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Dear Alison,

As we begin this year I can't help but be optimistic for what the CRC will accomplish in 2011. We have created an ambitious plan for the next 12 months, and if we're successful, CRC will be well on its way to implementing a new business model that will increase its reach as well as its financial and programmatic sustainability. CRC is nothing if not an organization where the grandiose word "sustainability" is applied, disseminated and, if necessary, modified. Think tanks abound, but CRC is where sustainability is brought front and center to the consumer, for the concept to either fulfill its potential value and promise or to be challenged.

With an historical reputation as an unbiased source of information, as well as its past experience and track record in water, energy and waste, CRC is ideally positioned to provide highly-valued information and services to homeowners. At the end of 2009, CRC contracted out a market study to learn from you, our customers, and this year we will be following through with the lessons learned from this study, ultimately creating a new business model that will capitalize on CRC's knowledge, experience and assets, expand our reach and impact, and generate revenue so that CRC can continue to be in business in years to come. **Brad Queen**, CRC's Energy Director has taken the lead in defining what will be a significant component of CRC's new modus operandi. Brad coined the phrase "retail sustainability" as short-hand to describe CRC's new approach in bringing energy, water, waste and other consultative services directly to homeowners. Is there a market for this? We believe so, since we've been serving customers over many years. Is it risky? Yes, of course, but we think its important for us to take the same risks as the private sector, and prove that there is a market for the services and procedures we are quick to promote.

You may have heard me discuss the pursuit of more "**market-driven**" opportunities for CRC to use to expand our reach and impact. This approach is important for us as we begin to underscore our role as an independent, "social enterprise", interested in applying the concepts of sustainability to everything we do-especially our own future. As usual we welcome your ideas, recommendations and collaborations.

Sincerely,

Keith Frausto, Executive Director

In This Issue

[CRC Goals for the coming year](#)

[CRC Welcomes new Development Director](#)

Upcoming Events

Save the date: CRC Earth Day 5K Run/Walk On Sunday, May 1, 2011 (details coming soon)

[National Radon Action Month](#)

Visit the CRC office at 2639 Spruce to purchase a radon kit for \$15.



CRC Websites

www.conservationcenter.org

www.resourceyard.org

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Quick Links

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[Check out our Contractor Information Sheets](#)

[Proud CRC Community Partners Page](#)

[Energy Division recommendation, tax incentives](#)

[Watch ReSource Woodworks build custom table](#)

[Resource Tool Library, KGNU interview](#)

[Call for Volunteers, exciting CRC events and opportunities](#)

CRC Goals for 2011

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.

To read about our other two divisions and multiple projects and partnerships, please [click here to see the full Executive Director 2011 Targets](#).

Welcome new Development Director to CRC Staff

Doug Yetman comes to the CRC with a wealth of non-profit and entrepreneurial experience as well as a true passion for building community. During his career, he has served as an executive director for the American Red Cross, directed the volunteer and intern programs for the 2008 Democratic National Convention in Denver and even owned his own restaurant for seven years in Lawrence, KS. Doug moved to Colorado to live where he could combine his professional skills and personal passions of exploring and caring for the environment.



I am thrilled to join such a dynamic and deeply impactful organization. I believe deeply in the work of the CRC and am proud to help further engage our community in understanding and supporting the many ways the CRC helps empower the community to conserve our natural resources. In the coming year, I look forward to collaborating with our staff, volunteers and board of director-- and especially our community partners-- to ensure that the CRC has a bright and

abundant future.

Please [contact Doug](#) to learn more about sponsorships, special events or to learn how your contribution can help support the CRC.

Tax incentives have changed, find out what the CRC Energy Division recommends

With the new year there is some bad news and some good news in residential energy improvements.

The Bad News:

The generous 2009-2010 federal tax credit for home energy efficiency has expired. Only work done by December 31, 2010 can take advantage of that 30% credit up to \$1,500.

Those credits need to be claimed on the tax forms you are filling out right now.

THE GOOD NEWS:

30% tax credits are still available through 2016 for various renewable energy technologies.

Energy Savers: Tax Credits for Energy Efficiency

<http://www.energysavers.gov/financial/70010.html>



Home energy efficiency improvements can still be applied to 10% credit up to \$500.

Energy Efficiency Home and Vehicle Tax Credits | Alliance to Save Energy

<http://ase.org/resources/energy-efficiency-home-and-vehicle-tax-credits>

How much is the credit? The tax credit amount is now 10 percent of the cost of building envelope improvements, excluding labor costs and limited to \$200 for windows, and specific dollar limits for heating and cooling equipment. There is a cap on the credit amount of \$500 for fiscal years 2006 through 2011 combined; if you have ever claimed this credit in the past, it counts against the \$500 limit (but does not affect the \$1500 limit available for 2009 and 2010). So, for example, if you claimed \$300 in 2007, you can only claim \$200 in 2011; if you claimed \$800 in 2009, you cannot claim any more credit.

Beyond this tax credit, there are still rebates available from Xcel Energy and the Governor's Energy Office (see: <http://rechargecolorado.com/>). Boulder County's new EnergySmart residential efficiency services can help you find the best incentives and technologies for your home (<http://energysmartyes.com/>).

And of course the [Center for Resource Conservation](#) is always here to help you your conservation needs via our Energy, Water, and ReSource divisions.

Watch time-lapse video of ReSource Woodworks building a customized table

[Click here](#) and double click image to watch a video of Spencer Clark, ReSource Woodworks employee using reclaimed materials to build a customized table!

ReSource Tool Library Open

[Hear radio interview](#) with ReSource Tool Library Program Manager Adam Jackaway on KGNU.



Boulder Mayor Susan Osborne looking at bolt cutters

Call for Volunteers!

The CRC is extremely grateful for our hundreds of talented, committed volunteers! Each year, dedicated members of our community give generously of their time and talents to ensure the success of our important programs, events and activities.

In the coming year, we have many volunteer opportunities including:

- Helping plan and implement special events and fundraisers including our signature Earth Day 5k Run/Walk and Garden-In-A-Box.
- Working on office projects including data entry, research and Tool Library inventory.
- Grant research and writing.
- Web site research and improvements.
- Participating in outreach, communication and education efforts.

Please contact [Alison Layman](#), Office and Communications Coordinator, to learn more about the exciting volunteer opportunities with the CRC.

Center for ReSource Conservation's Mission

statement To empower our community to conserve natural resources.

Center for ReSource Conservation's Vision statement

A thriving community that understands the finite nature of natural resources and acts to conserve them.

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