

## it's so easy being green

The forward thinking business owners of the Watauga, Avery, and Ashe County areas are truly aware of the importance of considering the "carbon footprint" they are leaving on the earth. A carbon footprint is the measure of greenhouse gases produced by our activity, measured in units of carbon dioxide. The easiest way to reduce a carbon footprint is through the use of sustainable energy.

Many other business owners are making considerable "green" efforts towards other means of conservation, such as recycling and education. *Explore... The Appalachian Mountains* offers our thanks to these area businesses who are working to keep our mountains beautiful for the future. We applaud your efforts!

### area green businesses

#### Green Mother Goods

King St • Downtown Boone, NC  
[www.GreenMotherGoods.com](http://www.GreenMotherGoods.com)

These hard-working mamas sell all earth-friendly products, from fashion to toys and incredible local art! Green Mother is a haven for the conscious shopper.

#### Bald Guy Brew

Hwy 105 Bypass • Boone, NC  
 Don Cox, Owner  
[www.BaldGuyBrew.com](http://www.BaldGuyBrew.com)

Purchases Organic and Fair-Trade coffee, designed a van that uses solar panels, propane, and bio-diesel to power coffee equipment for mobile sales—see Don at the Watauga County Farmer's Market weekly! Their shade-grown, organic beans support farmers who use sustainable practices. Bring your cup and get discount on your coffee for minimizing waste! Bald Guy is eco-friendly and socially responsible in so many ways.

#### Grandfather Mountain

Blowing Rock Hwy • Linville, NC  
 Luke Appling, Green Manager  
[www.Grandfather.com](http://www.Grandfather.com)

Uses compact fluorescent light bulbs, de-stratification fans in museum to reduce temperature control energy wastes, 100% compostable dinnerware and take-out containers at Mildred's Grill, photovoltaic panels (solar) generating electricity for power grid, and their new fudge shop uses natural light with skylights, solar water heating system which also provides radiant heating through their eco-friendly bamboo floors. Wow, guys! Way to reduce your carbon footprint!

#### Outersanctum Salon

Boone Heights Dr. • Boone, NC  
 Brent Horner, Owner  
[www.Outersanctumsalon.com](http://www.Outersanctumsalon.com)

Reuses/recycles and has a high efficiency, low energy washing machine and a Rinnai energy-saving water heater. Uses biodegradable Aveda products. Aveda uses globally sourced organic ingredients. Aveda is the first beauty company manufacturing with 100% certified wind power. Aveda is aware of the need to reduce their environmental footprint in every package they develop. They achieve this by minimizing their packaging, maximizing the use of post-consumer recycled materials. Thanks, Outersanctum!

#### Canyons Restaurant

Hwy 321 • Blowing Rock, NC  
 Bart Conway, Owner  
[www.CanyonsBR.com](http://www.CanyonsBR.com)

Uses compact dimmable light bulbs, compostable cups and to go boxes, installed a grill that uses 50% less gas and converted furnace to burn used fryer oil. Very innovative!

#### Gladiola Girls

Downtown • Boone, NC  
 Kristen Hall, Owner  
[www.GladiolaGirls.com](http://www.GladiolaGirls.com)

Among the premium denim lines they carry James Jeans Dry Aged Denim, which uses organic cotton and dye process. They also recycle and Kristen drives a hybrid. Bags are made from 30% recycled paper and they contribute to NRDC and Appalachian Voices. Forward-thinking fashion!

#### River and Earth Adventures

Valle Crucis, NC  
 Grant and Laura Seldomridge, Owners and Guides  
 866-411-RAFT

Dedicated to Eco-tourism. Educates guests on local flora/fauna. Recycles and composts. Uses local foods and supports community programs. Now that's smart vacationing! Thanks for your efforts!

#### tip of the season

Carrying your own grocery bags can be inconvenient and hard to remember, but plastic grocery bags are wasteful and harmful to the environment!

Check out the new Chico Bags at [www.chicobag.com](http://www.chicobag.com) or in stock at Green Mother Goods. They are collapsible, clip to your belt loop, and carry up to 20 pounds. Make sustainability a habit, not a hassle!

