



**ECO₂ASSET
SOLUTIONS**
LYKES BROS. INC.

*In the Green
Newsletter*

WHO IS ECO2ASSET SOLUTIONS?

Sustainability is a practice.

Not a project. And performance tracking is the key to success.

ECO₂ASSET SOLUTIONS implements Sustainability Performance Management Systems and Solutions with the mission of insuring that our clients realize value from their sustainability programs and related investments.

Visit our [website](#).

Have you checked out our blog lately?

EcoAsset Solutions is making weekly posts about the sustainability space.

Visit our [blog](#) today and add us to your RSS feed.

Join us in doing the right thing for those that have a future stake in how we do business today.

JANUARY 2012 SUSTAINABILITY NEWS

Happy New Year everyone! Hope it is off to a great start for you. Our team is really fired up for 2012 and I know you are as well.

I think it is always good to revisit the definition of sustainability and so I want to kick this new year off with our definition.

sus*tain*a*bil*i*ty - noun - a business management practice that generates high performance and financial returns by placing managerial priority on natural resource impact, employee well-being and the communities served.

I hope your organizations (both public or private) will recognize that [EcoAssets](#) are an untapped source of economic benefit.

Want to See What You've Missed?

Check out our updated Newsletter Archive page on our website [here](#).

Realizing this value requires one very important, yet simple, action on the part of an organization's c-suite or executive management. Sustainability value starts and stops with DATA! and the implementation of a [Sustainability Performance Management System](#) . And folks, I am here to tell you that Excel spreadsheets will not do you justice.

Your Sustainability Performance Management System should be dynamic enough to render valuable results. (...said another way,...your people need to be able to conveniently use the valuable sustainability data about your organization to generate value from it). I know, we think of everything.

Our cloud-based Sustainability Performance Management System allows your key people such as - sales and marketing representatives, operational managers and human resource staff - to leverage your investments in sustainability and the related data to their advantage. Excel is simply too limiting if you're looking for ROI ...and I know that's what everyone is after, especially these days.

Our approach is critical for achieving measurable results that make a difference for your organization, such as:

- * Creating financial gains through competitive differentiation
- * Reducing costs and increasing efficiencies
- * Decreasing consumption of natural resources
- * Accelerating stakeholder engagement
- * Attracting and retaining top talent

Make a New Year's resolution. Give me a call or email and lets move your Excel based sustainability data onto a more dynamic platform. We will make it affordable and convenient. All you have to do is realize the value from sustainability.

Join us in our pursuit of doing the right thing for those that have a future stake in how we do business today. And, as always, thanks for supporting EcoAsset Solutions with your business and referrals.

All the best,



[John Wakefield](#)

President and Chief Operating Officer
EcoAsset Solutions
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You and Your Organization's Sustainability Data Deserve Better !

But don't blame yourself. There once was a time that we all thought a single sphere bouncing between two paddles was the cutting edge of video games. Why did we subject ourselves to hours of this back and forth ? Because it was the only video game application we had available to us at the time.

Now, let's look at your sustainability data.

If you are like us and the vast majority today, you have begun to capture and accumulate large amounts of valuable data in a variety of separate Excel spreadsheets.

Why ? Because it was the only data management application that we had available on our desktops at the time.

If you or one of your colleagues are an Excel wizard, then you may have created a highly customized, macro filled workbook that only one or two people know how to manage, error check, and continue to expand.

So, despite your valiant efforts to stretch the natural limits of a spreadsheet application into a true piece of art, your data remains trapped in a flat file structure which does not support automated input, ease of customization, and dynamic dashboard reporting.

However, there is hope.

Like the advancement of video game technology, we can all now leverage the latest advances in the development of cloud based applications specifically designed to manage sustainability data.

Having looked closely at them all, we believe that the CloudApps Sustainability Suite offers the greatest combination of data management and stakeholder engagement tools for a very reasonable investment.

