges, and Spill Prevention, Control and Countermeasures. The new portal provides federal and state compliance and pollution prevention information regarding boilers; incinerators; hazardous waste combustion units; power plants, stationary reciprocating internal combustion engines; and wood heating appliances. In addition, combustion calculators are available to help estimate emissions and rule requirements as well as links to help regulated entities reduce the quantity of generated pollution.

Visit the Combustion Portal at www.combustionportal.org.

TRANSPORTATION

ENVIRONMENTAL RESOURCE CENTER (TERC)

The Transportation Environmental Resource Center provides information on environmental regulations that affect the transportation sector (road, rail, air, water). The site includes overviews of the regulations, tips on how to comply, best practice solutions that can help the environment while saving money, and links to other useful resources.

Don't miss TERC's Compliance Summary Tool. Users simply answer questions regarding their operations to generate a customized compliance assistance checklist for their maintenance facility or terminal. Initial focus has been on the road transportation mode developed with the assistance of the American Trucking Associations (ATA); additional content will be developed for the other transportation modes.

Visit TERC at www.tercenter.org.

REGULATORY DEVELOPMENT AND RETROSPECTIVE REVIEW TRACKER

The Regulatory Development and Retrospective Review Tracker (Reg DaRRT) provides information on the status of EPA's priority rulemakings, as well as information on the status of retrospective reviews of existing regulations. Reg DaRRT combines features from the former Rulemaking Gateway with other online regulatory tracking tools.

Visit Reg DaRRT: <http://yosemite.epa.gov/opei/RuleGate.nsf/content/about.html?opendocument>

LAWS, REGULATIONS, GUIDANCE, AND DOCKETS

Stay informed about current and initiated rules and regulations from EPA and other federal agencies.

- **Reg Stat** is an EPA site listing all the activity published by the Agency in the Federal Register covering the period between calendar years 2005-2010. The site offers summary statistics using statistical data in the form of charts, tables and brief summary overviews to inform the public about the types of documents published annually.
- **Action Initiation List** posts monthly updates to EPA rules and regulatory actions.

- **Regulations.gov** is the federal government's one-stop site to comment on federal regulations. Sign up for email notifications for alerts when documents (e.g., a proposed rule or a meeting notice) are added to a docket. All of EPA's rules have a docket on Regulations.gov.
- **Rulemaking Gateway** provides information to the public on the status of EPA's priority rulemakings.

SUCCESS STORIES



GULF COAST ECOSYSTEM RESTORATION STRATEGY

The Gulf Coast Ecosystem Restoration Task Force, chaired by EPA Administrator Lisa P. Jackson, has released for public review and feedback its comprehensive preliminary strategy for long-term ecosystem restoration. The strategy, which will be presented to President Obama at the end of the public feedback period, represents a historic opportunity for addressing long-standing issues contributing to the decline of the Gulf's critical ecosystem and local economy.

This Preliminary Strategy represents the Task Force's deep commitment to working toward a positive future for the Gulf. The strategy was developed following more than 40 public meetings throughout the Gulf to listen to the concerns of the public, and the final version of the strategy is slated to be released in December 2011.

To view and provide public feedback for the Gulf Coast Restoration Strategy (through 10/26/11), visit: www.epa.gov/gulfcoasttaskforce.

NATIONAL SUSTAINABLE LODGING NETWORK LAUNCHED

P2Rx announces the launch of the “National Sustainable Lodging Network,” an online community of sustainable hospitality practitioners and information clearinghouses to support the work of this community.

The National Sustainable Lodging Network benefits its users by helping them to build networks among sustainable hospitality practitioners; gain access to and share content related to sustainable lodging initiatives; and find tools and information resources for measuring the outcomes of these practices. Features include:

- *Groups of participants from state/local sustainable hospitality programs and Discussion Forums within each group for programs and facilities to interact;*
- *A Calendar of Events for conferences, workshops, and webinars;*
- *Training Materials and Recent Publications related to sustainable hospitality;*
- *Blogs, Videos, and News to keep the community active and the content relevant; and*
- *Sustainable Practices that highlight P2Rx information resources.*

For more information, visit: www.SustainableLodging.org

NEW CLIMATE ADAPTATION PROGRAM AREA GOES LIVE AT FEDCENTER

After several months of development directed by the Council for Environmental Quality (CEQ) and the Office of the Federal Environmental Executive, a new Climate Adaptation Program Area has been added at FedCenter, the Federal Facilities Environmental Stewardship and Compliance Assistance Center. While FedCenter focuses on federal agencies, the Climate Adaptation Program Area offers an array climate adaptation tools and lessons learned

that small businesses and the private sector may find useful and informative.

Visit FedCenter: www.fedcenter.gov.

ENVIRONMENTAL EXCELLENCE AWARDS PRESENTED BY KENTUCKY DEPARTMENT FOR ENVIRONMENTAL PROTECTION

The Kentucky Department for Environmental Protection honored six recipients with its 2011 Kentucky Excellence in Environmental Leadership (EXCEL) Awards during a luncheon on September 30, 2011, at the Governor's Conference on Energy and the Environment at the Lexington, Kentucky Convention Center. The awards were presented by Kentucky First Lady Jane Beshear. Through the awards program, the department recognized the efforts and activities of individuals, businesses, and organizations that are committed to protecting and improving Kentucky's environment.

