

# A Guide to ALL THINGS GREEN in *B*loomington



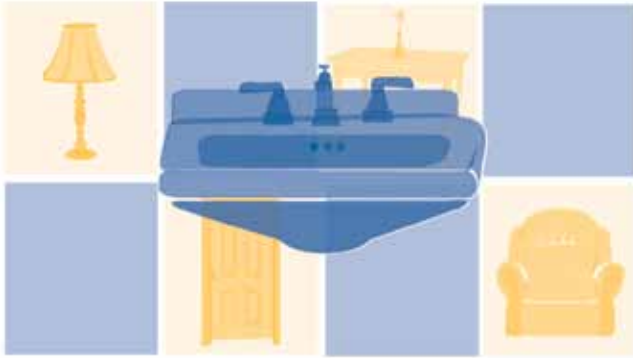
Bloomington is proud to be the leader in sustainability in our state. The local businesses included in this advertorial section have invested in green business practices. Support them and you not only reward their efforts but you help keep Bloomington moving forward in the quest for greater sustainability.

PHOTOS BY Shannon Zahnle



ABUNDANT HARVEST FARMS • BLOOMINGTON ANTIQUE MALL  
BLOOMINGTON HARDWARE • CASTLE MULCH  
COMMERCIAL SERVICE OF BLOOMINGTON • CRAWLSPACE DOCTOR  
FARMBLOOMINGTON • GENESIS CLEANING • HABITAT FOR HUMANITY ReSTORE  
HERNDON DESIGN • LED SOURCE • LES CHAMPS ELYSÉES/MARDON SALON  
THE LOOKING GLASS HAIR STUDIO • LOREN WOOD BUILDERS • MANN PLUMBING  
NATURE'S WAY • NEW LEAF LANDSCAPE CONSULTING  
NEWHOUSE CONSTRUCTION • REFRAME • RENWICK  
TWIN H TREE FARM AND NURSERY • WORM'S WAY

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Make the Habitat ReStore your one-stop shop for your home improvement projects. 100% of all profits fund homes for Monroe County families.

  
**ReStore**  
 300 W. 11th Street • 812-331-2660  
[www.monroecountyhabitat.org/restore](http://www.monroecountyhabitat.org/restore)

## A Win-Win at Habitat ReStore

Habitat for Humanity ReStore is not your typical resale outlet. If you take a stroll through the store's aisles of used doors, windows, and furniture pieces, you might find just what you're looking for. And ReStore can resell almost anything you might want to replace in your own home. Whether you make a purchase or a donation, you're helping to fund a brand new home for a family in need. It's always a win-win at ReStore.

"Our success depends on people's generosity," says Larry Pejeau, ReStore's manager of sales and acquisitions.

Every year, Habitat for Humanity of Monroe County builds homes for low-income families. In an effort to fund more buildings in Monroe County without relying strictly on donations, Habitat's ReStore came to fruition. All of ReStore's profits go directly into these building projects.

ReStore has kept thousands of pounds of materials out of landfills and given new life to old, donated items. Building materials such as lumber, power tools, and wooden trim are welcome; room installations such as light fixtures, cabinets, windows, and doors are accepted; and anything from dining-room sets to sofas will be put on display in the furniture department.

"I like when people say they got a good deal here," says Pejeau. And deals happen frequently, given that all the items are 50 to 70 percent off retail, and every 30 days the price goes down another 25 percent.

Donations can be dropped off anytime during store hours. To find out more about how to donate items or volunteer your time, contact or visit Habitat ReStore.

300 W. 11th St., 812-331-2660, [www.monroecountyhabitat.org/restore](http://www.monroecountyhabitat.org/restore).  
 Hours: 10:30 am-5:30 pm Tuesday, Thursday, Friday; 12 pm-5:30 pm Wednesday; 8:30 am-3:30 pm Saturday

## FARM's Passion for Green

It's not just the great food that keeps customers coming back to FARM-bloomington. The restaurant has also built a reputation for its sustainability practices. As much as possible, FARM food is local food, reducing resources necessary for transportation and helping to nurture a self-reliant local food economy. But there's even more to FARM's green business practices.

For example, "We recycle all of our metal, glass, cardboard, newspaper, plastic, and tin," says chef/owner Daniel Orr. "We do this in conjunction with Blu Boy Bakery and the Buskirk-Chumley. And it all gets taken away by bicycle. Bloomington Pedal Power comes and drags it away with a hitch.

FARM also composts its green (food) waste and brown (e.g., cardboard) waste. "Vegetable scraps, coffee grounds, recyclable napkins—we layer brown waste with green waste. It's almost like a lasagna," Orr says. "That stuff breaks down and turns into a dark, nutritious soil and gets used by local farms and gardens. It's a wonderful thing to use it this way instead of just throwing it in a landfill."

FARM encourages community members to live sustainably, teaching Girls, Inc. participants about greener living, and selling private wedding and social parties as "green events," complete with the restaurant's compostable utensils, napkins, and containers.

Operating as a green business takes effort and often involves a little more expense. "You really need to be passionate about it. If you're doing it for a gimmick, it doesn't really work," Orr says. "It can cost a little more but you build a loyal clientele of like-minded people who are much more likely to choose your business over another. Put your heart behind what you believe in, and it will pay back in dividends."

108 E. Kirkwood, 812-323-0002, [www.farm-bloomington.com](http://www.farm-bloomington.com)  
 Hours: 7 am-10 pm Tuesday-Saturday, 10 am-9 pm Sunday



Home of the "Lugar Burger"  
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 TV Food Network Magazine, May 2009

108 East Kirkwood • 812-323-0002 • [www.farm-bloomington.com](http://www.farm-bloomington.com)

## Healthy Air Takes Planning

A really comfortable home is about more than the cushions on your sofa or the thread count of your sheets. It's also about clean, healthy air that's allergen-free and always at the right temperature. And if that air is conditioned by a system that's earth-friendly and saves you money—even better.

