

# 1<sup>st</sup> Place - Best Green Practices: PRODUCTS



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## **GEOTECHNICAL & ENVIRONMENTAL SERVICES**

Geotechnical & Environmental Services digs deep for sustainability. The company is the local expert in ground-source heat exchange, which relies on the earth's constant 75- to 80-degree below-ground temperature for efficient year-round heating and cooling. It cuts electricity bills by up to 60 percent. Installation starts with drilling several small, deep wells beneath a building. Next, water is circulated in flexible pipe in a closed loop grouted into each well; outside air is then drawn into the wells where it is cooled or warmed, depending upon the season, before being recirculated above inside a building. Cost savings from geothermal heating and cooling systems have won many backers, including the Clark County School District and Cashman Equipment Co., among others.

### **How does the recession factor into green products?**

The recession has forced individuals, businesses and government to do more with less. The need for reduced electricity consumption has resulted in tax incentives and federal grants for ground source heat exchange systems. The incentives have great potential for stimulating the economy. The growing popularity of geothermal-source heat exchanges has also allowed us to employ several previously unemployed people.

### **How can going green improve productivity?**

Going green harnesses employee optimism for the future by knowing an employer's green technology creates job security and makes the community a better place to live. Employees are consequently inspired to contribute all they can so the company can succeed. This thought process increases productivity.

### **What influenced your decision to pursue green building?**

We pursued green building out of necessity. Our core business was tied to new construction, which has since evaporated. We needed to position ourselves for long-term survival and prosperity, so we looked for green building technologies that capitalized on our existing skill sets and resources.