You owe it to yourself and your data to [schedule a short web based tour of this exciting solution.](#)

Your Colleagues, Management, Clients, Suppliers, Reporting Entities, and of course your Data will thank you !

John Ferrari

2012 Sustainable Business Awards!

Riddle:

What does an abandoned C-54 Cargo plane wing have in common with ionized tap water and a 700% increase in revenues?

Answer:

An Earth Charter US Sustainable Business Award!

On February 24, 2012 eleven businesses will be honored for their sustainable business practices at the 4th Annual Sustainable Business Awards in Tampa. These businesses place a managerial focus on long term profitability, while also considering their environmental impact and the well-being of their communities and employees.

I am proud to be co-chairing the awards this year, not only as a Tampa native, but as a representative of 2011 award winner, EcoAsset Solutions.

This year, emcee Terry Tomalin, Tampa Bay Times Outdoors/Fitness Editor and author of Everyday Adventures will join us. "As somebody who spends most of their time on or in the water, I appreciate the fact that these companies invest in the environment," Tomalin said. "Long-term, sustainable business practices help make the Tampa Bay area a great place to live, work and play."

The awards are the culmination of a partnership between the University of Tampa Sykes College of Business and Earth Charter US. Award criteria and business evaluation, starting with a pool of 60 companies, was accomplished by UT MBA students under the guidance of Professor Jan

Roberts.

[Click here](#) to for event information and check out the 2012 award winners!

As we say at EcoAsset Solutions, sustainability is a business practice, not a project. Not only do we help our clients re-focus their businesses sustainably, but we stand in great company with our fellow award winners.

Janet Harrison

Riddle Answer: The creative and profitable focus of some of our past winners enabled an airplane wing to become a conference table; ionized tap water to become a chemical-free disinfectant; and a company focused on environmentally-safe pest control services continues to experience amazing growth.

EcoAsset Solutions Awarded Regional Contract

The Central Florida Regional Planning Council (CFRPC) awarded EcoAsset Solutions with the opportunity to complete a regional Greenhouse Gas and Energy Baseline Inventory for the Heartland region. EcoAsset Solutions participated in a competitive bid process with several other regional and national consultants.

The counties included in this inventory are Desoto, Glades, Hardee, Hendry, Highlands, and Okeechobee. This study is commissioned through grant funds awarded to the CFRPC from the United States (US) Department of Housing and Urban Development (HUD), with a goal of providing the data for developing and measuring the progress of energy efficiency and GHG mitigation strategies, as well as projecting future energy use of different regional development scenarios.

The objective of this study is to establish a measurement of the baseline carbon, energy, and GHG footprint of the region, and enable monitoring of the effectiveness of the region's future strategies, policies, and programs.

Our team kicked off the project in December 2011 and with completion scheduled for December 2012.

We are excited to work on this large scale project. The project demonstrates the rural Heartland of Florida's national leadership in sustainability. Furthermore, it positions the region's stakeholders for long term success and measurable value enabled by data-based decision making for the long term planning of housing and management of resources.

Resham Shirsat

City of Tampa Green Business Designation Update

Recently, the EcoAsset Solutions took over the administration of the City of Tampa Green Business Designation program. The program was evaluated and changes were implemented to address a variety of feedback we had received. The end result is a program that has been relaunched and offers local businesses a more comprehensive sustainability view of their business that can drive measurable value. Some of the key highlights related to the program's relaunch include the following.

- The fees were lowered to minimize companies not participating because of financial reasons.
- The certification was changed from a point-based system to tiered system that puts certified businesses on a continuous improvement track.
- Along with lowered fee's, the length of the certification period was increased to 3 years.
- Finally, the program now provides for collecting metrics based on data from each company. This allows certified companies track their success and realize measurable value from their sustainability initiatives.

Since the re-launch of the program in November 2011 a

total of 6 new businesses have completed the process and are now members of the Tampa Green Business Designation Program. Our goal is to have over 100 certified companies.

Those interested in participating can learn more about the program at <http://sustany.org/gbdp/>.

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