



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.

Pinnacle Communications Resource Company, LLC

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Advertising/Marketing/Communications Firm

Member since July 2011

Management and Leadership

Environmentally Preferable Products and Services

As an agency business philosophy, we seek out accounts which are social marketing in nature and have several accounts involved in waste reduction and waste authority for the state and local government. We believe in these issues and seek out clients who subscribe to environmental causes as well. We use electronic documents in our work to reduce paper use and also encourage our clients to submit information electronically.

Environmentally Preferable Purchasing

All our paper products are recycled content: paper towels, napkins, toilet paper, and printer paper. We use green cleaning products in the kitchen and bathrooms.

Waste

Solid Waste Reduction and Reuse

Our industry has greatly benefited from the power of technology. No longer are numerous ad layouts hand-drawn on paper. Advertising concepts are created on a computer and sent electronically for all to see, virtually eliminating the need to print. Final creative is provided to the media electronically whether it

be print or broadcast outlets. Additionally, the traditional RFP that agencies rely on for additional business are now written and, sometimes, submitted electronically saving reams of paper. Gone are the days of printing out 200 page RFPs for review and revisions. Generally, these are now printed once for final submission.

We print all documents (even formal presentations) double sided and use both sides of scrap paper for in-house printing. We also send and receive faxes electronically to reduce paper use. We have always been focused on conservation so while our paper use has reduced in general, it has always been low and never a significant portion of our budget.

Recycling

All products accepted into the Baltimore County Recycling Program are recycled by the agency on a weekly basis (paper, metals, plastics, etc.). As there are only eight of us, the majority of material recycled is paper and amounts to around 25 lbs/week. We also recycle our electronic equipment (computers, monitors, etc.) through the city program at Baltimore Polytechnic Institute.

Energy

Energy Efficiency

We have upgraded windows to double-paned and installed more energy efficient lighting. Desks are generally located next to windows for additional light and we turn off lights and computers at night and when a room is not in use. We also use power strips to completely turn off devices in order to reduce phantom load.

Renewable Energy

*In Summer of 2012, Pinnacle added a solar panel system as a renewable energy source to our office. For the month of August 2012, the solar array produced **37%** of our energy consumption, or 746.73 kilowatt-hours of electricity. (Our total energy consumption for August was 2,018.73 kWh.) For every 1,000 kWh of electricity placed on the grid, we earn 1 REC (Renewable Energy Credit) from BGE.*

At the time of our solar panel installation, we also installed a charging station for an electric car battery. Although no one at Pinnacle currently owns an electric vehicle, we are now ready for the (hopefully near) future!

Transportation

Employee Commute

Our agency owners commute to work together, daily.

Efficient Business Travel

Meetings are arranged such that one car transports all employees. When possible, teleconferencing is utilized. Additionally, our office is located within steps of several cafes, banks and a grocery store.

Other

- As the saying goes, "Charity begins at home." Our owners and employees all conserve at home and these efforts include: downspout water barrels, drought-resistant plants, participation in county/city recycling programs including hazardous waste products (paints, oil, etc.), replacing traditional light bulbs with fluorescents, joining the BGE Rewards program to help during AC high-demand times, purchasing smart energy products, running only full loads of laundry and dishes, adjusting thermostats when not at home, installing ceiling fans for better circulation, installing dual-zone heat and AC units, turning down hot water heater temperature, and installing tankless water heaters, etc.*

We understand that these small efforts not only help save the environment, but also, help US save money! It really is a reciprocal relationship and one that we understand carries over to work and our business costs.

Profile Updated September 2012



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

