



GLEE's 2nd Annual Green Living Awards

Businesses Category

For Cumulative Efforts leading up to January 1, 2008

Name of business: First State Bank of the Florida Keys Keyswide
Donald Lanman, Senior Vice President Marketing Director City/Island
 Name of Applicant Relation to Business:

Summary

For the past 4 years, First State Bank of the FL Keys has served as a leader within the community for its customers, local businesses, non-profit organizations & regulatory agencies to promote green strategies that reduce energy usage, reuse resources and increase recycling through example, incentives and education.

In 2008 alone, First State Bank contributed over \$13,000 to further green efforts by supporting green initiatives & education including: Cash donations, 20 Green tip Newspaper Advertisements, 2 Statement stuffers with helpful Green Tips distributed to over 20,000 customers & provided over 170 paid volunteers @ Green Events throughout the Keys.

Accomplishments

Renewable Energy

Demonstrated use and/or promotion of appropriate solar, wind and bio generated sources of renewable energy.

1. Established at executive level Green committee to promote internal & external Green policies
2. Designated Green Captains to promote & monitor Green initiatives at all office locations
3. Launched First State Bank company wide employees Green Team to support the program and to promote Green Initiatives internally and externally

Clean Transportation

Demonstrated use and/or promotion of smart, clean and economically efficient uses of biodiesel, fuel cells, and hybrid vehicles. Or no vehicles at all!

1. Sponsored Going Green ZENN Electric Car & SMART car raffles promoted at First State Bank branches
2. Use employee SMART car to promote Green thinking at events
3. Encourage ALL employees to: Bike, Walk, Carpool and use Public Transportation
4. Paid for advertisement of 5 smart vehicle efficient Green tips in local newspapers (including Green Tip #9 "Make Friends, Save Money - Carpool with GLEE sign up @ www.carpoolworld.com/keysglee)

<u>Clean Boating</u>	Demonstrated adherence and/or promotion of eco-friendly actions whilst on the water, including cleaning products, propulsion, water conservation, fisheries conservation, catch and release techniques, and use of Florida Clean Marinas, Boatyards, and Retailers .
<p>1. First State Bank provides & promotes special Loan consideration for:</p> <ul style="list-style-type: none"> -Marine engines that are fuel/bio diesel efficient -Marinas promoting Green Buildings or services -Related Marine Businesses promoting Green Building or services 	
<u>Energy Conservation</u>	Demonstrated use and/or promotion of energy-efficient appliances, energy audits, and retrofits for financial savings and pollution reduction.
<ol style="list-style-type: none"> 1. Scheduled annual energy audits 2009 (Keys Energy Services / FL Keys Electric Co-Op) 2. Expanded programmable a/c thermostats to reduce cooling costs & electrical usage after business hours 3. Use of timers and photo cell switches for exterior signage and building lighting 4. Continue replacing incandescent bulbs with CFL and replacing standard water heaters with solar water heating systems 5. Paid for promotion of 11 Green Energy efficient tips in local newspapers 	
<u>Green Building</u>	Demonstrated use and/or promotion of green techniques and technologies during retrofits on existing buildings and efficient designs for new buildings.
<ol style="list-style-type: none"> 1. Recycled new Big Pine location & sign and utilized Energy Efficient practices in remodel 2. Using sprinkler systems with rain sensors to reduce unnecessary water waste 3. Using native of drought tolerant landscaping used for new and remodeled facilities to conserve water 4. Using solar panels & photovoltaic systems where practical for augmenting electrical usage 5. Replacing old plumbing w/ water efficient fixtures & electronic sensors on sinks & toilets 	
<u>Green Financing</u>	Demonstrated use and/or promotion of tax credits, rebates, and other incentive programs that help finance, sustainability projects. Also includes Socially Responsible Investing.
<ol style="list-style-type: none"> 1. First State Bank provides & promotes special Loan consideration for: <ul style="list-style-type: none"> <li style="width: 50%;">-New or retrofit Green Residential Loans <li style="width: 50%;">-New or retrofit Green Auto Loans <li style="width: 50%;">-New or retrofit Green Commercial Loans <li style="width: 50%;">-New or retrofit Green Marine Loans 2. Paid for promotion of 2 Green Tax Credit tips in local newspapers 	
<u>Healthy Living</u>	Demonstrated adherence and/or promotion of green procurement, green consumerism and healthy choices through buying organic foods and other non-toxic, healthy and sustainable products.
<ol style="list-style-type: none"> 1. Held Green employee meeting with a green theme and shared Green recipes, tips and food 2. Sponsored & promoted the Key West Community Garden 	

