



Maryland Green Registry MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

Mark Leisher Productions

4825 Cordell Avenue, Suite 200

Bethesda, MD 20814

(301) 560-7002

www.markleisherproductions.com

Video Production

Member since December 2013

Management and Leadership

Environmental Policy Statement



Environmental Policy Statement

Mark Leisher Productions is committed to reducing its impact on the environment. We will strive to improve our environmental performance over time and to initiate additional projects and activities that will further reduce our impacts on the environment.

Our commitment to the environment extends to our customers, our staff, and to the community in which we operate. We are committed to:

- Comply with all applicable federal regulations;
- Prevent pollution wherever possible;
- Train all of our staff on our environmental policy and empower them to contribute and participate;
- Communicate our environmental commitment and efforts to our customers, staff, and our community; and
- Continually improve over time by striving to measure our environmental impacts and by setting goals to reduce these impacts each year.

Signed: Shane Yeager Date: 12/20/13

Printed: Shane Yeager Title: Co-Founder

Annual Environmental Goals

Mark Leisher Productions' goal for 2013 was to take steps to become a paperless company. See details below

Environmentally Preferable Purchasing

Mark Leisher Productions utilizes an environmentally friendly printing company, Speedy Signs, for all our brochures and marketing materials. Speedy Signs uses recycled materials, soy ink, and other environmentally friendly practices.

Our business cards and branded envelopes and letterhead were printed by Moo.com whose "Green Paper" line is 100% recycled post consumer waste, 100% recyclable and biodegradable, sustainably sourced, Elemental Chlorine Free, and manufactured with wind power.

Our Internet host, FatCow.com, has a facility and servers run on 100% wind power.

Environmental Restoration or Community Environmental Projects

Mark Leisher Productions is a co-sponsor of the Reel Water Film Festival. The festival accepts film submissions from around the world that deal with local and global water issues. 50% of the proceeds go toward remediating those issues both globally and locally.

In 2012, the festival raised \$5000 to send water filtration systems, along with a group of volunteers to install them, to Matictic in the Philippines.

In 2013, the festival raised \$7500. \$1000 went to Matictic in the form of more water filters, \$1750 went to Bethesda Green to support their watershed protection programs in Montgomery County, and \$5000 went to Tamil Nadu, India to help the Zion School achieve regular access to potable water.

Mark Leisher Productions is also a member of the Bethesda Green Business Incubator and actively participates in their activities including networking Happy Hours, volunteerism, and monthly speaker lunches.

Waste

Solid Waste Reduction and Reuse

As mentioned above, Mark Leisher Productions is working toward going 100% paperless. Between proposals, production guides, releases, office documents, and invoices, we estimate that we've cut out approximately 3.5 reams of paper this year. For file management, we've adopted Dropbox.com, whose cloud servers host all files, documents, and ongoing projects. This eliminates multiple printing of documents and other client products.

Our task management system is Teambox.com, which allows employees to set email reminders, create task lists, and share projects virtually.

Our accounting and billing system is Freshbooks.com, a cloud accounting service. Clients receive an email notifying them of an invoice, which they can view online. We also have the option of online bill pay, cutting out the need for a mailed paper check. Additionally, past invoices, clients, expenses, and employee timesheets are all hosted online, eliminating the need for paper copies.

Finally, unless the client specifically requests a paper copy, Mark Leisher Productions sends all proposals and contracts via email, and accepts emailed contracts in return.

Recycling

Mark Leisher Productions recycles all standard recyclable materials including mixed paper, bottles, and cans. We recycle electronics, including monitors, mice, keyboards, damaged cords, and mobile phones (through our fellow Green Incubator company, VertiGo Solutions).

Hazardous Waste/Toxic Use Reduction

We use rechargeable batteries for all our production gear (when able), including cameras, boom mikes, monitors, and sound equipment.

Transportation

Employee Commute

One employee walks to work, two employees carpool together, and the final employee rides her bicycle to work when able.

Efficient Business Travel

If the production is Metro-accessible, that is how we commute to location. Otherwise, four employees and gear travel together in one large vehicle.

We encourage our clients to communicate with us via phone, Skype, and email rather than in-person meetings. When meetings do take place, we take public transportation or walk when able.



Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.

Learn more at www.green.maryland.gov/registry

