

The **PvH** Communiqué

Volume 1, Number 1

A Quarterly Newsletter from PvH Communications – “A message to help clear the air”

Summer 2002

It's Official: PvH Communications Begins Work on “A Message to Help Clear the Air”

After extensive research, long-time technical writer Phil von Hake of Denver has joined the fight for a more Sustainable future.

With the launch of **PvH Communications**, von Hake is providing communications consulting for Sustainability issues, thus creating “a message to help clear the air.”

“Sustainable Development is development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs.”

*United Nations World Commission
on Environment & Development*

One of the ultimate goals of Sustainable Development and Sustainability is a major reduction in greenhouse gas emissions, thus “clearing the air” environmentally.

While this is an essential goal for humanity to reach, the discussions surrounding it inevitably create a mess of widely conflicting opinions, “facts,” and courses of action. So there is also a need to “clear the air” conversationally.

With extensive experience in creating quality communication products, and a commitment to a more Sustainable future, it is the goal of Phil von Hake and PvH Communications to create “a message to help clear the air.”

This is the first-ever issue of *The PvH Communiqué*. It will serve as a regular update on what's happening in the fight for a more Sustainable future, and show what PvH Communications is doing in this fight.

The PvH Communiqué will also serve as a place for others who wish to tell their own stories, whether they pertain to energy, land use, transportation, air quality, water, recycling, closed-loop processes, or any other pertinent Sustainability issue.

Finally, *The PvH Communiqué* will be there to remind you of how PvH Communications can provide those who are working for a more Sustainable future with top-quality consulting on their various communications projects.

Feedback on this newsletter (including contributions from readers, writers, or advertisers) will always be welcome. Together we really can work for a more Sustainable future, and create “a message to help clear the air!”

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A Letter from Phil von Hake

Owner and President,
PvH Communications

Thank you for taking the time to read this first-ever issue of *The PvH Communiqué*, and especially for considering PvH Communications for your next communications project.

I have worked as a Technical Writer since 1987. Most of my prior experience has been in the information technology field, creating user manuals and related materials for various software systems and websites.

Over the past decade or so, however, I've noticed some things about our society. Despite having the most successful civilization in human history, America and the rest of the “developed world” generate an enormous amount of waste.

And while they may still be considered “peripheral,” issues like the population explosion, the procurement & burning of fossil fuels, urban sprawl, water use, waste management, and others will soon pose major threats to all life on Earth – *including humanity*.

Unfortunately, though, few people are aware that these problems even exist, not to mention having any idea what to do to about them.

A number of recent developments have turned more and more of my attention to concepts of Sustainability: my fascination with the technology behind the Toyota Prius (gas-electric hybrid car - bought one in 2000, and still *love it!*); the continuing debate over our national energy policy; and September 11, convincing me that “winning the war on terrorism” also depends on a truly independent and Sustainable energy policy.

So I have decided to form my own consulting firm – **PvH Communications** – and place a special emphasis on Sustainability issues.

I tend to think of “Sustainability” through the following specific issues:

- ? **Energy** (efficiency, conservation, and renewables)
- ? **Transportation** (alternatives to 1-passenger cars)
- ? **Land Use** (New Urbanism & Preserving Wilderness)
- ? **Waste Management** (“Reduce, Reuse, & Recycle”)
- ? **Water Issues** (long a major issue in the Western USA, and destined to become only more important)

While additional Sustainability issues exist, these are the ones I have decided to emphasize. If you are reading this newsletter, then you are probably involved in at least one of these issues. You also probably need to get your own message of Sustainability to more of the world. *And if you need help with this message, then you definitely need to be working with PvH Communications, especially if you want to have it become “a message to help clear the air!”*

If you have an upcoming need for technical documentation of products or processes, new marketing materials, a new or updated website, or any other communications-related projects, then PvH Communications will be there for you.

So enjoy this newsletter, check out my website at <http://ouray.cudenver.edu/~pmvonhak/PvH>, and let me know what you think. Remember: there is no such thing as “negative feedback!”

And of course, if you need help with any of your upcoming communications projects – whether they involve technical manuals, brochures, flyers, grant-funding proposals, websites, event promotions, newsletters like this one, or anything else that might need “a message to help clear the air” – then contact PvH Communications today at 303-762-8547, or philvh@aol.com

Thanks again very much for reading,

First-Ever Colorado Sustainable Living Roundup a Big Success!

On April 7, 2002, a first-of-its-kind event took place at a one-of-a-kind location. The first-ever **Colorado Sustainable Living Roundup** was held at The Urban Farm at Stapleton, where thousands of attendees gathered to see the latest in Sustainable living technologies.



The Urban Farm used to be a weather station for the old Stapleton Airport. Over the last few years, however, the site has been transformed into an urban environmental education

center. The Urban Farm now boasts an equestrian center, numerous crops & farm animals, and an ever-expanding array of renewable-energy, permaculture, and other technologies (both tried-&-true and cutting-edge), all geared toward a more Sustainable future.

