

# publishers' corner



## WHO? ME?

**Global warming. Sustainable business practices. Being green.** These are topics on the minds of consumers and industry folks alike. Without question, they are topics on our minds too, which is why readers of this magazine and of SNEWS® are seeing much more coverage of green topics.

To be sure, we're seeing a few more fitness businesses today than several years ago looking at ways to transition to a more sustainable business, to conserve resources and to offer green products. We applaud all efforts and know that it's not easy being green, especially when it seems like a moving target. We have heard talk of standards, too, and that is all well and good, but certainly not if taking action just waits until standards are in place. The time for action is now. "Who? Me?" isn't the correct response since this is about everybody doing their part, even if it's just one small step. Our story, "Going Green," on page 24, presents the present and future of being green in a realistic way.

**One thing is clear:** Recycling programs, employee transportation incentives, and even carbon offsetting are not enough to make a company green anymore. Environmental commitment must resonate throughout all aspects of a business ... all the way to its very core. It's a tall order for the fitness industry to work toward becoming an environmentally sustainable and socially responsible collection of businesses. It doesn't matter if you are a Fortune 500 company or a small manufacturer or retailer, a business must be transparent in all of its sustainable efforts to even show up to the green biz table. Each step affects positive change, as long as it is genuine and communicated accurately and transparently. Be honest about what you do currently, and do not claim to be something you are not.

At SNEWS® world headquarters in Grass Valley, Calif., we have converted both our home and our business to solar power, and we feed energy back to the grid. We recycle like fiends. We have reduced energy use in both our traveling habits and our office environment. We take advantage of carbon offsetting programs for all of our staff when we do travel. We print our magazines using soy inks and on paper that has recycled content. We write columns and editorials pushing our industry friends to reduce, reuse, recycle, and we report on both successes and hiccups. And yet even we know we are barely scratching the surface of what is possible.

We need to conduct a detailed energy audit at our business, look for ways to increasingly reduce waste and reuse more, and generally be even better at walking the talk. We are committed to doing just that and asking hard questions of ourselves, including, for example, can we really be green and still publish a magazine? As we move forward in our quest to be an environmentally and economically sustainable business (and the two are inextricably linked), we'll report our results to you.

Look into that metaphorical mirror daily. Until you can honestly say you see a visage that is making some steps—including reducing energy and waste, using solar or wind power, following LEED building guidelines, selecting recycled product and eliminating the use of toxic chemicals—realize you still have a long way to go before claims of being green will be seen as genuine.

Won't you join us? Let's all get real together.

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Co-publishers » SNEWS®/GearTrends®



Susan Mantle Photography

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