More and more people are turning to locally owned Commercial Service of Bloomington, Inc. for high-efficiency heating and cooling solutions for their home. The benefits are many: lower utility bills, energy conservation, increased comfort, and automated controls that constantly monitor your system's performance.

"The most popular choice right now is the dual-fuel hybrid system," says Charlie Laughlin of Commercial Service. This system automatically switches between a gas furnace and electric heat pump, depending on what's most economical at the moment. These systems can easily cut energy usage by up to 50 percent and give you more control over the indoor environment.

When you're ready to replace your current heating and cooling, an expert's opinion is crucial, says Laughlin. "You can buy a very nice system, but if it's not sized right or installed correctly, you might end up with something that is less efficient than what you had." Make sure your heating and cooling contractor takes the time to have a serious conversation with you about how your current system works and problems you would like to address with a new system.

If your contractor doesn't take the time to go through the process of designing a new system, you probably won't receive the



Charlie Laughlin of Commercial Service with a high-efficiency system.

benefits you are expecting from upgraded heating and cooling. Most people are concerned with hot and cold spots, humidity, and efficiency. "These items are more affected by how a system is installed versus what type of system is installed," says Laughlin.

Commercial Service of Bloomington has 65 years of experience in making homes more comfortable and more efficient. For a free estimate, a free second opinion, or just free advice, call or email today at 339-9114 or [info@commsrv.com](mailto:info@commsrv.com).

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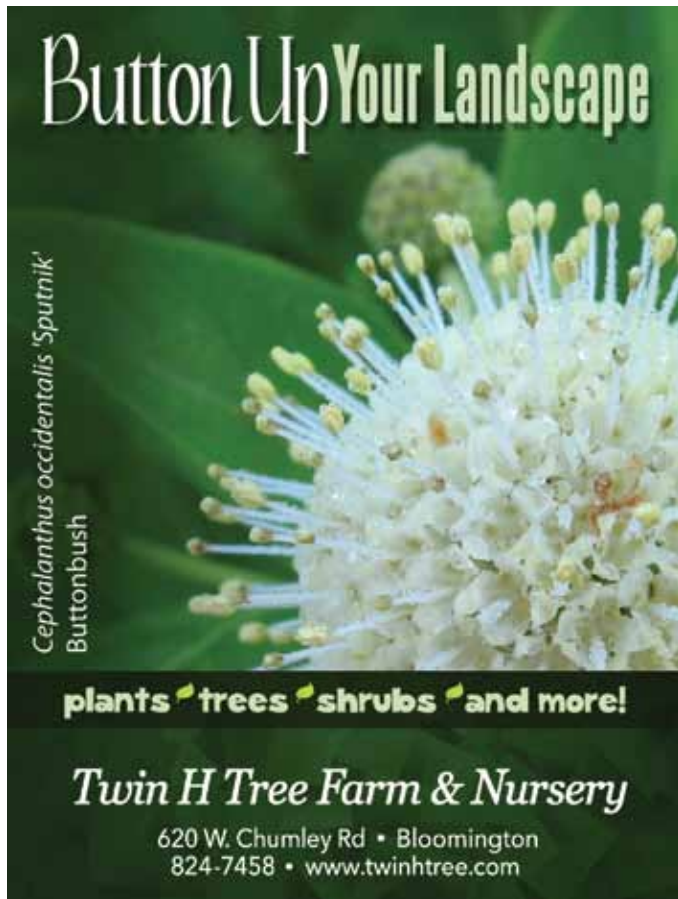
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Buttonbush

**plants trees shrubs and more!**

**Twin H Tree Farm & Nursery**  
620 W. Chumley Rd • Bloomington  
824-7458 • [www.twinhtree.com](http://www.twinhtree.com)

## Planted Locally, Grown Naturally

Pick out a plant from Twin H Tree Farm and Nursery, and the staff won't just tell you where it came from—they can point to it.

About 75 percent of the trees, shrubs, perennials, and other landscape greenery for sale at Twin H are grown on the 200-acre property, located south of town.

"Our main focus is to grow as much as we possibly can right here on the farm," says Zac Simpkins, vice president of Twin H. Simpkins runs the farm with president Jeanne Hopwood, whose family started the operation about 30 years ago. It began as a Christmas tree farm, and it still is, drawing families every December with its choose-and-cut fields.

About seven years ago, Twin H added a nursery with Simpkins at the helm. Cuttings of existing plants are used to form new ones, and simple hands-on techniques keep the nursery green.

"We do our best to grow with sustainable methods," Simpkins says.

For example, weeds are removed by hand rather than controlled with herbicides. And plants that need protection from the elements are kept in hoop houses, which trap warmth naturally rather than in climate-controlled greenhouses.

Starting the day after Thanksgiving, Twin H turns in to a winter wonderland. Customers wander the farm to find the perfect tree, and staff is on hand to chop down the selections. Last holiday season, people hauled away about 1,500 trees, Simpkins says, including Scotch pine, Douglas fir, blue spruce, and Black Hills spruce, a variety with short, dark green needles that can be tough to find elsewhere.

620 W. Chumley Rd., 812-824-7458, [www.twinhtree.com](http://www.twinhtree.com).

Hours: 9 am-5 pm Monday-Saturday

## Much Mulch and More!

When she opened Castle Mulch on North Walnut in 2010, Elaine Thomsen knew she wanted it to be more customer-focused than other garden centers she had visited.

