

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

Brecht 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.

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:

- Can make renovations that save energy
- Slash operational costs with redesign
- Attract guests that require sustainable venues
- Generate community goodwill
- Take the “LEED” in design for the future

Building Biofuels Facilities
By Rob Lynch and Raffi Saesser
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 gas tank, 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 renewable biomass feedstocks or harvested from waste materials, to convert feedstocks such as switchgrass, sugar cane and other forms of cellulose 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. Promoting biotechnology companies require design and construction solutions that have an appreciation for scientific applications—and teams that reflect this commitment.

This bio-tech background was helpful to us in the recent construction of the Biofuel Research Center for the Joint BioEnergy Institute (JBEI). JBEI 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 Bioenergy Research Centers, JBEI'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 unparalleled expertise in this demanding field. Working with these biofuel companies, Dome emerged as the forefront of a new technology industry. This is not unfamiliar 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, BioMérieux and many others.

Continued on Page 7

A White Paper

Building Biofuels Facilities
By Rob Lynch and Raffi Saesser
Dome Construction Corporation

Photo courtesy of Amyris Biotechnologies

Case Studies:
Joint BioEnergy Institute Page 2
Amyris Biotechnologies Page 3
LSI – Synthetic Fuels Page 3

Aerosol Products
HDTMA (Humidified Differential Tandem Mobile Analyzer)

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 operators and management firms for sustainable practices.

Visit www.bomasf.org or call 415.362.8567 to learn more about green programs offered by

BOMA
Building Owners and Managers Association of San Francisco

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.

Our Services... Green Janitorial Services • L&T L&T's #1 High-Rise Window Cleaning • Carpet and Upholstery Cleaning • Exterior Building Cleaning • Sidewalk Cleaning • Floor Stripping and Sealing • Construction Clean up • Restaurant Floor and Equipment Cleaning

Contact us for a Free Estimate!
415.781.3496 • contact@lewistaylor.com
440 Bryant Street, San Francisco 94107

L&T LEWIS & TAYLOR
BUILDING SERVICE CONTRACTORS
www.lewistaylor.com

Eason Communications LLC

Your Marketing Team

425 Market Street, Suite 2200
San Francisco, CA 94105
(415) 242-5244
henry@easoncom.com
www.easoncom.com