



# GLEE's 2<sup>nd</sup> Annual Green Living Awards

## Businesses Category

*For Cumulative Efforts leading up to January 1, 2008*

Name of business: WeBeFit Personal Training Center (WeBeFit.com) Key West  
Daniel Reynen President City/Island  
 Name of Applicant Relation to Business:

### Summary

Going Green has helped us provide a far superior product for our clients. In the old way of thinking, we would keep buying plastic water bottles and feel good about throwing them away in a recycling bin. In the new way of thinking, (buying permanent stainless steel bottles) we're no longer burning fossil fuels shipping water around or spending hundreds of dollars a month on plastic. Our customers don't have to worry about BPA or other toxins leaching into their water. Better still, the stainless steel bottles stay cold through an entire workout...the plastic ones never did! It's an environmental change that's good for everybody involved. Using that approach in every aspect of our business has yielded significant monetary savings while providing a welcome, non-toxic environment for our clients and employees. Going green first class!

### Accomplishments

<u>Renewable Energy</u>	Demonstrated use and/or promotion of appropriate solar, wind and bio generated sources of renewable energy.
We made a (successful) petition to Keys Energy to start Net Metering. Before our petition Keys Energy was only willing to pay the wholesale price of energy. After our petition they voted unanimously to begin Net Metering as an incentive for solar and other renewable energy. (We did this under the name of GreenKeyWest.com.)	
<u>Clean Transportation</u>	Demonstrated use and/or promotion of smart, clean and economically efficient uses of biodiesel, fuel cells, and hybrid vehicles. Or no vehicles at all!

<b><u>Clean Boating</u></b>	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 <a href="#">Florida Clean Marinas, Boatyards, and Retailers</a> .
<b><u>Energy Conservation</u></b>	Demonstrated use and/or promotion of energy-efficient appliances, energy audits, and retrofits for financial savings and pollution reduction.
<p>In designing our training center, we looked at every single thing that used a consumable. Energy, water and waste were analyzed to see how they could be reduced or eliminated, while still providing a first class experience for our clients. There are so many things (and savings) we've been successful with that we put a document on our website to show everyone else how to do it. It's a PDF file at this link on our website: <a href="http://www.webefit.com/green.html">http://www.webefit.com/green.html</a></p>	
<b><u>Green Building</u></b>	Demonstrated use and/or promotion of green techniques and technologies during retrofits on existing buildings and efficient designs for new buildings.
<p>We installed the first Green Roof (Living Roof) in the Keys. Design and permitting began in October 2008 and construction in December. We hope to have it populated with plants and a garden by April 2009.</p>	
<b><u>Green Financing</u></b>	Demonstrated use and/or promotion of tax credits, rebates, and other incentive programs that help finance, sustainability projects. Also includes Socially Responsible Investing.
<b><u>Healthy Living</u></b>	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.
<p>We're the first gym in the country to provide free stainless steel water bottles for our clients instead of plastic ones. We documented how it was done in Fitness Management Magazine and have been contacted by more than a dozen other gyms for guidance on how to do the same thing. Farmer's Almanac and the Green Business Alliance gave it their grand prize in 2008 because of the huge potential it has for reducing waste. (We've even found a stainless steel cleaner that non-toxic, made from cherry pits!) You can read the whole story here: <a href="http://www.webefit.com/articles_100_199/article_197a_Bottled_Water.html">http://www.webefit.com/articles_100_199/article_197a_Bottled_Water.html</a></p>	

<b><u>Land Conservation</u></b>	Demonstrated adherence and/or promotion of conservation of natural habitats by using Keys-Friendly landscaping practices and use of <a href="#">GreenThumb Certified Nurseries</a> .
<b><u>R4 #1: Reduce</u></b>	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.
<p>See our stainless steel water bottle info above. We also have reduced our trash from 2 cans a week to 1 by recycling everything possible. We're currently testing composters to reduce that even further. Our goal in 2009 is to drop our trash to 1 can or less per month...for the entire facility.</p>	
<b><u>R4 #2: Reuse</u></b>	Demonstrated reuse of products, buy second hand, donate unneeded items, and avoid disposables, and share magazines /other publications before recycling them.
<p>Any magazines that offer their full product online we've stopped the print delivery. We keep a shared copy of the Key West Citizen and use it (with vinegar/water) to clean all our windows and mirrors. Then after the paper dries, it's put in the recycling.</p>	
<b><u>R4 #3: Rot (Compost)</u></b>	Demonstrated waste diversion through composting of food scraps and yard trimmings
<p>Still experimenting. Unfortunately the composters we've tested so far aren't adequate. If you have experience with good commercial models we'd love to hear or see them!</p>	
<b><u>R4 #4: Recycle</u></b>	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
<p>All our sports drink cans and bottles are recycled. We also joined a program in 2009 where protein bar wrappers are recycled.</p>	

<b><u>Water Conservation</u></b>	Demonstrated use and/or promotion of water use reduction through efficient irrigation, xeriscaping, cisterns, rain barrels, water audits and/or use of reclaimed water.
<p>We installed touchless faucets (reducing water use), low flow showers and the highest rated Energy Star washing machine for our towels. We also put in a dishwasher for our kitchen items so they would come out sterile and to save money over washing things by hand. We've reduced our water use from \$400 per month to less than \$100...and that's for a commercial gym!</p>	
<b>Water Quality</b>	Demonstrated use and/or promotion of wastewater treatment, storm water retention, phosphorus free products, slow release fertilizers, animal waste reduction, etc.
<p>We switched our laundry detergent to a phosphorus free, highly concentrated one in July 2008 after testing more than a dozen brands. In August we did the same with our dishwasher detergent. Add to those changes the use of a cherry pit paste for cleaning stainless steel and our vinegar/water combination for windows and mirrors. All together we've virtually eliminated the stream of toxic chemicals most fitness centers pour down the drain.</p>	
<b>Youth Leadership</b>	Involve local students in projects and research for healthy long-term choices in any of the above for the future of all.
<b>GLEE Participation</b>	Actively involved with GLEE via ideas, time and/or membership to help further GLEE's <a href="#">Mission and Goals</a> .
<p>We've been to every expo (great ideas) and added GLEE to our green information page.</p>	
<b>Other Factors</b>	Have you done something else not included in the scope of this application? Let us know!
<p>We've been working on an education and outreach program through our weekly email newsletter and adding useful links to our website. As of today, Friday January 30th, 2009 the document we produced for our website showing green savings has been downloaded 7,323 times. (That's over a 3 month period.)</p>	

**Other Business Factors**

<b>Team Commitment</b>	List staff or other supportive people on your "Green Team"
In alphabetical order the other Personal Trainers of WeBeFit: Bobby Kitrick, Jonas Rutledge, Leigh Pujado and Sammy Levin.	
<b>Communications</b>	How are your environmental efforts visibly communicated to staff, locals, tourists, shareholders, customers and/or vendors?
To outside people and customers we communicate through our email newsletter, on our website and occasionally in our weekly column. Employees meet once a week for a staff educational meeting. There we spend part of the time discussing what's been working and what can be improved. We have a set of criteria we send out to vendors to keep updated on their "greenest" options and make sure they're being environmentally responsible citizens.	
<b>Certifications/Memberships</b>	Do you currently hold any green certifications or memberships?
We belong to the Green Business Alliance. Unfortunately because we're a small company, we had to forgo the expense of having our building LEED certified.	

**Green Pledge**

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

