

GR\$\$N YOUR BUSINESS

June 21, 2012

Sponsored by Mohonk Mountain House &
New Paltz Zero Waste Initiative
Subcommittee "Green Businesses in Action"



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June 21, 2012

8:30am to 10:30am

Mohonk Mountain House

8:30 ***Networking/Continental Breakfast***

9:00 Welcome: Susan Zimet, Town Supervisor

Timelessly Green: Tom Smiley, Director of Mohonk Properties

Green Story: Craig Shankles, PDQ Printing and Graphics

Benefits of Embracing the New Economy: Ajax Green, OnBelay

Recycling Compliance & Partnering: Michelle Bergkamp, UCRRA

10:00 ***Open Discussion***



Susan Zimet



PHOTO CREDIT: MARILIS MOMBERRI

Susan Zimet was elected as New Paltz town supervisor, a position she held previously from 1996 to 1999. Susan served her fourth term as Ulster County Legislator and is now serving as New Paltz Town Supervisor.

Susan also served as the Hudson Valley Film Commissioner under Governor Pataki.

She ran for State Senate and the commercial with than candidate for

Governor, Eliot Spitzer could be viewed at www.SusanZimetForSenate.com.

As a four term Ulster County Legislature and the leader of the Zimet Group, her career in business and government that has been particularly notable due to her track record of success that results in her ability to meld strategic thinking, problem solving and extra ordinary energy. Susan is direct, comprehensive and doesn't hold "any punches". As an advocate of the Zero Waste Initiative, she is thinking outside of the solid waste only box to include waste in government.

Susan's efforts draw media attention and she has been consistently covered in the Hudson Valley media as well as the New York Times, major national magazines, radio and television.

Prior to entering politics, Zimet was an advertising agency executive and led the media campaigns for blue chip clients such as Kraft -General Foods, Times, Bloomingdale's, Kayser Roth and others. Zimet is an author and co-wrote the nationally acclaimed book "The Great Cover-Up". She is also a photographer and her work can be seen in "Pride & Politics" and hotels in the northeast.

Craig W. Shankles



Craig Shankles received his bachelor's degree in fine arts from SUNY New Paltz in 1978. He has owned several successful businesses in his career. In 1980 he and his wife opened a Printing and Graphics business, which they still own and operate to this day.

In 1990 he opened a second Printing operation in Tucson Arizona. That operation was recognized by the city of Tucson in its "Best of Rewards" in 1993 as being one of the top 5 business printers out of 200 that existed in the Greater Tucson area. He sold

this profitable operation in 1995 and focused more on his New Paltz operation. In the years that followed he's has been very active in the New Paltz Chamber. He has been a primary force and voice in "Clean Sweep" an annual community clean up drive that brings out approximately 400 people each spring to clean the streets of New Paltz. He sits on the Chamber's planning committee for its annual Gala Dinner which celebrates the New Paltz business community. Proceeds of this event go into an endowed fund and are used for scholarships. He sits on the Chamber's committee for its largest fund raiser "A Taste of New Paltz" which is a one day event that celebrates life in New Paltz. In 2005 he took over as chair for the fifth "Business Expo" for the Chamber held at the Fair grounds and succeeded in making it the best attended Expo to date. He served as a board member on The Arts Society of Kingston for 2 years and was then elected to President for an additional 2 years. He presently is a board member on the New Paltz Community Foundation. A non profit organization who's mission is to enhance the quality of life in the New Paltz region by helping raise monies for worth while projects within the community.

Mr Shankles was an honored "Man of the Year" in 2006 by the Ulster County Girl Scouts for his community services. Mr Shankles is spear heading a group to raise monies to revitalize a 100 + year Old Park in the middle of its community. The out come of this project is not just to add additional recreational opportunities for our residents and visitors but is to create a Park that will be recognized as a world class design, with good stewardship and stand as an example to others, as to what can be done with a good understanding of ones community and its needs.

Mohonk Mountain House



Mission Statement: Since 1869, Mohonk Mountain House has been providing opportunities for re-creation and renewal of body, mind, and spirit in a beautiful natural setting.