"We try to cater to the customer," Thomsen says. "A big part of our business is problem solving."

Thomsen is a fan of Jerry Baker, better known as "America's Master Gardener." Customers frequently stop by or call asking for one of Baker's natural tonics to help rid their gardens of pests such as deer, slugs, or weeds. Thomsen is happy to do the research and offer a non-chemical solution to common yard and garden problems.

"I like sharing tips I've found. You can solve a lot of problems with everyday things like beer, soda, soap, or ammonia," Thomsen says. "Often there's no need to resort to anything stronger."

Whether it's allowing visitors to search through river rocks for just the blue stones (something one customer does on a regular basis) or creating unique hanging baskets you won't find at other garden centers, Thomsen's goal is to create a great experience for the customer.

"I want everyone to get exactly what they need," Thomsen says. "If they don't see what they want on display, I hope they ask. Just because you don't see it doesn't mean I can't get it."

Castle Mulch carries more than half a dozen varieties of mulch, plus compost, soil, and river rock. The garden center offers flowers, trees, shrubs, and other greenhouse items, as well as a variety of native plants, including coreopsis, white indigo, prairie smoke, and native grasses.

5141 N. SR 37, 812-323-6330, [www.castlemulch.com](http://www.castlemulch.com).

Hours: 8 am-5:30 pm Tuesday-Saturday, closed Sunday-Monday



**Castle Mulch LLC**  
5115 N. Business SR 37  
Bloomington, IN 47404  
812.323.6330  
[www.castlemulchllc.com](http://www.castlemulchllc.com)

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- **ORGANIC PLANT AND GARDEN FOOD**
- **Vegetable Mix & Vegetable Mix VEGAN**
- Private consultation

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(812) 277-8738  
abundantharvestfarms.com

## The Secret Mix of Abundance

By now, most of us probably like the idea of “organic.” But when you’re standing in the produce section of the grocery store comparing the price tag of an organic tomato to that of its cheap, conventionally grown counterpart—well, you wouldn’t be the first person to slip the pricier variety back onto the shelf.

But Ferrol Johnson, owner of Abundant Harvest Farms, is passionate about growing organic produce—and showing everyone else how to, too. “Done properly, you can produce healthy organic food superior to what you’d get in the store,” says Johnson. “And in these uncertain economic times, it’s more important than ever to grow your own food.”

According to the Bloomington Peak Oil Task Force Report, less than two percent of the food eaten in Bloomington is grown locally. Not only is the cost of food going up while its quality and nutritional value are dropping, says Johnson, but availability in the event of an emergency is becoming a concern.

The secret ingredient for a great garden: Abundant Harvest Farms Vegetable Mix & Vegetable Mix VEGAN, designed to replace chemical fertilizers, available at FARMbloomington and Bloomingfoods East. An \$8.95 pack covers 50 square feet.

Johnson also offers a weekly one-hour organic-gardening workshop for \$24.95 per person, where you’ll learn his easy, affordable techniques. Just 100 square feet is an ideal starter garden. “Our system is, if you can master a small area, you can always build larger—but to go large and not do it correctly is a mistake,” he says. “People get discouraged. We’re really emphasizing maximum yield in a smaller space.”

To register for a workshop or for more information, email [abundantharvestfarms@yahoo.com](mailto:abundantharvestfarms@yahoo.com) or call 812-277-8738.

## The Solar-Powered Plumber

While David Mann, president of Mann Plumbing, Inc. (d/b/a MPI Solar), has gotten out the word that his company installs and services solar water-heating systems, most people don’t realize that Mann Plumbing is the go-to company for anything related to sun-powered energy. “We want everyone to understand we are purveyors of solar-power systems of all types,” Mann says. That includes installing and servicing solar photovoltaic (PV) panels, working on older solar systems, and even helping customers apply for incentive programs to mitigate the cost of installation.

Today’s solar-power systems easily allow for expansion and modification. According to MPI Solar’s sales and marketing director Amie McCarty, a typical system costs \$7 to \$8 per watt, with most residential systems needing about 2.5 kilowatts (2500 watts), for an average of about \$20,000 installed. People who are building new homes can often roll the cost of solar panels into their mortgage.

“It’s still quite an investment,” says McCarty, “but there are federal tax credits [through 2016] that will allow you to take thirty percent off the cost, and the money saved on monthly utility bills is more than the cost added to mortgage payments, so it immediately puts money back in your pocket.”

Solar systems last for 30 years or more, producing energy with little maintenance over their long service life. Customers can even sell renewable energy credits on the commodities market.

And when you consider that “energy prices have risen an average of seven percent every year for the past forty years,” McCarty says, “the system is a hedge against rising energy costs.”

For more information visit [www.mannplumbinginc.com](http://www.mannplumbinginc.com) or call 812-334-4003.

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# The Glamour of Sustainable Styling



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Sustaining health,  
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—without sacrifice.

The Neuma product line  
will be launching exclusively  
at Looking Glass Hair Studio  
in Bloomington on

**Saturday, June 11**

10:00am to 2:00pm

Complimentary Neuma  
hair products, drinks and  
appetizers will be offered  
on the patio.

402 ½ 6th Street  
Corner of 6th & Madison  
**812.332.3434**



(above) Josh Washel (left) with NEUMA products rep, Tommy Dionisio.  
(below) Rebecca Washel with Tommy Dionisio in the Looking Glass Hair Studio.

**W**hen you settle into a chair at the Looking Glass Hair Studio, it won't be long before you notice a few details. Maybe the scent of the hair coloring, made with the least possible amount of ammonia, is less pungent than you were expecting. The squares of aluminum foil used for adding highlights are nowhere to be seen; in their place are sheets of rice paper that happen to be biodegradable. If the organic garden around the back patio has any ripe tomatoes on the vine at the moment, you'll likely be offered a couple to take home.

