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### **FIRST FIRM IN NAPA COUNTY CERTIFIED AS A BAY AREA GREEN BUSINESS**

*Napa-based consulting firm, NewLevel Group, receives unique distinction from  
Association of Bay Area Governments*

(NAPA, Calif. – May 17, 2007) Leading the way for other businesses to adopt environmentally-friendly office practices, Napa-based consulting firm NewLevel Group was the recent recipient of the Bay Area Green Business Certification, making it the first office firm to achieve the distinction in Napa County.

“Encouraging office users to be green is a new area that the County is exploring. NewLevel Group stepped forward to be the first of what we hope will be many more businesses going green,” said Steve Lederer, Director of the Department of Environmental Management for Napa County. Previously, the department had focused on certifying auto repair shops as green businesses and is currently working with the Napa Valley Vintners Association on a Green Winery Program. The County Board of Supervisors will be discussing the future of this program at their June 26, 2007 meeting.

To be certified green, participants must be in compliance with all regulations and meet program standards for conserving resources, preventing pollution and minimizing waste. Over 850 businesses and public agencies have been certified since 1996 in the seven participating counties including Napa County.

The Bay Area Green Business Program was developed by Bay Area local governments in collaboration with US EPA, Cal EPA Department of Toxic Substances Control, and the business community. The Association of Bay Area Governments coordinates the Program, which is implemented by Green Business Coordinators.

“We first contacted Steve about two months ago to see what was required to be certified,” said Lisa Toller, a NewLevel Group principal who spearheaded the effort. “After reviewing the checklist, we discovered that we were already doing many of the suggested items like using recycled paper, switching to compact fluorescent bulbs, and replacing individual plastic water bottles with reusable ones, but we learned and instituted so many more techniques just by going through the process.”

Now, the company offers an incentive for employees who purchase hybrid cars, keeps a bicycle in the office for trips around town, and promotes telecommuting when possible. They are working with their landlord, Ted Edwards, and the other tenants to certify the entire office complex.

#### **About NewLevel Group, LLC**

With a vision to strengthen the community, NewLevel Group, LLC helps businesses and nonprofits improve results by providing management and marketing services. For further information about the firm, contact Lisa Toller at (707) 255-5555, or visit the website at [www.newlevelgroup.com](http://www.newlevelgroup.com).