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INTENSE SUSTAINABILITY TRAINING

March 15, 2010 — The Jamar Company breaks new ground as the first and only construction company in Duluth, Minn., to begin intensive training in strategic sustainability planning with local nonprofit, Sustainable Twin Ports (STP). Jamar hopes to set precedence for sustainable practices within the construction sector.

STP is dedicated to further economic, environment and social sustainability through education, networking and action.

The predecessors from STP's original pilot training achieved outstanding results including reductions in water and energy use, cost savings through eco-efficiencies, reduced greenhouse gas emissions and increased revenue. Case studies are available on STP's website.

Both Jake Tornquist LEED® AP and Krista Pascoe, from Jamar, will lead the efforts on Jamar's behalf.

"We'll work with the other organizations to network, share and gather information on sustainable practices," Pascoe said. "We'll then adapt those ideas to our current business practices."

On Oct. 14, Jamar will share its progress during a public forum sponsored by the City of Duluth.


"Jamar made this effort important because it's simply the right thing to do," Pascoe said. "Increasing sustainability awareness can work with LEAN concepts."

Jamar's goal is to raise awareness and ensure the company's current sustainability goals are being met as envisioned.

"How often do you find the opportunity to improve your community, your environment and your bottom line with one single strategy?" asked Tracy Meisterheim, education coordinator for STP. "We're seeing all three happen right here in Twin Ports through innovative sustainability training and collaborative networking."

Although formal training ends in October, Jamar hopes it is the beginning of a new way to operate its business with less waste, increased energy awareness and the eventual decrease of the company's carbon footprint.

Joining Jamar in this session are St. Luke's Hospital, Duluth Public Schools, members of Cooperative Credit Union, National Bank of Commerce and Fit City Duluth.

For more information on Sustainable Twin Ports and educational opportunities, visit sustainabletwinports.org. 



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