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Be an EnviroStar

The EnviroStars Program is a business certification program that recognizes a company's efforts to reduce pollution, hazardous materials, and waste, using a 2- to 5-Star rating scale—helping the public to identify these environmentally responsible businesses. Over 600 EnviroStars-certified businesses can be found in 60 cities throughout the state.

Auto body/collision repair shops have a unique opportunity as part of Ecology's Auto body Pilot to self-certify into the 3-Star level of EnviroStars in King, Kitsap, Pierce, Whatcom, and Jefferson counties. Simply complete the full self-certification form and an EnviroStars goal page.

EnviroStars businesses receive a certificate, a window decal and listings in the *EnviroStars Green Business Directory* and on the EnviroStars Web site at www.envirostars.org. For more information, go to the Web site, call the EnviroStars representative listed in the back of this workbook in *Appendix A* (page 77), or check with your trade association.

EnviroStars businesses say:

"New customers call me up out of the blue after seeing me in the EnviroStars directory."

Mike West,
Southtowne Auto Rebuild

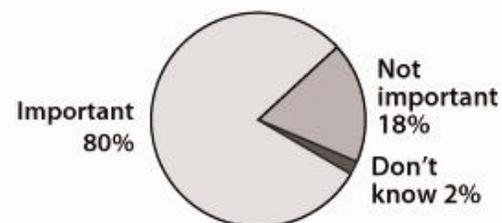
"Environmental awareness is everyone's responsibility; if we don't do it, who will? Working with EnviroStars is a very good place to get started."

Jim Kurle,
Auto Body Experts

"My business is operating more efficiently and I have realized a cost savings through process changes, purchasing less hazardous substitutes, and reducing disposal fees."

Keith Russell,
DME Auto Service

How Important is it to You to Purchase Products and Services from Environmentally Minded Businesses?



The above chart is from a telephone survey conducted in Feb. 2007 by Evans McDonough Company, Inc

Puget Sound-area residents say:

More and more area residents look for environmental performance when making purchasing decisions. A valuable bottom-line benefit of EnviroStars certification is free marketing and promotions.

The conscientious-consumer market is exploding, and people are looking for ways to live "greener." The EnviroStars logo helps these potential customers and the local community to identify businesses they want to support. Current customers' loyalty is reinforced, and employee retention may very well improve.

Self-certifying at a 3-star level

To qualify as 3-Star EnviroStar follow these simple steps:

1. Complete the **Self-Certification Checklist** for the **Local Source Control Auto body Pilot Program**.
 - Complete a **Return-to-Compliance Plan** if a question indicates you should.
 - Be able to answer “Yes” to all of the starred questions.
2. Fill out the **EnviroStars Auto Body Application and Goal Sheet** included in the Self-Certification Packet if you are in a participating county.
3. Send in all of the materials to the Department of Ecology by March 31, 2009.
Washington State Department of Ecology
PO Box 47600
Olympia, WA 98504-7600

Apply for the 4- and 5-star levels

Some businesses are ready to take their commitment to the next level. Join them.

While 3-Star businesses can self-certify, a 4-Star business must demonstrate that it is reducing all the waste it can, training employees, and letting customers and vendors know about environmental efforts.

A 5-Star business demonstrates leadership activities that spread environmentally responsible practices in the community and/or profession. To be considered for a 4- or 5-Star rating, go to the EnviroStars Web site and complete the additional sections of the worksheet at www.envirostars.org/forms/EnviroStarsAutobodyworksheet.pdf. Be sure to provide detailed examples.

Is your business EnviroStars-certified yet? People want to know, so send in the self-certification and EnviroStars goal today!