The awards recipients are as follows:

- *KY EXCEL Champion Award: Ursuline Sisters of Mount Saint Joseph, Owensboro;*
- *Community Environmental Luminary Award: Smithfield-Team Middlesboro;*
- *Resource Caretaker Award: Charles D. Williams, Munfordville;*
- *Environmental Pacesetter Award for an Individual/Organization: Life Adventure Center of the Bluegrass;*
- *Versailles, Environmental Pacesetter Award for a Small Business: The Green Building; and*
- *Louisville, Environmental Pacesetter Award for a Medium to Large Business—International Paper, Henderson.*

For more information about these awards, visit the Division for Compliance Assistance's website: <http://dca.ky.gov/Pages/DEP-Awards.aspx>.

TECHNICAL UPDATES

WISCONSIN SMALL BUSINESS CLEAN AIR ASSISTANCE PROGRAM (SBCAAP) HAS MOVED

While the Wisconsin SBCAAP is not new, it does have a new location. The SBCAAP is now being housed in the Department of Natural Resources' (DNR) Air Management Bureau. Since it was first implemented in 1994, the SBCAAP has largely operated out of the Department of Development, which later became the Department of Commerce. Under the 2011 budget, the function of the SBCAAP has now been moved to DNR.

The Wisconsin DNR implements the Clean Air Act requirements in the state, and the guiding legislation for the SBCAAP comes from section 507 of the Clean Air Act Amendments of 1990, so this is a good fit for the program. Two elements of section 507 are now implemented through ss. 285.79 and 285.795 in the Wisconsin Statutes - Small Business Technical Assistance, and the Small Business Environmental Council. There is a new toll-free hotline that small businesses can use to get answers to their regulatory questions: 1-855-889-3021.

For all Wisconsin SBCAAP compliance assistance materials, visit the new website: <http://dnr.wi.gov/air/sb/>. Please update your appropriate webpage bookmarks.

For questions, contact Renee Bashel at 608-264-6153 or Beth Goldowitz at 608-266-5207.

EPA LAUNCHES ELECTRONIC GHG REPORTING TOOL

On August 22, 2011, EPA launched a new tool to allow 28 industrial sectors to submit their 2010 GHG pollution data electronically. The data collected with e-GGRT will provide the public with important information about the nation's largest stationary sources of GHG pollution. Industries and businesses can also use the data to help find ways to decrease carbon pollution, increase efficiency, and save money.

EPA expects to receive 2010 GHG data from approximately 7,000 large industrial GHG emitters and suppliers, including power plants, petroleum refineries, and landfills. For more information on the new reporting tool, visit: www.epa.gov/climatechange/emissions/ghgrulemaking.html

GREEN BUSINESS



GREEN BEYOND THE TRACK IN KENTUCKY

The state of Kentucky launched a new initiative this year called "Green Beyond the Track" in which the state works in partnership with the race tracks in the state of Kentucky.

For more information, visit: <http://dca.ky.gov/LGGS/Pages/Green-Beyond-the-Turf.aspx>

EPA LAUNCHES GREEN PRODUCTS WEB PORTAL

EPA launched a new web tool designed to provide the public easy access to information about everyday products, like home appliances, electronics, and cleaning products that can save money, prevent pollution, and protect people's health.

Using the new tool, consumers can find electronics and appliances that have earned EPA's ENERGY STAR label and can browse WaterSense products that help save energy and water. Additionally, consumers can find information about cleaning products that are safer for the environment and people's health. These products bear EPA Design for the Environment (DfE) label. The website will also help manufacturers and institutional purchasers with information on standards and criteria for designing greener products.

Visit the new green products web portal: www.epa.gov/greenerproducts

SMART STEPS TO SUSTAINABILITY – A GUIDE TO GREENING YOUR SMALL BUSINESS

EPA's Office of Small Business Programs (OSBP) encourages the small business community to take advantage of the Smart Steps to Sustainability. This guide promises to help your small business in moving beyond compliance and into sustainability. Environmentally friendly business practices can yield enormous rewards, both for the environment and the business.

For a copy of the Smart Steps to Sustainability Guide and other small business greening assistance resources, visit: www.epa.gov/osbp/green-pubs.htm

OBAMA ADMINISTRATION ANNOUNCES \$12 MILLION IN GREEN INVESTMENT TO PROMOTE CLEAN ENERGY INNOVATION AND JOB CREATION

The Obama Administration has announced the six winners of the i6 Green Challenge, an initiative to drive technology commercialization and entrepreneurship in support of a green innovation economy and to increase U.S. competitiveness and new jobs.

Projects in Florida, Iowa, Louisiana, Michigan, New England, and Washington will each receive up to \$1 million from the U.S. Commerce Department's Economic Development Administration (EDA) and up to \$6 million in additional funding and technical assistance from the U.S. Departments of Agriculture and Energy, EPA, the National Science Foundation, Commerce's National Institute of Standards and Technology, and United States Patent and Trademark Office.