It's a beautiful thing.

"People think glamour is wasteful sometimes and can be superficial," says Rebecca Washel. "We're trying to create sustainable lifestyles—for us and for our guests."

Washel has a storied history in the Bloomington beauty business, having spent 24 years running a 2,000-square-foot salon. After years of learning at her side, her son Josh opened the Looking Glass last year, a salon tucked quietly at the corner of West 6th and Madison streets, and he brought

Rebecca on board as a designer and collaborator.

Environmental responsibility has long been an interest, says Rebecca, but it's only now really blossoming in this efficiently sized space. Her former salon could hold nearly four Looking Glasses. The staff has downsized from 25 to two. "We're able to better service our clients, I think," says Rebecca. "Why waste all those spaces where if you manage everything correctly you don't need them? ... The way the salon is laid out is very workable."

The biggest step has been introducing hair care products from NEUMA, a California-based company devoted to "beauty with a conscience." NEUMA shampoos and conditioners don't just baby your hair—they adhere to organic principles surpassing those

of the current beauty-industry leaders, says Rebecca. "In any aspect of my life, I want to know what I'm consuming, how they retrieved the product where it was grown, whether they gave back," says Rebecca. "We've got to start thinking about those things."

406 1/2 W. 6th St., 812-332-3434,  
Hours: 10 am-8 pm Tuesday-Thursday,  
10 am-6 pm Friday, 10 am-5 pm Saturday



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Offer good while supplies last.



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**The Looking Glass** Hair Studio



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**THE** LOOKING GLASS  
Hair Studio



**The Looking Glass** Hair Studio

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Tues-Thurs 10am-8pm  
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[www.NewhouseRemodeling.com](http://www.NewhouseRemodeling.com)

Drew Antilla  
at one of his  
construction sites.

## Building Your Vision

Stop and think about your vision for your home. Maybe you picture yourself in a newly remodeled kitchen with natural light filling the room, or you'd like to turn your bathroom into a retreat adorned with ceramic tiles. Whatever that vision may be, Newhouse Construction wants to help take you there.

"I try to help you realize that dream," says owner Drew Antilla. "If the homeowner tells me exactly what they want, I'll help them to achieve that goal."

Newhouse Construction is a friendly, locally based company that remodels and renovates homes from roof to foundation. They are interested in customizing people's homes to make them beautiful and better than new. Antilla also says all of their subcontractors are skilled, respectful, and efficient.

Antilla is a dedicated remodeler who has been in the construction business for 25 years. He specializes in kitchens and baths, with an interest in bringing natural lighting into your home through skylights, windows, and SolaTubes—a ductwork system that directs sunlight into any room.

"Careful craftsmanship," Antilla says. "That's what sets us above. We have high standards."

Planning is an essential part of any remodeling project, and Antilla wants to work with you to set your ideas in stone and build them into your vision. Newhouse Construction's frugal use of materials and careful planning are evidence of their commitment to green practices and energy efficiency.

"I'm always seeing opportunities in every house for improvement," Antilla says. "I want people to know that it's just a phone call away."

*For more information, visit [newhouseremodeling.com](http://newhouseremodeling.com) or call 812-327-3729.*

## Personalized Green Cleaning

Hire a cleaner and you expect to return to a home or business that looks fresh and clean. Lia Vandeventer, the owner of Genesis Cleaning, thinks clients should expect more than that.

"I ask clients how I can make the environment more pleasing to them, then I work to make that happen," says Vandeventer. "A lot of people have had cleaners before, but not someone who will rearrange the furniture and change the feel of the space."

Genesis Cleaning is a family-owned business, started by Vandeventer's son two years ago. The chance to buy it came at just the right time for Vandeventer, who says she was looking for her next business venture just as her sense of style and decorating know-how was spreading word-of-mouth among her friends, many of whom hired her to help spruce up their homes on a regular basis.

"I was working for several families, and my son was getting Genesis Cleaning established," she says. "Then I got the opportunity to buy the business from him and put all of this together—cleaning, decorating, and design."

Keeping things green goes without saying, says Vandeventer, who minimizes the use of chemicals when she cleans. She adds that her son, who has a degree in biochemistry, is working on a line of natural cleaning products for the business.

For now, Vandeventer is the sole employee of Genesis Cleaning, and for a good reason.

"I want to give everyone personal attention," she says. "And when they come back, it's fresh, it's new, and it's clean."

*For more information, call 812-202-6391 or visit [www.genisclean.net](http://www.genisclean.net).*

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# Home Grown and Organic

What started as a modest garden shop in 1985 is now a garden-supply retail center for all things organic. When it comes to organic gardening and hydroponics, Worm's Way is a one-stop shop for high-quality products and specialized advice.

"We specialize in organics," says Worm's Way manager Roger Emmick. For example, he says, Worm's Way can show you the "great organic

and natural ways to fight off pests. You don't want the toxic residues that traditional pesticides leave behind."

Whether you're looking for pesticides, organic soils, or fertilizers for outdoor gardening, or you're looking for

hydroponic and lighting systems to grow plants indoors throughout the year, you'll find a range of products at Worm's Way, a few miles north of Bloomington on State Road 37. The facility includes a 1,400-square-foot greenhouse where plants flourish in both soil and soilless media.

To educate gardeners on how to grow plants without soil, the store has hydroponic systems on display. "Many people are unfamiliar with hydroponics," Emmick says, "so it's helpful to see working systems that are growing healthy plants."

