

PRESS RELEASE
October 27, 2010

For Immediate Release
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Kansas Town Scoffs at Global Warming, Hates Al Gore, yet Embraces Sustainability

**Bloomington, IN - October 27, 2010 -
Salina, Kan., is about as conservative as it gets in the
United States.**

**"Don't even mention global warming or Al Gore," says
Nancy Jackson, chairperson of the Climate and Energy
Project, a small nonprofit that encourages people to
reduce their use of fossil fuels in the Midwest.**

**Yet, the small town has voluntarily decreased its demand
for energy by 5 percent - considered a giant step in energy
reduction - and is actively seeking Green and sustainable
businesses to build factories there.**

Some of the ways this has been accomplished:

- School children dressed up as vampires last
Halloween and went door-to-door helping homeowners
identify electrical appliances that sap energy and use**

power even when turned off;

- The town's Christmas tree now sports energy-efficient LED lights instead of traditional light bulbs; and**
- Some local restaurants turn off dining rooms lights and serve meals by candlelight.**

According to Jackson, it is not warnings about global warming that have caused the small town to embrace sustainability, but much more practical and, in the residents' eyes, tangible issues, such as:

- Thrift: The town views sustainability as a way to save money;**
- Patriotism: Sustainability, and reducing reliance on foreign oil, is viewed as patriotic;**
- Spiritual conviction: Many townspeople believe protecting the earth is a spiritual value; and**



Stephen Ashkin.

- **Economic prosperity: Encouraging sustainable factories to move to Kansas will help the state weather the current economic storm and build economic security in the future.**

"Although I would like to believe everyone realizes global warming is a serious issue, I fully realize [that] a key driving force to protecting our planet and conserving natural resources is economic," says Stephen Ashkin, chief executive officer of [Sustainable Dashboard Tool LLC](#). "Of course, that is fine with me as long as it ultimately fosters greater sustainability."

Ashkin, whose company helps jansan businesses become more sustainable, adds that along with cost savings, many jansan firms view becoming more sustainable as a "crucial marketing tool helping to differentiate them from their competitors."

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About Sustainability Dashboard Tools, LLC

Sustainability Dashboard Tools, LLC, has created new software technology designed specifically for cleaning professionals. The company's CEO is Stephen Ashkin, President of The Ashkin Group and Executive Director of the Green Cleaning Network; its COO is Cynthia Schultz.

Sustainability Dashboard Tools' software allows users to measure the natural resources their businesses use and the greenhouse gas emissions they generate. Armed with this information, businesses can make commonsense changes that reduce their impact on the environment. Such changes save businesses money and make them more efficient and competitive while also benefiting their facilities, employees, and local community as well as the environment.

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