

Small-Biz@EPA

Small Business Ombudsman Bulletin



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News for the Small Business Community

Welcome & Introduction

Welcome to the summer 2010 edition of the SmallBiz@EPA Bulletin.

Improving upon our outreach and services to small businesses is our number one priority. We are excited to bring you a variety of updates and events that include fresh ideas and initiatives that have been implemented to assist small businesses in improving their environmental performance.

This quarterly web publication highlights recent Agency activities and State Small Business Environmental Assistance Programs (SBEAPs) initiatives.

We hope you enjoy the articles and remain on our distribution list to receive future editions. Please notify us if your e-mail address has changed.

The summer is in full swing and many of us are enjoying a warm but busy time of year. A special thanks go out to all those that were able to attend the 2010 Annual Small Business Environmental Conference, held in Arlington, VA on June 8-10, 2010. The conference was a great success.

EPA Administrator, Lisa Jackson gave opening remarks ([CLICK HERE](#)) and a variety of EPA offices participated, including HQ and regional staff, as well as state Small Business Ombudsmen and SBEAPs; all working together for the common goal of assisting small business.



Welcome and Opening Remarks. Left to right: Jeanette L. Brown (EPA OSBP Director), Joan B. Rogers (EPA OSBP, ASBO), Esther Vassar (SBA, National Ombudsman), Kimberly Patrick (EPA OSBP, Deputy Director).

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Do You have News for the SmallBiz@EPA Bulletin?

Want to reach the small business community? Send a brief synopsis of your success stories, technical and regulatory updates, and other news to Paula Zampieri (zampieri.paula@epa.gov). Include your web site link. Submissions must be received by the third Tuesday of March, June, September and December to be included for the next edition.

For More Information on Small Business Environmental Compliance:

www.smallbiz-enviroweb.org

Welcome & Introduction (continued)



Welcome remarks from EPA Administrator Lisa Jackson at 2010 Small Business Environmental Conference

For further information on the conference agenda, speakers, and attendance list, [CLICK HERE](#).



The 7th Annual Small Business Recognition Awards Ceremony was held on Wednesday, June 9, 2010 at the 2010 Small Business Environmental Conference in Arlington, Va. The award winners are: The New Hampshire Automobile Dealers Association, Dull Homestead of Brookville, Ohio, and The Kansas Small Business Environmental Assistance Program (KS SBEAP). Congratulations to the award winners for their dedication, service, and leadership!

For more information on the 2009 Small Business Recognition Awards, [CLICK HERE](#).

Events

Asbestos and Lead Environmental Health and Safety Training Events

The Environmental Institute, in Atlanta, Georgia, offers a variety of asbestos and lead training. For their 2009-2010 annual training schedule in environmental health and safety, [CLICK HERE](#).

For additional SBO/SBEAP events, [CLICK HERE](#).

Reaching Small Business

Response to BP Oil Spill

For general questions about the BP Oil Spill in the Gulf and how EPA is responding go to [EPA's Gulf Response Website](#).



For federal response efforts to the BP Gulf Oil Spill, [CLICK HERE](#).

Reaching Small Business (continued)

Successful Partnerships Are Key to Georgia SBEAP Outreach Efforts

Providing outreach and education to thousands of auto collision repair shops on EPA's Paint Stripping and Miscellaneous Surface Coating Area Source Rule (Rule 6H) was viewed as a daunting task to Georgia's Small Business Environmental Assistance Program (GA SBEAP). In late 2007, GA SBEAP formed a stakeholder group to help develop its compliance assistance and outreach strategy for Rule 6H, known as the Georgia Auto Collision Repair Initiative (GACRI).

GACRI was founded on successful partnerships with technical colleges, trade associations, automotive paint manufacturers, paint suppliers or "jobbers" and equipment sales reps, as well as state and local regulators, and EPA Region 4 staff. "Our stakeholders have played a critical role in helping us communicate with the shops on Rule 6H requirements," says Teresa Shiflett, GA SBEAP Program Manager and Ombudsman.



Georgia SBEAP and regulatory staff conduct a mock compliance evaluation as part of staff training.