Instead of using typical “convention-hall” facilities, organizers Ron Larson and Tom Potter thought the Urban Farm would be a perfect setting for a “Roundup” of these technologies. Despite having only a few months’ lead time, minimal funding, and a dozen or so volunteers, the first-ever Colorado Sustainable Living Roundup came to life on April 7.

The Roundup attracted thousands of attendees, kept exhibitors happily busy all day, and garnered coverage from three different Denver TV stations! Highlights included a horse show, community wind-tower raisings, and Adam Hall doing his soon-to-be-famous “Moonwalk for the Earth.”

Urban Farm Director Khadija Haynes summed up the day best, calling the Roundup a “miraculous” event. And both Tom Potter (“He made a big difference”) and Ron Larson (“More than a few people attended because of his efforts”) made special note of Phil von Hake’s work as the Roundup’s PR Director and Webmaster.

*If you want your event to have this same kind of success, then contact PvH Communications at **303-762-8547** or **philvh@aol.com**.*

PvH Gives Hamlin Electric’s Website a Real Charge

You’ve spent plenty of time and effort developing your website, and it looks great. But what if it takes too long to load? What if it works in one web browser, but not in another? And what if you don’t have the time to keep the site up-to-date?



These were just some of the challenges facing **Hamlin Electric Services, Inc.** of Fort Morgan, Colorado. Hamlin Electric is a family-owned electrical contractor that has served Northern Colorado

for nearly 25 years. Its most recent success story involved work on several parts of the Peetz Table Wind Power project in Northeast Colorado.

Hamlin Electric VP Wade Hamlin knew that a web presence for his company was important for helping to manage his company’s current growth, while generating additional growth for the future.

Version 1.0 of “www.hamlinelectric.com” was a good start, but it had problems with loading speeds, and its appearance in different browsers. Wade asked PvH Communications to upgrade the site.

After only a few weeks of discussion and effort, PvH Communications vastly improved the loading speed, appearance, navigation, and cross-browser functionality of the Hamlin Electric web site.

“Innovative, professional, and perfectionist, that sums up PvH Communications,” said Hamlin upon viewing the finished product. “Thanks to Phil’s hands-on work ethic and attention to detail, the site captures our company image and vision for our customers to see and our competition to envy.”

You can see the results of PvH Communications’ work at **www.hamlinelectric.com**.

*If you want a new or improved Web presence for your organization, contact PvH Communications at **303-762-8547** or **philvh@aol.com** to see how this can be done quickly, affordably, & effectively!*

The Sierra Club and Energy



Long known for helping to preserve and protect our environment, the Sierra Club – and particularly the Rocky Mountain Chapter – have now launched their own Energy Campaign. At the center of this campaign is a “20/20 Call to Action,” getting Colorado utilities to produce at least 20% of their energy from renewable sources by the year 2020. Currently this number is well below 1%.

PvH Communications is helping the Sierra Club with communications and project-management consulting. Find out more about what you can do (and see what PvH Communications has already done) at www.rmc.sierraclub.org/energy.

PvH’s Prius at 25,000 Miles



Phil von Hake started driving his Toyota Prius (gas-electric hybrid car) in November 2000. 18 months and 25,000 miles later, it’s still a love affair. Big tax breaks, superior performance, and fewer trips to the pump (at least 45 mpg so far) & repair shop don’t hurt either!

While driving a car is not “the most Sustainable thing you can do,” a Prius – or any Alternative Fuel Vehicle (AFV), for that matter – is certainly one of the most Sustainable cars you can drive!

If you are in the market for a new vehicle, do the Earth and your pocketbook a favor by test-driving an AFV like the Toyota Prius. Honda also sells two hybrid cars, and AFVs from other automakers are coming soon.

PvH Communications Goes Online!

PvH Communications now has its website at <http://ouray.cudenver.edu/~pmvonhak/PvH>

This site showcases PvH Communications, its service offerings, definitions of Sustainability, the PvH portfolio & testimonials, and the latest Sustainability news, resources and links.

An easier-to-remember address is coming soon.

Visit PvH Communications’ website today!

PvH: Man About Town ...

Look for Phil von Hake to represent PvH Communications at the following Sustainability-related events:

- ? **Colorado Renewable Energy Conference**
(June 28-30 at Colorado College, Colorado Springs)
- ? **Nat’l. Renewable Energy Lab’s 25th Anniversary**
(July 5 at NREL Visitor Center – Golden, CO)
- ? **Denis Hayes (Founder of Earth Day) Presentation**
(July 14 at the Denver Zoo’s Education Center)
- ? **Rocky Mountain Sustainable Living Fair**
(September 8 at Colorado State University, Fort Collins)
- ? **Rocky Mtn Assoc of Environmental Professionals’ EnviroFest** (Sept. 19 at the Renaissance Hotel, Denver)



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