



ECO smartCEO

Recognizing Environmental Excellence in Business



MEDIUM IMPLEMENTER

BOWA Builders, Inc.

Larry Weinberg

CEO

BOWA is a full-service residential builder specializing in upscale additions, renovations and custom homes, as well as project planning and purchase consultations. BOWA's commitment to environmental stewardship is focused in three areas: education, motivating clients and internal operations and culture. BOWA's experts have conducted more than 18 educational presentations on green building in 2009, attended by more than 220 homeowners and industry professionals. Sixty percent of BOWA's recent company newsletters included articles on green remodeling. BOWA's Environmental Incentive Program rewards clients who elect recommended green upgrades for their projects by rebating BOWA's profit on up to \$100,000 in related costs (per project). This year, BOWA committed to providing 250 hours of green education to employees, and 150 hours are completed. Weinberg's advice to CEOs is this: "To make lasting impact, look within before communicating externally. Before gearing up the marketing or changing your mission statement in support of green initiatives, examine your personal lifestyle and corporate practices. It's critical that all are aligned to resonate with your employees, clients and the community."



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Required Reading for Growing Companies