

# 2012 Cool Citizen Award Winners

Roanoke Valley Cool Cities Coalition

March 14, 2012

## SPECIAL ACHIEVEMENT Cool Citizen

### ***ROANOKE VALLEY-ALLEGHENY REGIONAL COMMISSION***

The Regional Commission has provided leadership in regional sustainability efforts including

- RIDE Solutions - Creative strategies to encourage bicycling, carpooling and other alternative transportation
- Volunteers for Energy - free energy audits and recommendations for local organizations, and
- Partnership for a Livable Roanoke Valley - planning to promote economic vitality, environmental quality, and equal opportunity in the Roanoke region.

## MEDIA Cool Citizen

### ***GENE MARRANO***

Gene Marrano is an award-winning freelance print, radio and cable television journalist who has reported on environmental issues and interviewed "green" newsmakers for more than 15 years in the Roanoke Valley. He serves on RC-CLEAR, Roanoke County's ICLEI-affiliated citizens committee that has helped launch a campaign encouraging residents to "Save A Ton," by reducing their annual carbon footprint. He has given visibility to these issues in venues such as the Roanoke Star-Sentinel and the local Fox radio station, among many others.

## **BUSINESS Cool Citizens**

### ***BRANDON OAKS***

Brandon Oaks has positioned itself as the green retirement community of choice in the region with its advertising campaigns and, more importantly, Cool Green Biz certification through the Roanoke Regional Chamber of Commerce and the construction of the newest addition, The Pines. Features at The Pines include energy-efficient HVAC, lighting and appliances; Energy Star windows, local and low-toxicity materials, well-insulated wall and envelope, recycled building materials donated to the Habitat ReStore, optional rainwater harvesting and 50% of construction waste to be recycled.

### ***SUZI THORTONBERRY of BENCHMARK BUILDERS***

Benchmark is owned by Suzi and her husband Brent. They developed and built the Preserve at Two Ford, where every single home is Earth Craft certified. In addition, Suzi has exhibited her strong and continuing commitment to energy conservation and greenhouse gas reduction through her longtime service on Roanoke County Community Environmental Action Roundtable (RC-CLEAR)

## **NONPROFIT Cool Citizens**

### ***MARK JACKSON of New River CENTER FOR ENERGY RESEARCH AND TRAINING (NRCERT)***

As part of Community Housing Partners, NRCERT provides training in state-of-the-art residential energy conservation techniques, home performance testing, and heating and cooling equipment diagnostics, repair and replacement. Since its establishment over a decade ago, NRCERT has trained over 23,000 participants across 25 States and Canada.

### ***ROGER HOLNBACK of WESTERN VIRGINIA LAND TRUST***

Roger has led the Land Trust to preeminent status in Southwest Virginia, finding new donors, enlarging the holdings and protecting land from unchecked development. Of special note is his work with the City of Roanoke to preserve Carvins Cove and Mill Mountain and with the Nature Conservancy to conserve the Big Survey tract in Southwest Virginia. His social contacts, professional skills and easy going nature helped the WVLT achieve national accreditation and create professional guidelines. The work of the Land Trust supports preserving tree cover that helps fight CO2 build-up and climate deterioration.

## **INDIVIDUAL Cool Citizens**

### ***MARY AND DOUG MCCALLUM***

Despite shrill opposition from radical anti-environmentalists, the McCallums persevered in a positive manner and earned a permit to erect the first small wind turbine in Roanoke County on their property. They have educated others on the benefits of clean, renewable energy by speaking out in public meetings and as presenters at the 2011 Green Living and Energy Expo.

### ***JANET SCHEID***

Janet is tireless in her ongoing efforts to support energy conservation and greenhouse gas reduction in Roanoke County and the region through her service on the Roanoke County Community Environmental Action Roundtable (RCCLEAR) and the Greenway Commission. She showed courage by speaking out publically in support of the County's ICLEI membership in the face of hostile opposition.