About Mohonk Mountain House

Mohonk Mountain House is a National Historic Landmark resort and Historic Hotel of America located in New York's Hudson Valley, just 90 miles north of New York City. Owned and operated by the Smiley Family since its founding in 1869, the resort has provided guests with recreation and renewal of body, mind, and spirit in a beautiful natural setting for 143 years. The Victorian Castle resort is honored on the 2012 *Condé Nast Traveler* Gold List, along with being one of the Top 20 U.S. resorts in *Condé Nast Traveler's* Readers' Choice Awards, and one of *Travel + Leisure's* "World's Best Hotels for Families." The 30,000-square-foot Spa wing at Mohonk Mountain House, recognized as the Number Two Resort Spa in the United States by *Condé Nast Traveler* and as the #3 Hotel Spa in *Travel + Leisure's* World's Best Awards, has 16 treatment rooms, a solarium, an outdoor heated mineral pool, an indoor heated pool, comprehensive fitness center, and yoga/motion studio. The eco-friendly Spa is heated and cooled by a geo-thermal system and features a "green roof." A wealth of year-round recreation includes a spectacular Skating Pavilion, rock climbing, and 85 miles of trails for seasonal hiking, mountain biking, snowshoeing and cross-country skiing. The grounds feature exquisite gardens, a nine-hole golf course, tennis courts, and stables for horseback riding and horse-drawn carriage rides. The glacial-formed Lake Mohonk is ideal for boating, fishing, and swimming. The Mohonk Kids' Club is lauded by *Travel + Leisure* as one of the Best Hotel Kids' Programs nationally. Mohonk Mountain House's longtime stewardship efforts include composting, recycling, and nature interpretation programs. Over 40 theme programs are presented annually, including culinary classes, gardening workshops, music festivals and nature programs. Overnight rates at Mohonk Mountain House include charming accommodations, breakfast, lunch, dinner, Afternoon Tea and Cookies, and most resort activities. For additional information, please call 800.772.6646 or visit www.mohonk.com. Become a Facebook fan at www.facebook.com/mohonk.

Ajax Greene



Ajax Greene is a well known & respected social entrepreneur CSR evangelist/ trusted generalist business advisor/global connector of confidential business transactions.

Ajax has turned his abundant creativity, talent and positive energy to building organizations and a community that expresses a deep commitment to being conscious of the triple bottom line of people, planet and prosperity. As a former world

class rock climber and adventure athlete he understands commitment, drive and vision!

Ajax has deep experience leading and advising organizations from in a wide variety of industries from fitness to pharma, from retail to manufacturing from clean tech to e-commerce. Doubling one company's gross revenue while more than doubling profits, personally generating 70% of a start up manufacturer's revenue, award winning marketing programs, building highly regarded world class teams and industry changing strategic thinking are what Ajax can bring to you and your organization.

Ajax is an accredited associate of The Institute for Independent Business (www.iib.ws) and a long time member of the Social Venture Network (www.svn.org). He is currently involved in starting the Mid-Hudson Valley chapter of BALLE (Business Alliance for Local Living Economy) www.livingeconomies.org

Michelle Bergkamp



A Florida native and now Woodstock resident, Michelle Bergkamp has focused her career on protecting the environment. Currently, she is leading the Ulster County Resource Recovery Agency in the development of a county-wide food waste composting pilot program. The Agency's mission is to provide an efficient, economical and environmentally sound solid waste management system. With the Agency for about 5 years and working as the Recycling Coordinator, she has:

- Drafted a 10-year Local Solid Waste Management Plan;
- Initiated public relation effort by writing & distributing educational materials, press releases & other informational materials that promote waste reduction, recycling and composting including tours of the UC Materials Recovery facility;
- Developed, implemented and maintained a county-wide recycling and materials recovery education and business program;
- Provided technical assistance to recycling programs within Ulster County including marketing of materials, grant writing, contract development
- Implemented and managed the Household Hazardous Waste, Pharmaceutical Waste and Electronics Recycling Collection Program
- Developed a Business and Commercial Property Recycling and Waste Reduction Compliance Program

Sponsor/Speaker Info:

www.newpaltzreuse.org

www.epa.gov

www.youronbelay.com

www.mohonk.com

www.pdqbiz.net

www.ucra.org

www.townofnewpaltz.org

Business Assistance:

Energy performance assistance

www.nyserda.ny.gov/programs

EPA tools for Managing Waste

www.epa.gov/wastes

New Paltz Chamber -

www.newpaltzchamber.org

Green Business Certification -

www.usgreenbusinesscertification.org