

Being Green Doesn't Mean

You're a Frog

By John E. Miller

President/CEO

WesTex Document Inc.

Going Green seems to be some sort of new age mandate from the federal government. It seems that none of us will be patriots unless we spend some money to create new jobs and hug a tree. More and more pressure is being placed on us to go out and get a bank loan to help move that CARP downstream - and I am not talking about fish folks.



Use new energy efficient servers that have reduced heat generation to reduce power consumption.

Back in the 1970's we were asked to save energy by adding some insulation to our homes, turning out lights, making one less trip to the store, car pooling and all sorts of things. Hey, it worked ladies and gentlemen and that is all we are being asked to do once more - this time to save the planet.

Our company ships approximately 200 tons of paper to mills to be pulped and made back into new paper. Making just a ton of paper from recycled stock saves

up to 17 trees, uses 50 percent less water, and has further savings in electricity and other resources as well. Turning out that light in the bathroom and unscrewing a few fluorescent lamp bulbs can't hurt.

Our business operates out of a closed military commissary building. When the government remodeled it, three years before closing it, they put flashing over a lot of the exterior windows along the roof line. It made for a very dark warehouse requiring lights to be turned on. We removed the flashing, cleaned the windows and now never need to turn a light on during the day for the most part. We simply screened the windows to prevent birds from flying into them; breaking the windows and their necks.

If you utilize software for billing customers, why not work on sending the bill by email rather than printing them out, stuffing envelopes, and paying the postal service to deliver them? Look at the paper (trees) you'll save money as well as ever-increasing postage!

While you are at it, use some routing software to make your delivery routes more efficient and see if you can't consolidate just one of them to save some time and fuel. We are currently working with a contractor for a new 20,000 square foot facility to expand our foot print into Amarillo, TX. The one thing I told the design crew was to make the building green. We will use photo cells to operate the opening/closing of our vehicle gate and to power the exhaust fans for our buildings. We won't place the exhaust fans on the roof as Amarillo gets a lot of hail, but on the side of the building protected from wind driven hail. Both of these items will have backup, old style electricity for those winter days with little sunlight. (Although, the exhaust fans won't be needed in the winter and if the gate doesn't work the driver can get out and manually open the darn gate... (or make the passenger do it, of course most cowboys sit in the middle so they don't have to).

You can still hug or plant a tree outside your archive folks, or donate one to the city to plant along the street for shade some where.

Note: WesTex Document, Inc. was one of the original "Clean Texas" partners of the Texas Natural Resource and Conservation Commission program when the business was started in 1997. It's owner, John Miller, is a member of the Sierra Club and a retired Army Lieutenant Colonel.



Rather than relying on electrical exhaust fans, why not consider sun light to power them where available. The same holds true with gate openers.