

## EXECUTIVE DIRECTOR REPORT

### 2011 Targets

CRC Water will continue its partnerships with area municipalities to provide Slow-the-Flow, Garden-In-A-Box, Indoor Water audits, and other programs. However, reflecting on market opportunities, Director **Jeff Woodward** is planning to expand the sales of our “**Garden-In-A-Box**” to **1,500 units** throughout the Front Range, thereby doubling sales again in one year. Our experience with this venture will hopefully result in a steady expansion of the sale of the “Garden-In-A-Box” product so that CRC is not only spreading the uptake of water conserving practices and products in the metro area, but we are doing it in a way that is financially sustainable. Our vision is to be selling this product in the thousands across the Front Range of Colorado. CRC has also been working with **Douglas County Water Resource Authority** for a major program expansion to retrofit 1,000 sprinkler systems with rotary sprinkler nozzles.

In our Waste Division, we opened the **ReSource Tool Library** in the last days of the year, and we will be looking at its performance under manager **Adam Jackaway** closely to see how quickly this program will take root and expand. So far, the response to the media exposure has been incredible with solid memberships and rentals taking place. **ReSource Director Shaun LaBarre** will also be finalizing his business plan for ramping up the **ReSource WoodWorks** operation, so that we are producing and selling high-quality furniture from repurposed materials on an ongoing, profitable basis in 2011. WoodWorks and the Tool Library are just the beginning for increased entrepreneurial activities at the ReSource yard. We are also lucky to have two board fellows **Zach Proctor and Matt Dow** from the **CU Leeds School of Business** who will be assisting at ReSource, helping with finalizing the WoodWorks business model as well as conducting customer surveys so that we can offer better products and services.

With funding from the **Barrett Foundation**, ReSource will also be expanding its reach for deconstruction materials across the Front Range not only to increase the amount of materials diverted from the landfill, but to also increase sales in both Fort Collins and Boulder Resource yards. Under the management of **Kendol Gustafson**, sales in Fort Collins exceeded the previous year, and 2011 targets are high as well. ReSource Fort Collins has also received increased support this year with new computers, a reformulated and energized Fort Collins Advisory Committee led by **Kellie Falbo of Rocky Mountain Sustainable Living**, and ambitious fundraising plans supported by **Doug Yetman**, CRC’s new Development Director (see welcome article in January E-news).

The Energy Division will also be expanding CRC’s **ReNew Our Schools** program with funding from the **Governor’s Energy Office (GEO)**. Preliminary discussions are underway, but the program may expand into Denver. In partnership with the Boulder City and County, CRC will be organizing “**Energy 101**” trainings, providing basic information on conservation and energy efficiency for area residents. As mentioned

above, we will be refining the “retail sustainability” concept (but not continuing with that name!), and produce a business model that we can use to ensure CRC’s future.