



Small Business Development Center
Onondaga Community College
H-1 Hall
4926 Onondaga Rd
Syracuse, NY 13215

AASHE STARS Program
213 ½ N. Limestone St.
Lexington, KY 40507

January 27, 2012

RE: Innovation Credit

To Whom It May Concern,

Please accept this letter in support towards an innovation credit for the Onondaga Community College application to the STARS program as it meets the required criteria for such a credit.

MISSION: The Green Core Company program is a project of the Small Business Development Center at Onondaga Community College in Syracuse, NY. The program provides a blueprint for businesses working to achieve green operations through reduced environmental and social impacts, and recognizes businesses that make a substantial effort to develop a culture of sustainability within their organization; while challenging the offence of "greenwashing" - the unregulated and improper use of the term and methodology of "green" for marketing advantage.

Our program is unique from other green business certification programs in that we work with students from Onondaga Community College, as well as other local campuses including Syracuse University and Lemoyne College, to act as consultants with our participating businesses. This provides support and resources to accomplish the Green Core requirements and certification, while providing students with the opportunity to work with actual businesses and obtain professional experience and understanding of green/sustainable business concepts and operations.

We have received recognition and support from the Kauffman Foundation, and a Community Advocacy Award from Greening USA. We can claim that we have innovated this model of student/community green business certification and interaction in New York State, and believe our program is a special example of how community colleges can provide an immersive and interactive experience between students and surrounding communities. In fact, our Green Core Company program is in the process of being replicated at the Harlem SBDC in New York City, and has received interest regarding replication from as far away as Hawaii.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank Cetera".

Frank Cetera, Program Manager and Certified Business Advisor
ceteraf@sunyocc.edu - 315.299.8228 x12

MISSION CONTINUED:

The Green Core credential provides a supported recognizable brand, and a competitive advantage at a regional level. This certification tells the story of what it means to be a sustainable business promoting environmental stewardship, ensuring quality and safety, and connects to a greater community experience - resulting in more meaningful consumption. Required policy and performance measurement initiatives, in addition to traditional program and action steps, will ensure long-reaching internal institutional change.

Certification is acquired through an on-site verification of implemented standards at the business's physical location, and approval by third-party Advisory Board made up of representatives from the business, academic, student, non-profit, and governmental fields. The credential is valid for 2- years upon which time a business must be reverified according to updated standards overseen by the Green Core Company Advisory Board.