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## Industry People

## Vineyard RV Park Recognized For its Efforts to Help Reduce Energy and Water Consumption



Vineyard RV park owners Carl and Meaghan Bertram

Vacaville, CA – Citing its unique programs to protecting the environment, Vineyard RV Park at 4985 Midway Road today became the third official green business in Solano County and the first business in the unincorporated area to get the green business certification.

"We are very excited to join the Solano County Green Business Program," said Carl and Meaghan Bertram of Vineyard RV Park.

**"We look forward to spreading the word that becoming a green business can be both good for the environment and the bottom line."**

Solano County launched a pilot green business program in July 2007 to encourage small- to medium-sized businesses that handle or generate hazardous waste to voluntarily undergo a rigorous certification process. The program has expanded to work with other businesses wanting the green business certification.

At the Bertrams' facilities, they

have reduced energy consumption by installing more energy efficient light fixtures and have installed low flow shower heads and aerators to reduce water consumption. They have also switched to ordering all recycled-content office supplies as well as green cleaning supplies.

**"Vineyard RV has the extra distinction of being the first green business certified as part of the expanded program,"** said Narcisca Urta, Solano County Green Business Coordinator. "They serve as an example that all businesses, regardless of their operation, can benefit from the program."

Inspectors from the Solano County Certified Unified Program Agency, Vacaville Sanitary Service, Solano County Water

Agency, Small Business Energy Alliance and the Solano County Public Works Engineering Division completed on-site audits at the Vineyard RV Park to verify compliance with the comprehensive industry-based checklist.

Vineyard RV Park joins the Triangle Digital INX Company in Dixon as certified green businesses this year. In addition, at least one business in each of the seven cities is actively pursuing the green business certification.

The Bertrams' own a similar RV park in Norvato that was certified a green business by Marin County three years ago.

## Story Series Part 2: Queen Mary and the 4 Princesses



Gerry Wakerly, Publisher

By the time I met Gerry his campground was already very successful. The key here is that his campground was more successful than the others around him and as fate would have it I got to know Gerry quite well. At a conference one year Gerry and I were sitting under a coconut tree on the beach, just chin wagging and blowing the froth off a couple of coldies and I happened to mention that I thought it a brilliant idea it was for him to come up with his flower idea. Gerry proceeded to explain that he had no such good idea and that the concept just evolved. So, being the inquisitive type I asked the question. How?

So she sold up and bought a Park Model. Anyway, she made a home here in the park and as most all our long term tenants do she developed her patch of space and made it into a real good looking site. Mary had a garden which was only small but she had tended that garden twice a day. She loved the flowers she grew in it and I could not help noticing how she had turned this little 6'x2' patch into a literal frenzy of floral activity. For 8 months I watched Mary tend the garden every day, twice a day.

Anyway, we had this garden in the campground and the shrubs in it were all drying up and my leading hand asked what he should do because it was not looking very flash. So, straight away I thought- I wonder if Mary would like to have another garden patch. So I asked her and she said she would. I said to her, look, this is going to be your garden but because it was on my land I will provide all the means

presented a spectacular sight to all our visitors. That is where the story ends except it was Mary who then came to me with a question, Hey Gerry!, are there any other areas around the campground where you would like me to grow a garden. I will tend them for you at no cost, I just want to keep you occupied.

We went around the campground looking for potential garden sites and we found heaps... little ones, big ones, round ones, and square ones. Mary took over the lot and made beautiful gardens out of them all, next thing you know... people were telling us that they booked with us because they had heard about the gardens of flowers. Mary got approached by several of the other ladies who were living in the long term section and they asked if they could help her and now we have five ladies tending the gardens. About 2 years ago we had so many flowers Mary started putting them into the bath houses. They put fresh

Queen" and now that has become "Queen Mary" and her four princesses. We have a brochure that everyone gets when they arrive that introduces Mary and the princesses; it explains the flower beds, when they were planted etc. Mary has become a real celebrity and people are always asking her questions about flower growing. We are now known far and wide as the Park of Flowers and we are mostly full all year round. It goes to show that you just need to give folk a reason to choose your Campground over your competition, that reason can be as simple as providing fresh flowers in the bath house each day!

Seems to me though that this would never have happened without the genuine kindness and thoughtfulness of Gerry, who saw an opportunity to help one of his clients.

Moral of the story is that if you show a little kindness it will come