Since January 2008, GA SBEAP has conducted 25 training events and has successfully trained approximately 800 individuals on Rule 6H. Other support provided by industry partners includes providing use of their facilities and personnel for training, and identifying shops willing to participate in mock compliance evaluations to train staff participating in the GACRI Pilot Environmental Results Program (ERP). The goal of the ERP is to measure the compliance status of a small sample of collision repair shops to identify the education and assistance needs of the industry.

For more information, contact Teresa Shiflett at: teresa.shiflett@dnr.state.ga.us.

U.S. Small Business Administration's Small Business Energy Efficiency Grants to Small Business Development Center (SBDC)

Grants are going to SBDC Networks in seven states to fund projects that provide energy efficiency assistance to small businesses. Each grant award is in the amount of \$125,000.

The SBA is committed to helping small businesses save money by making them more energy efficient and more competitive. Each SBDC was selected from a highly competitive pool of applicants based on their ability to provide energy efficiency services, and each offered imaginative and innovative approaches to respond to the rising needs of small businesses to develop greater energy efficiency. The grant awards will help small businesses conserve energy and use it more efficiently.

Each SBDC grant recipient will use unique and innovative approaches to develop and promote green buildings and green technology. Three of the SBDCs will receive awards for the first time, with four to receive a second

Reaching Small Business (continued)

year of funding. The proposed programs will help to provide education, training, energy efficiency audits, information on adoption of energy efficiency practices, and assistance for purchase and installation of energy-efficient building fixtures and equipment.

For more information on the program, [CLICK HERE](#).

Northeast Assistance and Pollution Prevention News: Celebrating 20 years of pollution prevention action in the northeast—now available online

The Northeast Assistance and Pollution Prevention (P2)News provides a retrospective on P2 and assistance accomplishments in the region since 1990. The upcoming fall 2010 issue will focus on the next 20 years. Interested in sharing your “20 years of action” stories and reflections, and your vision for the next 20 years? Send content to be included in the fall Newsletter. Email your comments, thoughts, and ideas to: tgoldberg@newmoa.org

To access the Newsletter online, [CLICK HERE](#).

For a free newsletter subscription, [CLICK HERE](#).

Small Business Receive Procurement Training

Each year EPA’s Office of Small Business Programs’ Program’s (OSBP) Direct Team holds several small business counseling sessions in Washington DC. The next event will be held at EPA Headquarters on September 14, 2010, and will provide a special focus for Hubzone Small businesses. The training session is comprised of a panel of EPA Contracting Officers, Small Business Coordinators and Program Officials

and will discuss upcoming EPA procurement opportunities, both in the regional EPA offices, as well as in Headquarters. This event is designed to give small businesses a broad perspective on “how to do business with the U.S. Environmental Protection Agency.” There will be a number of guest speakers including, but not limited to, representatives from EPA, the Washington D.C. Procurement Technical Assistance Center, and will include a special highlight on an EPA Small Business success story. Firms can register on-line at: [CLICK HERE](#).

For more information on EPA’s OSBP Counseling Sessions contact Ms. Teree Henderson at 202 566-2222, (henderson.teree@epa.gov) or go to the [OSBP calendar of events website](#).



Open Government Initiative (White House): www.whitehouse.gov/open

In the Memorandum on Transparency and Open Government issued on January 21, 2009, President Obama instructed the Director of the Office of Management and Budget (OMB) to issue an Open Government Directive. The Open Government Directive lays out the Obama Administration plan for breaking down long-standing barriers between

the federal government and you.

Open Government (EPA):

www.epa.gov/open



This site offers links to current and planned EPA projects, and initiatives fostering public participation and collaboration. We are taking immediate, specific steps to open our doors and data by:

- publishing government information online.
- improving the quality of government information.
- creating and institutionalizing a culture of open government.
- creating an enabling policy framework for open government.

Gateway for Rulemaking at EPA

The **Rulemaking Gateway**, is a new EPA web site designed to help you track priority rules that are under development. Use the site to learn about EPA rules from the moment we begin working on them—which is well before they appear in the Federal Register—to when the final rule is published. The Gateway includes special filters that allow specific groups, including small businesses, to decide which rules are of interest. RSS news feeds are also available so you can get alerts without having to visit the Web site.

After you've explored the Gateway, you're invited to share your ideas for improving the site by posting a message on our online discussion forum: [CLICK HERE](#).

