

# Marketing Green Solutions



## Eason Communications Creates:

- ✓ Public relations strategies that help sell your products
- ✓ Newsletters that promote through useful articles
- ✓ Brochures that target specific market segments
- ✓ Ads that promote unique product and service benefits
- ✓ Direct-marketing campaigns with measurable results
- ✓ Web sites and email promotions that attract prospects
- ✓ Executive communications training and coaching
- ✓ Social media programs that drive all marketing communications

*(See the following page for case studies.)*

# Green Marketing: Selected Case Histories

**Brechtel Manufacturing** – We created a PR strategy that resulted in placements in targeted print and online publications for a suite of aerosol products that help promote healthier air quality. We also created a trade-show booth and sales materials and developed a marketing seminar program designed to bring together major business, government and university players in the air-quality field.

**Green Hotel Conference** – Working with a consortium of hotel developers, architects, engineers, brokers, contractors and product vendors, we planned and organized a conference showing that “greener” hotels can also be more profitable in the long run. The well-attended conference featured industry experts, attracted a large and diverse crowd of targeted prospects and received extensive national media coverage.

**Eco Offsite Housing** – Charged with launching sustainable low-cost modular dwellings, we helped gain high visibility of a model house for our client at a major national green conference and trade show, then followed that market impact with targeted publicity in newspapers and magazines for houses that can be fully built offsite and delivered to homeowners within weeks.

**Cummins Engines** – We developed an extensive PR campaign, published a newsletter, created collateral and designed graphics which were wrapped around entire trucks to publicize Cummins-built low-emission natural gas engines. The trucks were featured in a downtown San Francisco parade.

**Earth Awards Program** – For the Building Owners and Managers Association of San Francisco, we developed a PR program that resulted in national print and broadcast coverage, created advertisements and helped organize an overflow ballroom conference in San Francisco’s largest hotel.

Learn how...  
**Green Hotels Can Be More Profitable**

Greening Hotels in San Francisco invites you to a complimentary breakfast seminar on September 18 at The City Club of San Francisco.

Our panel of experts will discuss how green hotels:

- Save energy
- Attract high-end tenants
- Reduce operating costs
- Improve the bottom line

Presented by: Green Hotels in San Francisco

Speakers: Rob Lynch, Ralf Elsasner, Dome Construction Corporation

Co-sponsors: Green Hotels in San Francisco, Green Hotels in San Francisco

**Building Biofuels Facilities**  
By Rob Lynch and Ralf Elsasner  
Dome Construction Corporation

The convergence of environmental awareness, scientific innovation, political will and entrepreneurship has pushed forward the development of alternative fuel technologies. Accelerating the transition from the test tube to the real world, biofuel research and prototype facilities are quickly coming on-line throughout the industrialized world, and in particular, in the San Francisco Bay Area. Driven by federal and state incentives and carbon-reduction requirements, the San Francisco Bay Area is among the world's leaders in researching alternative energy sources. Scientists and entrepreneurs here are developing energy sources by utilizing microbes derived from synthetic biology techniques or harvested from textile mill effluents, to convert feedstock such as molasses, sugar cane and other forms of cellulosic biomass into biofuels. Building the laboratories and support facilities for the discovery, prototyping and production of alternative fuels can be very challenging for architects, engineers and construction companies. Very few models exist in this emerging experimental field.

Dome Construction Corporation, a leader in building biofuels facilities in the Bay Area, has been successful primarily because we possess nearly three decades of experience in the extremely precise, complex and regulatory field of biotechnology construction. Pioneering biotechnology companies require design and construction practices that have an appreciation for scientific applications—and teams that reflect this commitment.

This biotech background was helpful to us in the recent construction of the Biotech Research Center for the Joint Biorefinery Institute (JBI). JBI is a partnership led by Lawrence Berkeley National Laboratory and includes Sandia National Laboratories, the University of California campuses of Berkeley and Davis, the Carnegie Institution for Science and Lawrence Livermore National Laboratory. One of three new U.S. Department of Energy Biorefinery Research Centers, JBI's primary scientific mission is to advance the development of the next generation of biofuels.

Combined with our work for other Bay Area biofuel companies like Amyris Biotechnologies and LSI, Dome Construction has gained unrivaled expertise in this demanding field. Working with these biofuel companies, Dome emerged at the forefront of a new technology industry. This is an industry territory, as a quarter-century ago our company met similar challenges in the biotech field, where we have built labs and manufacturing facilities for companies like Genentech, Amgen, Bayer, Novartis, Eli Lilly and many others.

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**We Keep San Francisco Buildings Clean and Green**

Commercial building managers trust Lewis & Taylor for green janitorial services. We are a family-owned and operated local business that has been cleaning San Francisco since 1945.

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**BOMA SF**

Helping to Build a Greener City

Promoting sustainable practices and providing our members with tools and resources to be greener are key goals of the Building Owners and Managers Association (BOMA) of San Francisco. Our innovative green programs include:

- High-Rise Recycling Program helps bring the city to a waste diversion rate of more than 70 percent.
- BOMA Energy Efficiency Program (BEEP) seminars teach principles of energy management and the use of the Energy Star® Portfolio Manager Tools.
- BOMA 360 Performance Program provides tools to manage buildings to the highest standards for sustainability, energy efficiency and other benchmarks.
- Building Owners and Managers Institute (BOMI) classes, approved by the U.S. Green Building Council, count towards LEED professional accreditation.
- BOMA EARTH Awards Program rewards commercial property operations and management firms for sustainable practices.

Visit [www.bomasf.org](http://www.bomasf.org) or call 415.362.8567 to learn more.

10th Floor  
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**Building Owners and Managers Association of San Francisco**

**Aerosol Products**  
HDTMA (Humidified Differential Tandem Mobile Analyzer)

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