

# What's in a color?

Going green is in vogue. Al Gore made going green safe. My son's school project was about protection of trees. Numerous industry appraisals point to the mounting benefits of going green. The National Restaurant Association's 2009 Restaurant Industry Forecast reports this survey: 41 percent of kitchen chefs say environmentally friendly equipment and practices will be the hottest movement in 2009.

So what is this green stuff? and what does it mean to me?



The subject has been on my mind since New Year. Did not want to ignore it since bad karma might happen. Did not know enough to endorse it. Did not want to jump on the bandwagon and toot the "go green" horn for purely business promotion purposes.

So how does the man deal with it?

Well, this man munches on it for days. Days turn into weeks, and weeks turn into months. Then the neurons began to fire a few synapses, connecting some dots, and things began to make sense to me at the

emotional level, where it counts most.

Going green is about conserving, recycling, and nurturing renewable, non-destructive, and clean energies. At the most basic level, going green is none other than "respect". Respect the planet, respect living things, respect human beings, respect people feelings. I can dig that, and am feeling good already.



At the peripheral, going green implies making most of what you have. It shouts for reducing wastes, exuberant excesses, non-productive consumptions, and inefficient habits. Less cutting down trees, more cutting down mistakes and reworks. It's system thinking at work. Wow, it's just keeps getting better. I can keep more money with this going green stuff.

Feeling good and making more money. Sign me up.

There is always a "but" at the end of any inspiration. Should have known it. The "but" here is this: The process of going green takes time, work and real commitment. It's a journey (where the fun is), and not a destination (where everything ends).

Confucius (I think) pronounced that a journey of a thousand miles

starts with a first step. So let it be known that from this day on, we will start this long march of going green at the restaurant.

It's not fun to travel a new journey alone. So come on in and join me. Watch us from the sideline, laugh at us, give some feedback to redirect us when we are lost, cheer us as we stumble forward.

**Green** is the new smart. Conspicuous consumption is not the vogue.