

Going green isn't an all-or-nothing deal. You can be environmentally friendly in all kinds of ways—some little, some big. And as part of Cox Conserves, employees across the country are doing what they can to save energy and protect the environment. Some have made sweeping commitments, while others are taking their first steps.

The goal is to reduce Cox's annual carbon footprint by 20 percent over the next 10 years. With a job this big, every little bit helps—in every shade of green in the spectrum.

# Shades of Green

By Loraine Fick



# Green is Growing

“Everything big starts small somewhere.”



Photo: Lilly Dong/Jupiter Images

## Team Green

Cox Conserves green ambassadors—employees appointed to lead green efforts—and their teams are greening the business across the nation. Phil Caujolle, regional circulation manager for AutoTrader Publishing (ATP) in San Antonio, Texas, heads up green initiatives for ATP with co-ambassador Chuck Lane in the Norfolk, Va., office.

“There’s a strong commitment at the plant level to be environmentally friendly,” says Caujolle. “Part of our job is to help people think through the best ways to do so.”

“Everything big starts small somewhere,” says Lane, who is a circulation business analyst. “Here in Norfolk, we knew we wanted to start with a good recycling program. With all efforts like this, the key challenge is motivating everyone to pitch in.”

Caujolle and Lane launched the *ATP Green Room Gazette* on ATP’s intranet to share information on green initiatives, keep the team up to date on progress and celebrate accomplishments. The first issue defined carbon footprint and listed earth-friendly actions employees can take at home and at work.

“We’re also looking for ways to collaborate with other local Cox companies, like Cox Radio here in San Antonio,” says Caujolle. “And once we develop momentum with recycling, energy conservation and other green efforts, they’ll take on a life of their own.”



Phil Caujolle—San Antonio  
and Chuck Lane—Norfolk



Want to green your workplace?  
How about your wedding? Visit  
[treehugger.com/gogreen.php](http://treehugger.com/gogreen.php).



“It can become a habit.”

# Green is a Challenge

Photo: Corbis Photography/Veer

## ➤ How Green is Your Mailbox?

For Marcial Reiley, creative services producer for Cox TV Reno (KRXI and KAME), conservation begins at home. He cut his family’s postal footprint by at least 50 percent by requesting to be taken off mailing lists.

And at the station, Reiley says it’s important to take the thinking out of recycling by placing bins next to trash cans. “You’ve got to make conservation available for people, and it really helps to make it convenient,” he says. “Then it can become a habit.”

## Green Measures

Ileana Ovalle, government and community relations manager for Cox Communications San Diego, agrees that making it easy is key.

“Gil Rapley, our green ambassador, came up with a great idea—giving away canvas Cox Conserves bags for grocery shopping,” she says. “Providing the bags greatly increases the chance that people use them instead of disposables.”

The bags help in each of the effort’s three prongs, she explains: “What the company can do, what we can do as employees and at home, and how we can convey Cox Conserves in the community.”

Marcial Reiley—Reno, Ileana Ovalle—San Diego,  
Vicki Fox—San Diego and Lisa Kahoano—Honolulu



Markedly reduce junk mail by asking to be taken off direct mailing lists. See [dmaconsumers.org/cgi/offmailing](http://dmaconsumers.org/cgi/offmailing).



“Why not me?”

## Green is Standing Up



Photo: Image Source Photography/Veer

### A Greenhouse

Vicki Fox, an administrative assistant II at CCI San Diego’s customer care center, and her husband bought their house nine years ago. It has become incrementally greener through a series of home improvements. “My husband manages commercial and residential new construction for the local utility,” Fox says, “so he knows green, down to the baseboards. Ours are recycled PVC.”

Other elements of the house were made more environmentally friendly without sacrificing style and performance. “We have new bamboo flooring, and it’s beautiful. I just couldn’t think about cutting down 100-year-old oaks for our floors.”

Also in the house:

- Energy-efficient water heater
- Double-pane, low-emittance glass windows that reflect heat
- Extra attic insulation
- Solatube daylighting, an alternative to skylights that provides natural light to dark interior spaces
- Compact fluorescent light bulbs throughout



Bamboo is the fastest-growing plant on earth—30 percent faster than the fastest-growing tree.

It can be grown in soil damaged by overgrazing or poor agricultural techniques, and it regenerates without replanting. And using this highly renewable material spares old-growth hardwood forests.

### The Green Isles

Lisa Kahoano is human resource manager for Aloha Auto Auction in Honolulu. Around her office, Cox Conserves’ mission feels like second nature. “In Hawaii, we’ve been very aware of conservation for years,” she explains. “It’s built into our way of life.”

Like all Cox green ambassadors, Kahoano received a resource kit from Headquarters that included a suggestion box. “I know when we get suggestions from employees, they’ll be well thought out,” she says, “because conservation is top of mind for us.”





“At home, we’ve converted.”

# Green is warm and Fuzzy

Photo: Johner Images/Veer

## > Green Makes Sense

Valerie Reid is an administrative assistant at MMT Sales in Chicago, one of Cox’s national television rep firms.

“When asked to be green ambassador in this office I thought, why not me? I order supplies and postage and could immediately see several very simple things we could do as an office to conserve and save money at the same time.”

Often what makes a business process greener is also cost effective. “When postage went up again recently, we investigated how many of the ad agencies we work with really use the paper contracts we send them,” says Reid. “It turns out they’re satisfied with electronic copies. We stopped sending hard copies and recycled the paper. The office should save several thousand dollars on postage a year.”

To get others involved, she thought about what people could easily integrate into their day. “A simple thing is asking people to bring their own coffee cup and utensils. That keeps paper and plastic out of the landfill. And it too saves Cox money.”

MMT/Chicago is preparing to move into a new green building this year. Lighting in the new facility is sensor activated so that if the room isn’t in use, energy isn’t wasted.



For most people, the best way to cut energy use is to change driving behavior.

- Walk, cycle or use public transportation
- Keep your car in good running order so it pollutes less
- When it’s time to buy a new car, consider an alternative-fuel automobile like a hybrid



Valerie Reid—Chicago and Jeff Adams—Denver



OVE manager Jeff Adams at OVE.com Denver Auto Auction was a natural for green ambassador because he was already actively interested in energy conservation and using renewables. “At home, we’ve converted to compact fluorescents, we recycle and we use nontoxic cleaning products,” he explains. “We also purchase wind power credits that help offset the energy we use that’s produced from fossil fuel.”

Denver Auto Auction recently partnered with Pedro’s Planet, an environmentally friendly office products supplier. In exchange for buying recycled office paper, Pedro’s supplies blue recycling bags and picks up paper, plastic bottles and cans for recycling.

The auction also manages paper waste by sending faxes straight to recipients’ computers instead of printing them. To save energy, one person in each department is responsible for turning off monitors at night.

We can all learn how to conserve from each other. Share your ideas and experiences about living green—email [coxconserves@coxinc.com](mailto:coxconserves@coxinc.com).

## Getting the Green Light

At Cox, we’ve gotten the green light to make changes that will help our regions be greener places. As we grow our initiatives at Cox, become more aware and get more involved, we can do more and make more of a difference. Then we’ll all reap the benefits of working for a big company with a big heart and a green conscience. ●

“We can do more.”

Green is a Go