Regulation Updates

News Releases—Air

Keep up to date with all of EPA's press releases on air issues. There is a plethora of information including press conference material that may interest you, assist you, or affect your line of work. For example, on July 6th, the EPA announced Proposal Cuts for Pollution from Power Plants in 31 States and D.C. The Rule would reduce smog- and soot-forming emissions that contribute to unhealthy air.

To read this air press release in its entirety and others, [CLICK HERE](#).



Laws, Regulations, Guidance and Dockets

Stay informed about current and initiated rules and regulations from the EPA and other federal agencies.

- **Action Initiation List** posts monthly updates to EPA rules and regulatory actions.
- **Regulations.gov** is the federal government's one stop site to comment on federal regulations. Sign up for email notifications for alerts when documents (e.g., a proposed rule or a meeting notice) are added to a docket. All of EPA's rules have a docket on Regulations.gov.

Regulation Updates (continued)

- **Rulemaking Gateway** provides information to the public on the status of EPA's **priority rulemakings**

Office of Information and Regulatory Affairs' Dashboard

As part of the Administration's effort to create a more open and transparent government, the Office of Management and Budget launched on February 16, 2010, an Office of Information and Regulatory Affairs (OIRA) dashboard on www.reginfo.gov, the public website that discloses information about OIRA's review of draft regulations under Executive Order 12866.

The OIRA dashboard will graphically present information about rules under OIRA review through an easy-to-use interactive display. The dashboard will allow the public to sort rules by agency, length of review, stage of rulemaking, and economic significance. Please note that the dashboard will not display any information that is not already available on www.reginfo.gov. Rather, it will show and organize that information in a manner much more accessible to the public. As a result, OMB expects increased public and media interest in the rulemaking and regulatory review processes.

Success Stories

Maine's Food Industry Focused Lean Project

The Maine Department of Environmental Protection (ME DEP) Small Business Environmental Assistance

Program (SBEAP) is collaborating with Manufacturing Extension Partnership on a Lean project focusing on the food industries sector. This project is building on the success of our collaborative efforts in 2009 where the Maine SBEAP worked with Maine manufacturers to reduce their environmental and carbon footprints while applying the Lean toolkit. This project continuation marks the first time energy and environmental aspects have been included in Lean, and based on the 2009 results, it's proven to be a worthy addition. Overall, the 2009 pilot was very successful in terms of energy and environment, with expected savings of over \$680,000 in energy and environmental (E2 impacts), that is close to a 10 to 1 return on EPA's direct investment. The Maine SBEAP looks forward to continuing this partnership and helping Maine industries to reduce their environmental and carbon footprint.

For more information on Maine's Lean Methodologies, [CLICK HERE](#).

Environmental Justice Achievements in Communities

EPA's National Achievements in Environmental Justice Awards Program recognizes community-initiated, multi-stakeholder partnerships that result in Environmental Justice Achievements in communities. EPA is looking for 2010 applications!

The goal of the Awards Program is to encourage achievement of public and environmental health results in communities, to foster collaborative problem-solving by all stakeholder organizations to address significant Environmental Justice concerns, and to document successful activities that can be used in other communities. Applications must be postmarked by August 13, 2010.

For more information, [CLICK HERE](#).

Technical Updates

NESHAP Updates

On March 3, 2010, EPA promulgated national emission standards for hazardous air pollutants (NESHAP) for existing stationary compression ignition reciprocating internal combustion engines (RICE). To aid in understanding the rule's compliance requirements, there is now a sample initial notification form, a basic applicability flowchart and a summary table of requirements posted on the RICE website. Updates to the site will be made when the next part of the rule comes out in August 2010.

To access the notification forms and updates, [CLICK HERE](#).

Subscribe to the Environmental Protection Agency's Compliance Assistance News Briefs

The News Briefs is an email newsletter with information on new compliance assistance tools, significant EPA rule changes, training, web casts, and more, all with links to more information.

To subscribe to the Office of Enforcement and Compliance Assurance listserv, [CLICK HERE](#). Click on "show more," and look for "ocorelink."

