



# Fun Photo Guys®

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**FOR IMMEDIATE RELEASE**



## **PUTTING THE “FUN” IN BEING GREEN**

Fun Photo Guys® is seeing green by becoming a “CERTIFIED GREEN BUSINESS”



Fun Photo Guys®, a professional photography company serving the Tri-Valley, Diablo Valley and SF Bay Areas has become a “Certified Green Business” by going beyond basic environmental compliance and has completed a rigorous inspection process. This was accomplished by implementing a series of changes to its business services and purchasing practices. The changes have been noticed by prospective clients that are choosing greener alternatives, and the “green” has started to roll in.

“Fun Photo Guys® Professional Photographers use strictly digital equipment and provide the digital images to our clients over the Internet. This significantly reduces the impact on the environment by eliminating the harsh chemicals left over by film production and processing.” said Kevin Slovick, Chief Photographer and Owner of FunPhotoGuys.com.

Fun Photo Guys® provides professional photography services for Weddings, Special Events, and has portable studio equipment that can be used for on-location portraits, head shots, group shots, and prom-style photos. The company provides Digital Images to their clients over the Internet, and is Green Business certified by the Bay Area Green Business Program. More information is available at <http://www.FunPhotoGuys.com/Green.htm>.

## **THE STORY BEHIND BECOMING GREEN**

Dave Krider, owner of “Dave’s Cuisine” asked Fun Photo Guys to take pictures of his booth at the Earth Day celebration on April 21, 2007 at the John Muir National Historic Site in Martinez. Kevin Slovick, a Fun Photo Guys founder, saw how other businesses were making an effort to be greener, how it benefited the environment, and how much his values and his digital photography business plan aligned with a green business model. He knew that a change here and a change there would help reduce the impact on the environment even more.

After taking his son’s [photo](#) holding a jackhammer at the County Water District’s booth, he visited the Bay Area Green Business Program booth. This is where the light bulb popped on (compact florescent, of course). He realized that he could use his business not only to provide photography services that were greener, but use it to encourage others to become greener themselves and save money. Fun Photo Guys could emphasize to their clients the benefits and savings of combining digital photography and the Internet. For example: California State sales tax law allows waiving the sales tax when a photographer delivers digital images using the Internet if they do not provide any tangible items, such as prints, CDs, or DVDs. Customers not only receive the photos faster over the Internet, they benefit from the cost savings.

For several months, Fun Photo Guys® worked with the Contra Costa County arm of the Bay Area Green Business Program to go through a methodical checklist and inspection process to become a “Certified Green Business”. Changes included: establishing a green mission statement, fine tuning the website, changing

consumable products to those with recycled content, taking steps to reduce energy usage, changing light bulbs to compact florescent, replacing major appliances with energy efficient models, optimizing the power saving settings on computers, changing cleaning chemicals to those that do less harm to the environment, increasing recycling, and changing the way products are purchased.

Being recognized as a Green Business has increased the company's visibility. For example, Google "Certified Green Photographer" and see what pops up. New customers have chosen Fun Photo Guys<sup>®</sup> because of the green mission statement on the website. From a business perspective, becoming green has not only increased the number of clients, but it saves money everyday.

If you'd like more information about Fun Photo Guys<sup>®</sup>, please visit their website at [www.FunPhotoGuys.com](http://www.FunPhotoGuys.com) or contact Kevin Slovick at 925-676-5458, [Kevin@FunPhotoGuys.com](mailto:Kevin@FunPhotoGuys.com).



October 12, 2007

Kevin Slovick  
Fun Photo Guys  
77 Norwich Way  
Pleasant Hill, CA 94523

Dear Mr. Slovick:

Congratulations on becoming a Green Business! On behalf of all of the partners in our program, I want to express our appreciation for the extra effort you and other Green Businesses have taken to conserve resources and prevent pollution. We hope you will be available to celebrate your certification at our annual **recognition ceremony** before the Contra Costa County Board of Supervisors in March in Martinez. I will be sending you an invitation for this.

Please feel free to use the Green Business **logo** I've e-mailed you for your own advertising. We are committed to providing the community with publicity about the program as well as our certified businesses. We will be promoting it at local community fairs and in our various agency newsletters and newspapers. Our website ([www.greenbiz.ca.gov](http://www.greenbiz.ca.gov)) as well as our directories will list you as a Green Business!

Enclosed are a window **decal** to let clients know of your accomplishment and a **survey** that we would appreciate your completing to get your feedback on the program. You can also use this survey for ideas on how to let both your staff and customers know about your becoming a Green Business. We are also enclosing some "**What does it mean...to be Green**" cards. If you'd like more, they're only 20 cents each—just let me know!

I've also included a copy of the Pollution Prevention/Resource Conservation **Checklist** showing the measures you've implemented. You can also use it as a guide for implementing even more measures! And we'll see you in three years when it's time to get re-certified!!

Congratulations on your achievement and I look forward to working with you in the future.

Sincerely,

A handwritten signature in cursive script that reads "Robin Bedell-Waite".

Robin Bedell-Waite  
Green Business Program Coordinator





GREEN BUSINESS  
PROGRAM



# Contra Costa Green Business Program

## Fun Photo Guys

77 Norwich Way, Pleasant Hill

*has successfully demonstrated full compliance with local environmental regulatory agencies and taken action to conserve resources and protect the environment. Therefore this certificate is issued this 8<sup>th</sup> day of October, 2007.*

Issued by Contra Costa Green Business Program

Robin Bedell-Waite, Green Business Program Coordinator

#### GREEN BUSINESS PARTNERS

Bay Area Air Quality Management District, Central Contra Costa Sanitary District, Central Contra Costa Solid Waste Authority, City of Antioch, City of Brentwood, City of Concord, City of Danville, City of Martinez, City of Pittsburg, City of San Ramon, City of Richmond Wastewater, City of Walnut Creek, Contra Costa Clean Water Program, Contra Costa County Fire, Contra Costa County Watershed Program, Contra Costa Environmental Health, Contra Costa Hazardous Materials Programs, Contra Costa Water District, Delta Diablo Sanitation District, East Bay Municipal Utility District, Mt. View Sanitary District, PG&E, Richmond Fire, San Ramon Valley Fire, West Contra Costa Integrated Waste Management Authority, and West County Wastewater District

This certificate is valid for three years unless revoked for cause at the discretion of the local regulatory agencies