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Chamber promoting economic and environmental sustainability.

South Lake Tahoe, CA... There is now a new way for businesses to share green resources and tips as our community strives to become more sustainable both environmentally and economically. The Lake Tahoe South Shore Chamber of Commerce (LTSSCC) has recently announced the establishment of a Green Business Cooperative to encourage participation and cooperation by the local business community in environmentally conscious business practices. "It is our goal to inspire and encourage the local community in becoming an environmental business powerhouse and in so doing improving the local economy by increased exposure as a sustainable community" comments LTSSCC President and CEO, "B" Gorman.

The Green Business Cooperative is a one stop shop for Chamber members and non-chamber members to share best practices, enable businesses to evaluate opportunities with economies of scale (i.e. carbon footprint calculators), to find those resources that provide incentives to business's, to encourage active participants in "reducing, reusing and recycling" and to provide assistance to businesses who are taking the first steps in becoming more energy efficient and or sustainable in their everyday practices.

Businesses that have already taken measures to become more environmentally conscious can join the Green Business Cooperative at www.tahoechamber.org for increased exposure. The process is simple: go to www.tahoechamber.org, click on the "Green Business" icon on the home page and begin by reviewing the myriad helpful links. Then go to the Cooperative link and complete the application by providing examples of ways in which your business participates in Reducing, Reusing and Recycling. Some of the businesses who have already signed up and are willing to share their ideas with others include: Embassy Suites, 968 Park, Advanced Energy Audits, Coldwell Banker, McKinney & Associates, Green Endeavors, Ecomentum, California Housekeeping, Tahoe's Choice Real Estate, Barton Healthcare System and TahoeHomeOnline.com. Future plans for the cooperative include opportunities for businesses to meet and share their green practices including an upcoming workshop series kicking off this autumn.

LTSSCC is working for local businesses by encouraging more sustainable practices as we all benefit by attracting customers to our local businesses who prefer to do business with those that are stewards for our environment. For additional information please call 775-588-1728.

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