Worm's Way also practices recycling in its everyday operations. Customers can even drop off their spent grow-light and fluorescent bulbs.

Founder Martin Heydt opened Worm's Way more than 25 years ago. When asked about the naming of the company, Emmick states, "Worms are associated with healthy soil, and when [Heydt] started the business he wanted its name to be linked with a healthier, greener way to grow." Since then the company itself has grown, to



The Worm's Way greenhouse.

retail stores in Indiana, Florida, Massachusetts, Kentucky, Missouri, and Tennessee, as well as a national mail-order department and two other divisions—a private-label facility called Sunleaves Garden Products and a wholesale division that services indoor/outdoor garden centers across the country. And yet despite this impressive expansion, Worm's Way is still an employee-owned, environmentally green company whose products echo what they stand for.

More than just a gardening retail store, Worm's Way wants to educate consumers about the importance of gardening organically. "There's no other place in Bloomington that offers the wide array of organic gardening products that Worm's Way does," Emmick says.

7850 N. State Road 37, 812-876-6425,  
www.wormsway.com. Hours: 10 am-6 pm  
Monday-Sunday



(l-r) Roger Emmick, Jane Sample, Todd Elliot, and Liz Pech, at the Worm's Way organic gardening center.

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- Soil Amendments
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www.wormsway.com

7850 North SR 37  
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800-598-8158

# Green and Customer-friendly

When you think about it, hardware stores and sustainability efforts are a natural match. The do-it-yourself crowd has always repaired, reused, and recycled, even if not always motivated by environmental concerns.

For Vickie Davison, owner of Bloomington Hardware, encouraging a greener way of life has been a conscious decision throughout the years. Located on the College Mall Road bus line, the store has a bike rack that is used by both employees and customers. Inside, the store carries many products made in the USA and manufactured from recycled materials.

"For many years we've stocked—and tried to encourage people to buy—products made of recycled materials," Davison says. "We carry green cleaners and paint strippers. We were one of the first businesses to have the compact fluorescent light bulbs. LED [light-emitting diode] bulbs are the next area of innovation."

Today's green consumers are both planet-savvy and budget-aware, Davison says. So, fixing a leaky toilet or faucet, for instance, can save both water and money. Bloomington Hardware can help solve such problems as well as provide more proactive solutions, such as water-saving shower heads and rain barrels.

Many customers also appreciate the store's battery recycling service, which will safely dispose of dead batteries for anything from flashlights to cordless power drills.

Bloomington Hardware's green customers spend a lot of time in the gardening section, looking for safe choices in pesticides, organic soils, and soil additives, among other effective gardening supplies. Several pesticides work without poison, Davison says, such as diatomaceous

earth, pyrethins, or mint oil sprays. Simple soil-test kits can help determine the correct additive so the clayish soil of Monroe County can release its nutrients. "We have several customers who order their specialty organic fertilizers and soil additives through us," she says.

One thing Davison is particularly proud of: the input customers have in the store's inventory. "People will come in and share what they read about this or they heard about that—we'll re-search it. If we don't stock it, we can order it."

There's no doubt, Davison adds, "We love our customers. They're the reason we are still here."

2700 E. Covenant Dr. 812-339-7575

[www.bloomingtonhardware.com](http://www.bloomingtonhardware.com)

Hours: 8 am-8 pm Monday-Saturday, 10 am-6 pm Sunday



Vickie Davison, owner of Bloomington Hardware.



**BLOOMINGTON  
HARDWARE**  
812.339.7575  
Covenant & College Mall Rd.

*Gardening and Lawncare  
Made Simple & Safe!*



*Tip: Before you apply fertilizer to your lawn or garden, use a simple soil tester. You may need to add lime or gypsum to the soil. We can help!*

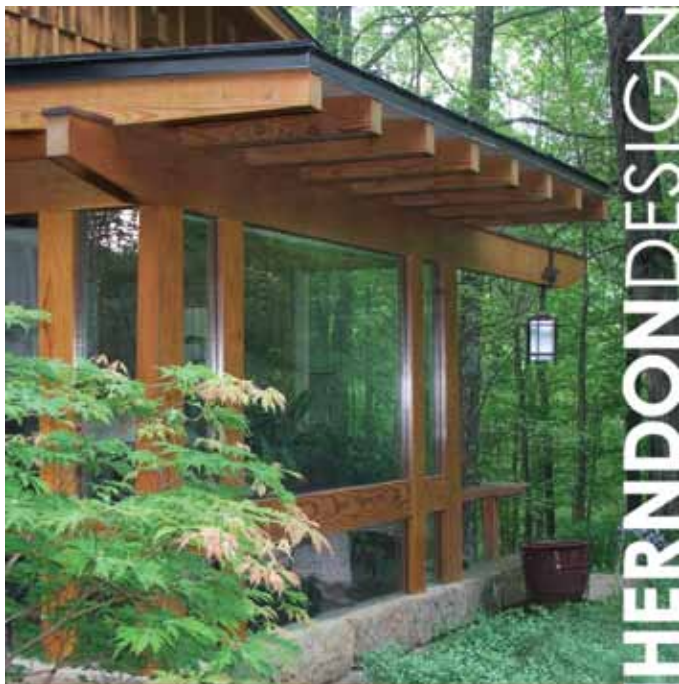
**Mon-Sat: 8am-8pm | Sun: 10am-6pm**  
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## An Exciting Time for Green Design

Life is in the details. That's Russ Herndon's philosophy, and it guides everything his group designs and builds through his Bloomington business, Herndon Design.

Often the smallest details—selecting materials, connecting glass or wood to stone, for example—can make a significant difference in even basic projects.

