



Maryland Green Registry MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

Pinnacle Communications Resource Company, LLC



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Advertising/Marketing/Communications Firm

Member since July 2011

Management and Leadership

Environmental Policy Statement

We strive for reducing our environmental impact in all business operations and are constantly finding new ways to save resources.

Environmentally Preferable Products and Services

As an agency business philosophy, we seek out accounts which are social marketing in nature and have several accounts involved in waste reduction, recycling, alternative energy and energy efficiency. We believe in these issues and seek out clients who subscribe to environmental causes as well. We use electronic documents in our work to reduce paper use and also encourage our clients to submit information electronically.

Environmentally Preferable Purchasing

All our paper products are recycled content: paper towels, napkins, toilet paper, and printer paper. We use green cleaning products in the kitchen and bathrooms. LED light bulbs are the preferred purchase for office lighting.

Environmental Restoration or Community Environmental Projects

We participate in litter and stream clean-up events in our community.

Waste

Solid Waste Reduction and Reuse

We strive to be paperless, when possible. Business documents and creative assets are shared electronically.

We print all documents (even formal presentations) double sided and use both sides of scrap paper for in-house printing. We have always been focused on conservation so while our paper use has reduced in general, it has always been low and never a significant portion of our budget.

Staff are encouraged, and do, bring in personal hand towels for the bathrooms and kitchen to reduce the use of paper towels.

Recycling

All products accepted into the Baltimore County Recycling Program are recycled by the agency on a weekly basis (paper, metals, plastics, etc.). As there are only eight of us, the majority of material recycled is paper and amounts to around 25 lbs/week. We also recycle our electronic equipment (computers, monitors, etc.) through the city program at Baltimore Polytechnic Institute.

Water

Stormwater Management and Site Design

We installed a rain barrel and a rain garden to reduce stormwater runoff.

Energy

Energy Efficiency

We have upgraded windows to double-paned and installed more energy efficient lighting. Pinnacle has dual-zone heat and AC units. All incandescent (and most CFL) light bulbs have been changed to LED bulbs to reduce energy use. Desks are generally located next to windows for additional light and we turn off lights and computers at night and when a room is not in use. We also use power strips to completely turn off devices in order to reduce phantom load. Our printer is EnergyStar certified.

Renewable Energy

In Summer of 2012, Pinnacle added a solar panel system as a renewable energy source to our office. Since the installation of our solar array in 2012, it has produced over 51,000 kilowatt-hours of electricity, which is more than 3 years of electricity consumption for our office. For every 1,000 kWh of electricity placed on the grid, we earn 1 REC (Renewable Energy Credit) from BGE.

At the time of our solar panel installation, we also installed a charging station for an electric car battery. Pinnacle's President drives a 100% electric vehicle.

Transportation

Employee Commute

Our agency owners commute to work together, daily. Pinnacle employees have flexibility to work from home on a regular basis.

Efficient Business Travel

Meetings are arranged such that one car transports all employees. When possible, teleconferencing is utilized. Additionally, our office is located within steps of several cafes, banks and a grocery store.

Other

- As the saying goes, "Charity begins at home." Our owners and employees all conserve at home and these efforts include: downspout water barrels, drought-resistant plants, participation in county/city recycling programs including hazardous waste products (paints, oil, etc.), replacing traditional light bulbs with fluorescents, joining the BGE Rewards program to help during AC high-demand times, purchasing smart energy products, running only full loads of laundry and dishes, adjusting thermostats when not at home, installing ceiling fans for better circulation, installing dual-zone heat and AC units, turning down hot water heater temperature, and installing tankless water heaters, etc.*

We understand that these small efforts not only help save the environment, but also, help US save money! It really is a reciprocal relationship and one that we understand carries over to work and our business costs.

Profile Updated May 2019



Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.

Learn more at green.maryland.gov