Sources of Information on Spray Polyurethane Foam (SPF)

SPF is a widely used and highly-effective insulator and sealant for use in homes and other buildings. However, exposures to its key ingredient, isocyanates, and other SPF chemicals in vapors, aerosols, and dusts can cause asthma, respiratory problems, other breathing difficulties, skin irritation, or other adverse health effects.

EPA recently posted information on SPF on its Design for the Environment website at: [CLICK HERE](#). The Occupational Safety and Health Administration (OSHA) and the National Institute for Occupational Safety and Health (NIOSH) also have relevant information on their websites. The [OSHA safety and health topics isocyanates page](#), for example, provides information on health effects.



The American Chemistry Council's Center for the Polyurethanes Industry and the Spray Polyurethane Foam Alliance also have information targeted to SPF professionals at: [CLICK HERE](#).

Green Business

LS9, Inc. Wins EPA's 2010 Presidential Green Chemistry Challenge Award for Small Business

LS9, Inc., the Renewable Petroleum Company™, an industrial biotechnology company headquartered in South San Francisco, CA, has won the 2010 Presidential Green Chemistry Challenge Award in the small business category. The company has engineered established industrial microorganisms to produce finished fuel and chemical products. These include UltraClean™ diesel, which compared to petroleum-based diesel, will both decrease greenhouse gas emissions by 85 percent, and eliminate benzene, sulfur, and the heavy metals.



The company received the award at a ceremony in Washington, D.C., on June 21, 2010, at which the winners in the other four award categories were also recognized. Now in its 15th year, the Presidential Green Chemistry Challenge Awards Program promotes pollution prevention through innovative developments in and uses of green chemistry. The awards program is cosponsored by EPA and the American Chemical Society in partnership with the broader chemistry community.

For further information, [CLICK HERE](#).

Greening Swimming Pools Project

Maine is concluding an EPA-funded pilot project that is promoting alternative technologies such as ozone, ionization, UV or alternative chemicals. These alternatives do not totally eliminate the use of chlorine, which is used in public pools or pools that the public can access (YMCA's, health clubs, hotels, etc.), to meet state public health requirements, but they can dramatically reduce the amount needed. Maine has a minimum requirement of two parts per million (ppm) of free chlorine. ME DEP also partnered with Water Purification Associates (a distributor of a food grade enzyme formulated by Orenda Technologies) and the swimming pools at Portland's YMCA and Clarion Hotel. The project tested use of the enzyme, which is manually added to the pool. The enzyme reduces the amount of phosphates in the water; phosphates reduce chlorine's effectiveness. Addition of the enzyme allows a pool operator to use less chlorine.

For more information (scroll to the third page) visit the [Maine Environmental Leader Newsletter](#).

Smart Steps to Sustainability—A Guide to Greening Your Small Business

EPA's Office of Small Business Programs is proud to announce that the new greening guide resource for small businesses is now available. Smart Steps to Sustainability promises to help your small business in moving beyond compliance and into sustainability.

Environmentally-friendly business practices can yield enormous rewards, both for the environment and the business. Being green can:

Green Business (continued)

- Save money from reduced waste and increased efficiency.
- Bring peace of mind from reduced concerns about health and safety liability.
- Improve public relations.
- Attract green consumers.
- Differentiate your business from competitors.
- Provide flexibility in uncertain times.



For an electronic copy of the Smart Steps to Sustainability Guide and other small business greening assistance resources, [CLICK HERE](#).

Inquiries and Interviews

Renee Bashel, Wisconsin Small Business Ombudsman

1 What is your role within the small business environmental assistance community?

In June 2010, I took on the role as Chair of the National Steering Committee (NSC) for the Small Business Ombudsman/Small Business Environmental Assistance Programs. My term as Chair of the NSC lasts for two years, after which our newly elected Vice Chair (Dave Fiedler, MI SBEAP) will assume the role. For those who didn't see the October 2009 edition of this Bulletin, the NSC is a committee made up of SBO or SBEAP staff representing each region—following EPA's regional boundaries. The NSC holds monthly calls to discuss

issues of importance to the larger small business assistance network. Included on these monthly calls are key partners from within EPA's programs including OECA and OAQPS, and starting this year we will begin including partners from the waste and water programs as well.

