

FOR IMMEDIATE RELEASE:

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Smart Businesses are Waste Wise

Smart Business Alliance (SBA) Partners experience first-hand: business success aligns with community and environmental success. Implementing waste reduction, reuse and recycling at the workplace places businesses in a highly favorable position to expand their customer base, lower overhead costs, enhance public image and reduce regulatory burden(s). SBA Partners not only reduce business disposal costs, but also conserve valuable natural resources and landfill space.

The Smart Business Alliance is a voluntary partnership between Tehama County businesses and the Tehama County Sanitary Landfill Agency (Agency) to increase waste awareness at their work place. The Agency assists local businesses in complying with the Mandatory Commercial Recycling law, which requires all California business generating 4 cubic yards or more per week and all California multi-family dwellings of 5 or more units to recycle.

Waste is a symptom of an inefficient process and there are many long-term cost savings opportunities for Tehama County businesses. Simple modifications are a no or low cost solution to reducing overhead costs. Savings occur when a business can reduce their waste dumpster size or frequency of service. By implementing recycling at the workplace, businesses are able to downsize the more expensive garbage dumpster(s).

SBA Partners are challenged to earn a bronze, silver, gold or platinum level of recognition. The Partners' below have incorporated resource conservation values into their business practices:

- **GreenWaste of Tehama, Red Bluff - GOLD**
- **Valley Vet Clinic, Red Bluff - SILVER**
- Masami Cattle Ranch, Corning
- Wholesome Goods, Red Bluff
- Dandy Lions Children's Shop, Red Bluff
- Sear's Hometown Store, Red Bluff
- Cabernet Apartments, Red Bluff
- Bud's Jolly Cone, Red Bluff



Partners' commitment to waste reduction and recycling show customers, clients, employees and vendors that a cleaner and healthier future is worth investing in. Thank you SBA Partners for taking an active role as stewards of Tehama County!

Any business can create a waste reduction and recycling culture at the workplace! The Agency provides waste reduction assistance to SBA Partners at no charge, including an onsite waste survey and assistance in developing a simple waste reduction checklist tailored to the Partner's goals and needs. For recycling tips, to schedule a Waste Awareness presentation, or to ensure your business is in compliance, please contact the Tehama County Recycling Coordinator, Brin Greer at 530.528.1103 or email bgreer@co.tehama.ca.us.