From sleek International-style homes crafted from industrial concrete to California midcentury ranches marked by deep, cantilevered roofs, Herndon attends to design components most people may never notice.

Good design translates on many levels: value, visual simplicity, timeless enjoyment, and continued appreciation. In addition to new home design and construction, Herndon Design handles kitchen and bath remodeling, room additions, and outdoor spaces. Typical remodeling projects begin with homes from the '80s and earlier. "What would be more sustainable than a project that doesn't require a remodel or update for more than the current 20- or 30-year cyclical timeframe?" says Herndon.

A profusion of ecofriendly innovations has made this an exciting time to design and build homes and projects, he says. Although Herndon Design routinely installs radiant-heating systems, dual-flush toilets, and other green products, "Green materials alone do not necessarily make a good project, and some newer materials have not stood the test of time or have already failed," he says. "Of course, green elements should be considered in every design, but ultimately it comes down to quality of design. This will always be the best return on investment, dollar for dollar."

"Today, our clients look for more rationalized structures that are smaller but feel large, devoid of repetitious spaces, and with lots of natural light."

414 N. Morton St., 812-822-1919, [www.russherndondesign.com](http://www.russherndondesign.com).

Hours: 9 am-5 pm Monday-Friday and by appointment

## Proven Environmentally Friendly

Les Champs Elysées Day Spa & Salon exemplifies a green establishment right down to the décor. Sunny shades of yellow and orange surround the retail and hair-styling area in the front while aquatic hues of green and blue envelop the massage and facial rooms located in the back.

And because Les Champs Elysées is an Aveda Concept Salon, every product used and sold is from the ultra-environmentally friendly company Aveda, founded in 1978. Aveda was the first beauty company to manufacture with 100 percent certified wind power, and it strives to increase the use of naturally derived ingredients in its products.

"People don't realize how green Aveda is," co-owner Donna Disque says. "If you want a product that is actually green, Aveda is it."

Disque points out how Aveda products are 100 percent paraben-free, citing just one example of Aveda's green philosophy. Not only are the products earth-conscious, but their packaging is minimal, made from recycled materials, and can be recycled.

"We recycle everything, although the building we're in doesn't," Donna says. "We make lots of trips to the recycling center."

Donna and her daughter, Margarete, opened Les Champs Elysées seven years ago and its sister salon MarDon last fall. "Once people try Aveda, they stay with it," Donna says. "They come here because they're looking for an Aveda salon."

Donna herself has used Aveda products for 25 years. "The results from the all-natural skincare line are phenomenal," she says. "And the hair color we use is 97 to 99 percent naturally derived. It will not damage your hair."

601 N. College, Suite #4, 812-333-5030, [www.lcespa.com](http://www.lcespa.com). Hours: 10 am-8 pm Monday-Friday, 10 am-5 pm Saturday, 11 am-7 pm Sunday.



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## The Magic of LEDs

Here's how long LED lightbulbs last: If you screw one into the lamp in your nursery the day you bring home your baby, you won't have to replace it until junior is out of college.

That's what a Philips corporate executive told the crowd at this spring's annual trade show for the lighting industry, which was abuzz over the magic of LED. Philips is just one of the top brands sold by LED Source, a Florida-based company with franchises opening nationwide. "All the smart money is on LEDs," says Hugh Kremer, who is opening a Bloomington franchise.

Consider the advantages of an LED (light-emitting diode) bulb over traditional incandescent and even fluorescent bulbs:

- LEDs use about 10-15% of the energy of incandescent bulbs, and about half that of fluorescent (and compact fluorescent lights, or CFLs).
- LEDs last a LONG time: About 50,000 hours on average, which dramatically reduces maintenance costs. A business that keeps its lights on 12 hours per day will need to change lamps only about every 12 years.
- LEDs do not contain mercury. "That's really important for a lot of people," says Kremer, "and should be. Mercury is a neurotoxin that is especially dangerous to children."
- They give off great light, which is superior to the harsh, flickering fluorescent glare that businesses and consumers have been enduring for the sake of energy efficiency.

The company's biggest market is businesses and municipalities—and any organization that keeps its lights on at least eight hours a day, such as hospitals, hotels, restaurants, and parking garages. That's where the real payback is. The price is higher up front, but the cost over the life of the bulb is far lower.

406 S. Walnut (across from The Chocolate Moose), 812-606-7500,  
[www.ledsource.com](http://www.ledsource.com)

## Turning Over a New Green Leaf

Kristin Rust believes that nature knows best, and after a stroll through your garden, you may believe she knows nature best. The lifelong nature lover wants to share her passion for organic gardening through New Leaf Landscape Consulting, which she founded in 2004.

"It was making me crazy that people were gardening with chemicals," says Rust. "I wanted to show them that using chemicals was interrupting nature's cycle—if you let nature do its thing, it takes care of itself."

Take *Asclepias syriaca*, better-known as milkweed—a plentiful plant in southern Indiana. Gardeners get frustrated when it becomes riddled with caterpillars. But these caterpillars are the larvae of monarch butterflies, and milkweed is their exclusive food source. If gardeners kill the caterpillars with chemical spray, they are destroying beautiful butterflies. "A lot of times when people think they're doing something to beautify their garden, they don't realize they're interrupting an entire life cycle," says Rust, who's been planting things in Bloomington soil for nearly 30 years. "Sometimes when you show people things like that, they think even insects are cool."

Rust and her staff avoid chemicals except when faced with the most dire of garden threats: poison ivy. Otherwise, compost is their fertilizer, and organic is their approach. When designing a client's yard or flowerbed, New Leaf experts pluck native plants and wildflowers from nurseries across the state. The goal: a landscape that's healthy, beautiful—and sustainable.

