



*The Carter's highlands ranch in New Mexico was built for a "sustainable lifestyle"*

## Focus On: **CARE**

**Carter  
Affiliates, Inc.  
Resources for the  
Environment:**

Our "Focus On" series has featured several mid-sized and larger businesses, but in this issue we focus on an environmental business that is a little smaller, but has a huge impact!

by Journal Staff

If you have been involved in the environmental field in Arizona for long, especially in the Tucson area, then you probably know Richard and Lois Carter, founders of Carter Affiliates, Inc. Resources for the Environment (CARE). They both have been major contributors to Arizona's environmental community for decades.

### Background/About CARE

Established in 1991, Carter Affiliates, Inc. Resources for the Environment (CARE) is a small, but unique, environmental services company. CARE specializes in waste reduction and related equipment, pollution prevention programs, remedial services, hazardous waste management, regulatory compliance audits and resource management. Its **CARTERCARE™** program is based on the Pollution Prevention Act mandated by the U.S. Congress in November 1990. For the last 17 years, this program has resulted in the significant reduction, recycling, and, if possible, elimination of hazardous waste generation for its clients.

### Philosophy

It is the spirit behind the work that gives this firm its special character. CARE's philosophy may be best understood from the viewpoint of a professional who has worked with the Carters. A few years ago, Ralph McCulley, Manager of the Chemical Services Department of Texas Instruments Tucson, said of CARE: it is "the only organization I know of that will actually obsolete [itself] by finding or redefining the disposal alternatives that not only reduce expense or liability to the company, but support environmental objectives as well". Some of their other clients,

such as Ventana Medical Systems, Pima Community College, and BHP Copper have expressed similar sentiments.

Rather than just providing waste disposal services and collecting service charges, CARE has, through its experience and expertise, helped businesses reduce or eliminate the generation of hazardous wastes, and has saved their clients many hundreds of thousands of dollars over the years.

How can a company stay in business if it continually works to reduce or eliminate the very source of much of its profits? It can, says Richard, because by reducing waste and saving clients money CARE wins loyalty and trust, and "when you achieve (earn) those, the relationship develops and sustains itself on that foundation."

### Community Contributions

Richard is former Chairman of the Environment and Ecology Committee and Board member of the Arizona-Mexico Commission, and the Governor's Environmental Delegate to both the U.S./Mexico

Border Governor's and Mayor's Conferences for five consecutive years. He is also the former Co-Chairman of the Arizona Environmental Technology Industry Cluster (ETIC) and the Founding President of the 200+ member Southern Arizona Environmental Management Society, based in Tucson. SAEMS is one of the largest and most active environmental associations in Arizona.

In 2004, Richard received a Certificate of Appreciation from the U.S. Surgeon General, Richard H. Carmona, for "25 years of community service to state and local government" and for "expertise and leadership to the AZSERC and the Pima County LEPC making our county and state safer and healthier."

### Living Sustainably

Not only do the Carters teach sustainability in their work practices, they live it as well. At their ranch in New Mexico, they will be producing 60 percent of their own food in two greenhouses and raised beds on the property. In addition, they have 7500 watts of solar power (panels are visible on hillside in photo), some of which is returned to the power grid. The Carters also enjoy teaching others to live a sustainable lifestyle. Richard explains, "we want to share our experiences with people on how we developed a sustaining economy and environment, while we grew our business."

Carter Affiliates, Inc. Resources for the Environment (CARE) is located in Tucson, Arizona. Contact Richard or Lois Carter at 520-323-1100, or visit the CARE website at [www.cartercare.com/care](http://www.cartercare.com/care).



*Lois and Richard Carter*