



## Bay Area Green Business Program

Environmental Values At Work



Their office address is illuminated by photovoltaic cells



Arthur Keller designed energy efficient dimmable fluorescent light fixtures



The Kellers have two electric vehicles

### Minerva Consulting

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Minerva Consulting is a business whose employees wear several business hats; including a green one. The Managing Partner, Arthur Keller, provides technical and business strategy advice to e-commerce startups and also serves as expert witness on patent infringement cases. His partner and wife, Marianna Grossman Keller, is responsible for assisting businesses and non-profits in becoming more efficient and sustainable.

The Kellers were already practicing many “green” efforts at home and they figured that by becoming a green business it would test how sustainable they really were. “The greening efforts fit very easily into the type of work we do,” says Keller.

In 2001 they obtained two electric cars. They also signed up for the Palo Alto Green program and had a satellite based irrigation system installed that controls water use according to the weather. In addition, they replaced their CRT computer monitors with more energy efficient LCD ones. They also buy recycled paper products, non-toxic cleaning products and installed dimmable fluorescent lights.

“It helps to be green when we do our advocacy work. We have more credibility because of our efforts,” says Keller. He advises businesses interested in certification to talk to other certified businesses to find out how it has affected them. “There are some customers who may pick you because you are green and certified, so the incremental cost to implement some of the measures is minimal but worth it!”

For more information on the green efforts of Minerva Consulting, contact Arthur Keller.