"We consider it an honor to be invited into people's gardens," says Rust. "We think gardens are a personal place. We take time to get to know people's gardens and treat them like their homes. And we hope if we've done a good job, we're invited back."

812-322-3091, [www.newleafconsult.com](http://www.newleafconsult.com)

# A Crawlspace Pioneer

When mentally mapping out your dream home, the last place you think of might just be the crawlspace. But it also might be the most important.

"When you ask people, 'Would you sleep in the crawlspace?' No," says Tom Saucier, founder of the Crawlspace Doctor. "Why not? It's nasty. But forty percent of the air you breathe comes from there." Look around your home for the tiny cracks and holes that allow air to seep from the crawlspace into living areas.

Crawlspace Doctor, based in Bloomington and now franchised in 16 spots around the U.S., turns the traditional approach on its head. "Everybody was taught, 'You have to vent your crawlspace,'" says Saucier. The problem: Letting in more hot, humid air is what allows mold and rot to fester.

Saucier saw the light when working on the crawlspace of his brother-in-law's home as a favor. After laboring on weekends to strip away wet, stinky boards and add more vents, he came for one last visit. As it happened, a heavy rain had fallen. "It was all sopping wet again," he says.

Still, the pro-ventilation theory was so deeply entrenched that Saucier—who had years of professional experience dealing with house problems—was skeptical that anything else could work. Crawlspace vents were even required by law.

But online research revealed that carefully conditioning crawlspaces, rather than opening them up, was working. Drying the area, draining it, building vapor barriers, insulating it—all these methods were smarter. In his brother-in-law's home, Saucier found that conditioning the crawlspace did the trick.



Tom Saucier and Erik Robbins of Crawlspace Doctor.

The gradual realization that there were few companies in the market to deal with crawlspace concerns—let alone pioneer an unorthodox approach—persuaded Saucier to found Crawlspace Doctor ten years ago. His timing couldn't have been better, since his approach melds with the growing interest in green living—controlling the humidity of the area beneath a house means much less work for the heating and air conditioning unit.

"Back then, nobody was saying anything about energy efficiency," says Saucier. "It was all about creating a healthier home. But all the steps we took are the same techniques."

Call Bloomington evaluator Erik Robbins for an appointment.  
812-322-1615, [www.crawlspacedoctor.com](http://www.crawlspacedoctor.com)



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## Have you noticed any of these in your home?

- High Humidity
- Musty or Damp Smells
- An Increase in Allergies
- Mold or Mildew in Your Living Area
- Excessive Condensation on Your Windows
- Floors That are Sagging, Soft or Buckling
- Water in the Crawlspace
- Cold Floors or Frozen Pipes in Winter

**A Green and Healthy Home starts in the crawlspace**

## Conscientious Construction

Working on his very first construction site some years ago, Loren Wood was in for a shock: Just how much stuff went into the dumpster.

"I remember pretty strongly how that felt. It was just shocking," says Wood. "I spend time every week sorting through a few cans for recycling, and then you walk onto a job site and see that. It really drove me to think of ways to reuse things."

Now that he has his own full-time construction business, Loren Wood Builders, he looks for imaginative ways to cut down on waste. For instance, on one current project—a home that's getting an expansion and a second story—Wood had to remove a porch, a carport, and a brick chimney's stone veneer. The porch was carefully extracted, with the nails just so, and handed over to a man who will repurpose it as a large tree house for his son. The carport was also dismantled with care and will be used as a carport on another job. The stone veneer was removed intact and hauled out to Wood's own farm, where it's being kept on hand for a future project. Wood's wife and business partner, Lindsay Wood, even salvaged all the perennials from the area where the home is being expanded.

"All that takes more time than just coming in with a Sawzall [electric saw] and a hammer and just knocking it down," says Wood. "The bottom line is, I think there are things that are just as important as the profit margin."

Building was a passion and part-time job for Wood, a longtime geometry teacher in Bloomington schools, years before he decided to devote his full attention to construction. Whether building a



brand-new home or retrofitting an older one for the greatest possible energy efficiency, Wood has an arsenal of tools for making everything sustainable.

"One thing Lindsay and I have really focused on, resources-wise, is this idea of embodied energy—if you order something that's sold out of Mexico, shipped to Texas, then shipped here—even if it's sustainably harvested wood, how much energy did it take to get here from wherever it's from?" says Wood. "We made the decision early on that we would use as many local resources as possible, and I feel good about the extent to which we've been able to do that. We're lucky—we live in a place that makes it relatively easy to use local material. There's a lot of locally harvested timber and a lot of skilled craftsmen here in Bloomington, and I always promote local cabinet makers and source local hardwood. That can be tough. But it's extremely doable."

*By appointment. 812-345-3801, [www.lorenwoodbuilders.com](http://www.lorenwoodbuilders.com)*



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## Hard-working Interior Plants

Plants, Jeremiah Young is convinced, make the perfect first impression. The shot of life they provide makes any home more inviting and any business more welcoming—and more productive.

Their green appeal goes beyond their good looks. Plants are a low-cost, aesthetically pleasing solution to indoor air pollution in both the workplace and at home.

“As horticulturalists, we have always known that plants absorb gases and release oxygen through the photosynthetic process,” says Young. “As an industry, we are excited by the fact that plants clean the air by absorbing pollutants through their leaves, roots, and the bacteria that live on them.” These raised levels of oxygen, says Young, stimulate the mind, encourage creativity, and boost productivity by increasing workplace contentment.

According to the National Aeronautics and Space Administration (NASA), common houseplants are powerful natural air cleaners. In laboratory studies, test plants removed as much as 87 percent of indoor air pollutants within 24 hours.

