



Thru the Lens: C.W. Brown Awarded Prestigious Certification from Westchester Green Business Challenge

March 23, 2015 - Front Section

C.W. Brown, Inc. has long held a commitment to sustainability, as seen in everything at its Armonk headquarters from its non-reflective roof to the compost garden on the company grounds.

Thanks to that commitment, C.W. Brown has received the prestigious Westchester Green Business-Certification from the Westchester Green Business Challenge. The WGB-Certified program, which was launched last year, is the region's only green business certification program that provides the tools, training and expertise for organizations to become true green business leaders within their industries.

C.W. Brown revealed the honor at a ceremony held at its Armonk headquarters, a building that already holds LEED Platinum certification for environmental sensitivity, the highest level of recognition given by the U.S. Green Building Council.

"We are very excited to be recognized as a Westchester Green Business-Certified company," said Renee Brown, President and CEO of C.W. Brown. "It was important when we built our new headquarters back in 2010 that we lessen its environmental impact as much as possible. We felt that sustainability was the future, not just to benefit the environment, but to attract talented younger employees who value a more sustainable lifestyle. The Westchester Green Business certification takes our efforts to the next level and renews our commitment to be green," she said.

The ceremony was attended by Westchester County Executive Robert Astorino; Dr. Marsha Gordon, President and CEO of The Business Council of Westchester; and Dani Glaser, co-founder of the Westchester Green Business Challenge.

"Congratulations to C.W. Brown on taking its already impressive sustainability efforts to an even higher level," said Astorino. "We are thrilled that C.W. Brown is growing its business and its green practices here in Westchester. It's smart for the environment and for its company's bottom line."

"C.W. Brown embodies the type of businesses that are leading the way to a more sustainable Westchester County," said Marsha Gordon, President and CEO of The Business Council of Westchester. "With its commitment to forward-thinking policies and business practices, C.W. Brown shows us that sustainability is both good for the environment and good for business. We are so pleased that they are part of our Westchester Green Business Challenge and are now WGB-Certified."

"It's very special to be here as at C.W. Brown," said Dani Glaser, Co-Founder of the Westchester Green Business Challenge. "C.W. Brown has participated in and championed the Westchester Green Business programs from the beginning, and we are here today to honor them for achieving Westchester Green Business certification. Congratulations Renee, Erika, Kimberly and your entire staff for this fantastic achievement and for continuing your sustainability journey with us."

WGB-Certified is an expansion of the highly successful Westchester Green Business Challenge

program, a public-private partnership launched in 2009 by Westchester County and The Business Council of Westchester to help businesses become more environmentally sustainable while saving money and improving performance. To date, 275 businesses have taken part in that challenge.

The WGB-Certified takes environmental sensitivity a step further. The program offers business tools, training and support and requires the company to develop a plan to become more sustainable in its energy efficiency, transportation, waste management, land use and water.

The C.W. Brown office building at 1 Labriola Court earned its LEED Platinum certification with many special design features. Built in just 88 days, the headquarters makes optimal use of sunshine, allowing natural light into inner offices, partly with the use of Solatubes, which use mirrors to carry light farther. The roof is coated with a non-reflective surface that reduces the "heat island" effect. Solar panels can provide enough power to meet the offices' electricity needs - demands that are further reduced by the building's use of LED lighting. Waterless urinals and automatic faucets help reduce water use.

C.W. Brown also follows environmentally friendly policies. The staff recycles diligently, buys paper with a high content of recycled material, restricts purchases of supplies and equipment with contaminants, VOCs and toxins, and even uses the backs of documents as scratch paper.

At C.W. Brown, employees can pedal their bikes to work (rather than driving a car or SUV) and lock their rides to a bike rack on site, then wash up in showers provided in the offices. They carpool for work-related travel. Employees are also treated to vegetables grown in the compost garden on the grounds. Rainwater is collected for irrigation. These measures and many others combine to make C.W. Brown's impact on the environment as light as possible.

Shown (from left) are: Scott Fernqvist, co-founder of the Westchester Green Business Challenge; Marsha Gordon, president and CEO of The Business Council of Westchester; Erika Conradt, project manager for C.W. Brown, Inc.; Kimberly Nugent, executive assistant with C.W. Brown, Inc.; Renee Brown, president and CEO of C.W. Brown, Inc.; Westchester County executive Robert Astorino; Dani Glaser, co-founder of the Westchester Green Business Challenge.

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