Winning i6 Green applicants will support emerging technology-based businesses as they mature and demonstrate their market potential, making them more attractive to investors and helping entrepreneurs turn their ideas and innovations into businesses.

The winning projects of the i6 Green Challenge include:

- *Ames, Iowa: Iowa Innovation Network i6 Green Project;*
- *Holland, Michigan: Proof of Concept Center for Green Chemistry Scale-up;*

- *New England: iGreen New England Partnership;*
- *Orlando, Florida: Igniting Innovation (I2) Cleantech Acceleration Network;*
- *Ruston, Louisiana: Louisiana Tech Proof of Concept Center; and*
- *Washington State: Washington Clean Energy Partnership Project.*

For more information on i6 Green and the winners, visit: www.eda.gov/i6

EPA COMMITS \$1.5 MILLION TO 125 COMMUNITIES TO SUPPORT SMART GROWTH

EPA announced plans today to help an estimated 125 local, state, and tribal governments create more housing choices, make transportation more efficient and reliable, and support vibrant and healthy neighborhoods that attract businesses. The move comes in response to the high demand for tools to foster environmentally and economically sustainable development coming from various communities around the nation.

EPA's commitment of more than \$1.5 million will come through two separate programs – the Smart Growth Implementation Assistance program (SGIA) and the Building Blocks for Sustainable Communities program. The SGIA program, which EPA has offered since 2005, employs contractor assistance to focus on complex and cutting-edge issues in sustainable development. The assistance allows communities to explore innovative ideas to overcome barriers that have prevented them from getting the kind of development they want. Potential topics include helping communities figure out how to develop in ways that make them more resilient to natural hazards, increase economic growth, and use locally generated energy. The Agency anticipates selecting three to four communities for assistance with the goal of creating models that can help other communities.

For more information on the Partnership for Sustainable Communities, visit: www.sustainablecommunities.gov

INQUIRIES AND INTERVIEW

SARA J. JOHNSON, NEW HAMPSHIRE SMALL BUSINESS OMBUDSMAN/SMALL BUSINESS TECHNICAL ASSISTANCE PROGRAM MANAGER

1. WHAT IS YOUR ROLE WITHIN THE SMALL BUSINESS ENVIRONMENTAL ASSISTANCE COMMUNITY?

I am the primary small business environmental liaison for New Hampshire Department of Environmental Services (NHDES) and serve as the small business ombudsman and small business technical assistance program manager (SBTAP). Since I am the only staff of the SBTAP, I am a member of every subcommittee: Measurement/Promotional, Climate Change, Awards, Air, Water, and Waste. Currently, I am the Region I representative on the National Steering Committee (NSC), and I served as the alternate two years ago. In addition, I have been on the National Conference Planning subcommittee for the last two years.

2. WHO ARE THE KEY PARTNERS YOU COLLABORATE WITH TO ACCOMPLISH YOUR MISSION?

Any time I start a new outreach project, review a proposed rule, or mediate an enforcement action, I pull together a group of NHDES staff. By putting together a team and creating communication lines, we can come to a consensus quickly and determine resources available to accomplish our mission. The second most valuable partner is state or regional trade associations. With dwindling resources, staff, funding, and time, trade associations are dedicated to their members and are usually willing to provide assistance and outreach opportunities. Finally, I could not complete as much as I do without the help of the small business environmental assistance community. The subcommittee expertise is priceless with the email distribution and list serves. If I can't find something I need, the [Small Business Environmental Home Page](#) manger, Audrey Zelanko, is always willing to provide a hand.

3. WHAT TYPE OF OUTREACH DO YOU PROVIDE?

All the traditional outreach tools have been used, including workshops, publications, web pages, press releases, interviews, newsletters, postcard mailings, presentations, site visits, information requests, twitter, etc. My outreach methods are determined by the audience/sector, funding, partnerships, relevance to the topic, and so forth. I have found that the most effective tool in outreach has been repeating one or two key messages frequently and consistently, while using different media to do so. With the auto body project, visiting the shops face-to-face was the best way for the message to be heard. While some shops were not happy to see me show up at their front door, many appreciated the time I spent listening and providing them information to improve environmental compliance.

4. HOW CAN THE SMALL BUSINESS COMMUNITY AND SMALL BUSINESS ENVIRONMENTAL ASSISTANCE PROVIDERS BEST STAY ABREAST OF ENVIRONMENTAL REQUIREMENTS?

The small business community should join their trade association if there is one available. They should also sign up for various free publications offered through the state environmental agencies. For example, NHDES has many newsletters, twitter feeds, press releases, etc., that provide current regulatory information, but which are underutilized by small businesses. Small businesses often complain that NHDES/EPA don't tell them what they need to know, but at the same time, small business need to make an effort to stay up to date on new and current environmental rules.

The small business assistance providers should join and be active on the NSC subcommittees. The subcommittee members have a wealth of knowledge, provide feedback and offer support when needed.