Nature's Way interior plantscaping professionals have been creating healthy environments for 35 years. From its humble beginning in 1976, when Young designed the interiorscaping for the Gold Rush Restaurant, Nature's Way has blossomed into one of the most sought-after landscape/design companies in the Midwest—with over 50 employees and such notable projects as the Indianapolis International Airport, West Baden Springs Hotel, and Lucas Oil Stadium.

Interior foliage not only cleans our air but can also complement the architectural design of your facility, provide traffic control, and reduce noise pollution. Quite simply, promises Young, plants will provide you with a more beautiful and healthy place to work.

7330 N. Wayport Rd., 812-876-7888, www.naturesway.net. By appointment.

## A Jewel of an Antique Mall

By now, any notion that an “antique” must be valuable, name brand, and a bit fussy is, well, antique. “You’ve got your traditional pieces, your primitives, your collectibles,” says Denise Pence, owner of Bloomington Antique Mall. “An antique mall, anymore, is eclectic—all across the board.”

What Pence, who also operates Exit 76 Antique Mall in Edinburgh, Indiana, with her husband, Gregory, loves about the business is that if you just look, you can find truly interesting pieces that will stand the test of time for less than the price of mass-produced stuff. “Maybe you don’t like traditional antiques—but when gas prices are so high, and unemployment has hit a record high, why go get a brand new set of china?” she says. Take the wine glasses, hailing from a French estate sale, that she recently purchased for \$12 for four. “They are beautiful, in pristine condition, and you probably couldn’t have gotten them cheaper at Target,” says Pence.

The efficiency of reusing pieces from earlier eras resonates with a lot of Bloomington antiquers, especially younger shoppers. Many wander into the 96-vendor mall thanks to its proximity to the Farmer’s Market and the B-Line Trail.

The store is itself an antique, being rediscovered in the way that Pence hopes its contents will be. The Pences purchased the turn-of-the-century building from CFC Properties and, after getting permission to use the name, re-opened it as Bloomington Antique Mall last fall.

“It’s a jewel,” says Pence of the building, which she’s planning to submit to the National Register of Historic Places. “They have preserved its integrity, and we will, too.”

311 W. 7th St., 812-323-7676, www.bloomingtonantiquemall.com.

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## An Ecofriendly Framer

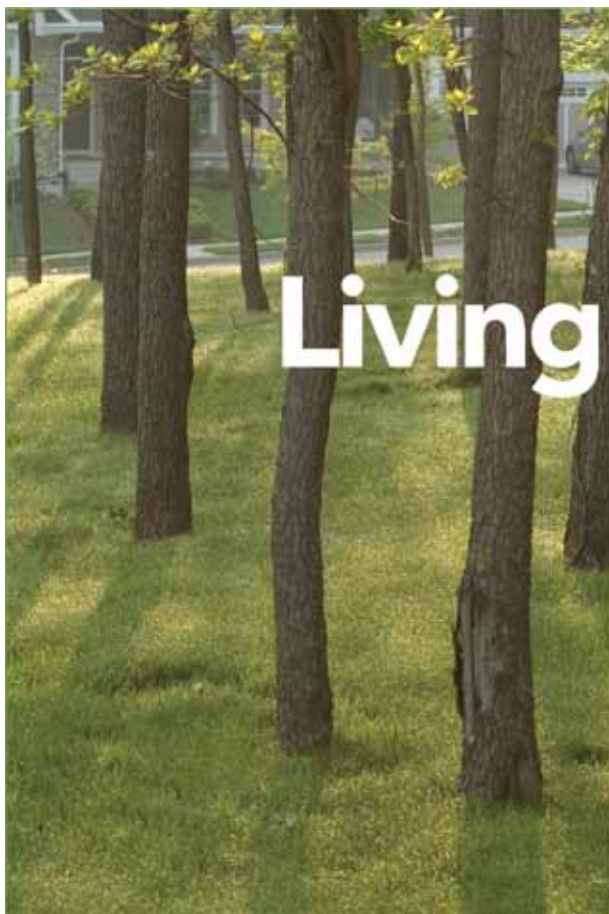
In 2008, Karol Stewart founded ReFrame with a mission—to frame people's beautiful art and heritage pieces with stylish and ecofriendly products. Unable to find any frame on the market to meet her exacting eye for design and her strict environmental criteria, Stewart began manufacturing frames from locally reclaimed wood sources. Her line of designer frames, called BloomingFrames, is produced from local Indiana hardwoods—mostly walnut, cherry, maple, and spalted maple. Deadfall, woodworking leftovers, and 19th-century barn wood from Monroe and surrounding counties are just some of the sources for ReFrame's uniquely Bloomington line of frames.

In addition to BloomingFrames, ReFrame offers a full line of ecofriendly vendor frames, as well as gently used vintage frames. "If you've got a project you've been thinking about, we've got a frame for it," says Stewart. Staffed by trained and experienced artists, ReFrame guarantees the quality of their designs and craftsmanship. "Framing is often the most neglected aspect of interior design, so we always design with people's individual tastes, styles, and décor in mind," says Stewart.

In addition to being a full-service custom-framing shop, Stewart works with local conservators, appraisers, artists, and consultants to offer a full spectrum of art-related services. ReFrame also keeps a selection of local artists' portfolios on hand.

"The arts in Bloomington are amazing," says Stewart, "and we love being able to show customers the talent that we have in this town." Drop by for free designs and consultations.

236 N. Morton St., 812-333-6330, [www.reframebloomington.com](http://www.reframebloomington.com).  
 Hours: 10 am-6 pm Monday-Thursday, 10 am-5 pm Friday-Saturday



## Living green



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