2 What types of responsibilities or areas of focus are of particular importance to you and for those that you work with?

Small business owners don't have the spare time or staff to wade through the complex requirements that keep piling up. But they will do what is needed to comply, if only someone would explain it to them in clear, simple terms. It is critical that we get out information on new regulations accurately and in a timely manner, so that owners can make decisions for their business. Do they need to change their equipment? If yes, what changes are sufficient to meet the rule?

Strong partnerships with state and federal regulators and rule writers can help the SBO/SBEAPs provide accurate answers to those sorts of questions. But we need the regulators to understand how important timely responses are to a small business owner. When it comes to answering questions that will apply to more than one business, following the formal "Applicability Determination" process isn't necessarily the most efficient. Some basic "Frequently Asked Questions" (FAQs) can be developed for new rules to more effectively assist a wide range of businesses across the nation. We have seen that come about with a few of the newer area source NESHAPs. We would like to see more FAQs developed, and would be happy to coordinate in this effort with EPA staff where needed.

Inquiries and Interviews (continued)

3 After attending the recent 2010 Small Business Environmental Conference, what are some of the take away items that you benefited from with your attendance? What do you hope to improve or work upon for years to come?

The NSC tries to use the SBO/SBEAP annual conference, and previously held annual meetings with the EPA Regional Liaisons, to coordinate efforts and develop a strategic plan for key areas to focus on during the coming year. This year we took some time at the 2010 Small Business Environmental Conference, where we had not only the SBO/SBEAPs but also EPA Regional Liaisons and Compliance Assistance Coordinators (CAC) in attendance, to discuss ways we could partner in our efforts to reach small businesses. The NSC then identified efforts in the areas of “strengthening partnerships” and “empowering programs-building credibility” as the most important areas to focus on with our partners.

When it comes to “strengthening partnerships”, we will focus on these areas to advance our efforts:

1. develop a communication plan to ensure the SBO/SBEAPs reach key partners.
2. target groups for new partnerships that are known to be the main source of information for small businesses (like jobbers/suppliers for autobody shops, waste transporters for the smallest of waste generators).
3. expand partnerships and define roles with the CACs and Regional Liaisons.
4. renew contacts with the Environmental Council of the States (ECOS).

5. look for new partnerships within energy and utility sectors.
6. look at OSHA state programs.

To “empower our programs and build credibility,” we will focus on demonstrating results in the following ways:

1. continue current efforts in expanding measurement and reporting by providing tools for state online surveys and data collection, and reporting templates.
2. gain recognition and share success stories through external awards.
3. find ways to show how we provide solutions to different partners’ needs (whether the partner is a state or EPA media programs, or the small businesses we serve).

I will make these my goals during my term as Chair.

4 Where do you see the program heading in coming years and how can others become a leader in the field of small business environmental assistance?

I see the SBO/SBEAPs needing to adjust to the changing regulatory landscape to better serve the needs of the small businesses that have come to rely on us to explain, in plain-language, how to comply with state and federal rules. It just makes sense...but it will not be a quick or easy process. I see a first step towards that in our change from a single Technical Subcommittee under the NSC to three separate Technical Subcommittees, covering Air, Waste and Water. To help us tackle these new topics, we need more program staff to step up and take on leadership roles.

Leadership among the SBO/SBEAP doesn’t have to mean a big addition to your day-to-day workload.

Inquiries and Interviews (continued)

It can mean doing a few little things here and there, like participating on a subcommittee or two; taking notes at a few meetings to help the subcommittee chair get accurate minutes posted; or responding to informational surveys that help us provide better services. Those types of actions take just a few minutes, or at most maybe a few hours, out of your time over the year. For those with the interest and ability to offer more time, consider taking on the role of chair or co-chair of a subcommittee if you haven't done so before. No one signs up for those roles thinking they'll do the job forever. Every couple years the subcommittees can benefit from new leadership.

By stepping up and taking on even a small leadership role among the SBO/SBEAPs, it's amazing what you can take back to your program that will help you work more effectively.

Anyone wanting to join a subcommittee should contact me, Renee Bashel or contact the subcommittee chair through the [subcommittee web page](#).



Renee Bashel receives the NSC Chair crown from Annette Fulgenzi.

Contact Lists

Need to find the right person to contact for a comment or question within your state, region, or program? Go to the Contacts page on the [Small Business Environmental Home Page](#).

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