<u>Land Conservation</u>	Demonstrated adherence and/or promotion of conservation of natural habitats by using Keys-Friendly landscaping practices and use of GreenThumb Certified Nurseries .
<ol style="list-style-type: none"> 1. Native or drought tolerant landscaping used for new & remodeled facilities to reduce/eliminate water waste 2. Begin using cisterns for collecting roof rain water run-off for use to augment sprinkler systems 3. Sponsoring Keyswide Green Community Gardens initiative 	
<u>R4 #1: Reduce</u>	Demonstrated reduction of waste through bulk buying, refillable products, double-sided printing, avoiding over-packaged products, closing the loop by purchasing products made of recycled, post consumer content; implementation of policies which encourage and/or mandate waste reduction.
<ol style="list-style-type: none"> 1. All standard office supplies are purchased at some level of recycled material 2. Established Corporate Policy to encourage use of: <ul style="list-style-type: none"> -Double sided printing -Paperless ATM's -Online bill pay -Email -Remote Deposit Service -Buying recycled products/promotional items (bags, battery free flashlights) -Intranet(Shared Document usage) -Bank Courier Service -Interoffice Mailing 	
<u>R4 #2: Reuse</u>	Demonstrated reuse of products, buy second hand, donate unneeded items, and avoid disposables, and share magazines /other publications before recycling them.
<p>Donated furniture, fixtures, equipment, clothing, toiletries and magazines to local Non-Profit Organizations:</p> <ul style="list-style-type: none"> -Samuel's House -Habitat for Humanity -Wesley House -Relay for Life -Local Schools 	
<u>R4 #3: Rot (Compost)</u>	Demonstrated waste diversion through composting of food scraps and yard trimmings
N/A	
<u>R4 #4: Recycle</u>	Demonstrated recycling of items accepted by local waste hauler and/or other items which may be recycled elsewhere (e.g., electronics, CFL light bulbs, cell phones, printer cartridges); implementation of policies which encourage and/or mandate recycling practices
<ol style="list-style-type: none"> 1. Pay for Commercial Recycling so ALL branches are able to recycle 2. Recycle at ALL branches 3. "Going Green" deposit boxes in Branches for customers and employees to donate electronic items 4. Donate used cell phones and printer cartridges to local schools and non-profit organizations for fundraising and recycling 	

<u>Water Conservation</u>	Demonstrated use and/or promotion of water use reduction through efficient irrigation, xeriscaping, cisterns, rain barrels, water audits and/or use of reclaimed water.
<ol style="list-style-type: none"> 1. Paid for promotion of 8 Green water conservation tips in local newspapers 2. Use sprinkler systems with rain sensors to reduce unnecessary water waste 3. Native or drought tolerant landscaping used for new and remodeled facilities to reduce or eliminate water waste 4. Using low-flow toilets at new and remodeled offices 	
Water Quality	Demonstrated use and/or promotion of wastewater treatment, storm water retention, phosphorus free products, slow release fertilizers, animal waste reduction, etc.
N/A	
Youth Leadership	Involve local students in projects and research for healthy long-term choices in any of the above for the future of all.
<ol style="list-style-type: none"> 1. Sponsor Local School Events (Seminars, Workshops, Fundraisers) 2. Donation to Key West Community Garden for Glynn Archer, Montessori, Horace O'Bryant and May Sands student access 	
GLEE Participation	Actively involved with GLEE via ideas, time and/or membership to help further GLEE's Mission and Goals .
<ul style="list-style-type: none"> -On GLEE committee -Volunteer for GLEE -Sponsorships -Donations -GLEE Expo involvement -R4 Planning Involvement -Volunteers at all 3 R4 Fairs -Fundraisers for GLEE 	
Other Factors	Have you done something else not included in the scope of this application? Let us know!
<ul style="list-style-type: none"> Local Business Leadership Co-Op partnership -KW Chamber of Commerce Love Your Island -Earth Day -City of KW Clean & Green -NOAA -Keys Energy Services -Waste Management 	

Other Business Factors

Team Commitment	List staff or other supportive people on your “Green Team”
Don Lanman (Marketing), Angie Walterson (Marketing), Kay Miller (Human Resources), Tony Romano (Retail), Jacqueline Luhta (Training/Retail), Kurt Lewin (Loans), Gary Carney (Loan Operations), Clay Savoy (Operations), Elizabeth Miranda (Compliance), Tom Lavender (Community), Annie Hamer (Green Committee Manager) EMPLOYEE WIDE Green Team	
Communications	How are your environmental efforts visibly communicated to staff, locals, tourists, shareholders, customers and/or vendors?
-Press Releases -Green Tips in Keynoter, Conch Color -Sponsor Green Solutions Pages in Keynoter/Keys Sunday -Seminars -Training	
-Internal Newsletter -Green Page on Website -Customer Statement Stuffer	
Certifications/Memberships	Do you currently hold any green certifications or memberships?
Member of GLEE	

Green Pledge

I certify that the above information is correct to the best of my knowledge.

