The awards and promotional items industry is notorious for wasteful packaging and hazardous materials. Tammie and Mike Helmuth, Co-Owners of Conejo Awards, are convinced the industry can do better and are leading the way. Their business recently became the first business to be certified as a Thousand Oaks Green Business. Conejo Awards goes beyond recycling by purchasing environmentally preferable products and offering reusable and recycled content products.

Additional highlights include:

- Clients receive reusable tote bags instead of single use plastic bags with purchases
- Subscribes to searchable databases to avoid catalog mailings
- Old countertop corian salvaged from remodel jobs and artisan recycled glass create beautiful and unique plaques and awards and help keep materials from the landfill
- Purchased an advanced filtering system to remove pollutants from the production process that would otherwise be emitted into the atmosphere
- Retrofitted lighting and installed sensors

Since 1971, Conejo Awards has specialized in helping customers recognize employees, clients, businesses, schools and non-profit organizations.
Businesses that incorporate sustainable practices within their operations can get certified and demonstrate their environmental stewardship to their customers.

Certified businesses receive marketing and publicity by the City of Thousand Oaks in local newspapers, newsletters and the City website as well as window decals to alert shoppers that they are a Certified Green Business. Businesses interested in becoming certified can learn more at www.toaks.org/gogreenbiz.

**GOING GREEN SAVES CONEJO AWARDS OVER $23,000 ANNUALLY!**

**GREEN BUSINESS HIGHLIGHTS: CONEJO AWARDS**

<table>
<thead>
<tr>
<th>Number of Staff: 6</th>
<th>Square Footage of Facility: 3,255</th>
</tr>
</thead>
</table>

**Energy**
- Occupancy sensors
- Energy efficient lighting and equipment
- Daylighting

**Waste and Recycling**
- Reuse of Corian countertop and artisan glass for awards materials
- Recycling valuable metals
- Recycled content paper and bathroom supplies
- Refillable Inkjet Printer

**Pollution Prevention**
- Hybrid company vehicles and carpooling
- Particulate filter for laser engraving machine
- Reusable bottles, mugs and totes

**Green Business Awareness**
- Donations to local non-profits
- Company environmental policy
- Green awareness to clientele

**BOTTOM LINE BENEFITS**

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>INVESTMENT</th>
<th>SAVING</th>
<th>PAYBACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Hybrids</td>
<td>$55,000</td>
<td>$15,000/year</td>
<td>37 months</td>
</tr>
<tr>
<td>Ride Share/Employee Vehicle</td>
<td>$3,500</td>
<td>$3,000/year</td>
<td>14 months</td>
</tr>
<tr>
<td>Bulk Ink System</td>
<td>$400</td>
<td>$2,800/year</td>
<td>1 month</td>
</tr>
<tr>
<td>SCE Direct Install</td>
<td>0</td>
<td>$223/year</td>
<td>Immediate</td>
</tr>
<tr>
<td>Recycling</td>
<td>0</td>
<td>$1,200</td>
<td>Immediate</td>
</tr>
<tr>
<td>E-billing</td>
<td>0</td>
<td>$1,000</td>
<td>Immediate</td>
</tr>
</tbody>
</table>

**Notes:** Based on average price of $4.00/gal. Based on GS-1 Tier Rate Pricing.