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JUNE 5, 2008 ISSUE

Got Green Goods Website Sprouts From High Country

Story by Sam Calhoun

Green businesses, initiatives and products are sprouting up faster than the flowers of spring, so it's only natural that a website would emerge that acts as a catchall for all of these services, goods and education. Leading this local green wave is Blowing Rock's Natalie Lewis, director and founder of [www.gotgreengoods.com](#).

Launched in mid-March, GotGreenGoods.com is a web emporium of green goods, services and education monitored from the High Country. The website includes pages for news, goods, services and teaching and learning.

"In my mind, we needed a resource because people had so many questions like where can I get solar products? How can I get green building products?," said Lewis, whose husband owns Al Lewis Construction in Blowing Rock. The couple is using the knowledge they're gaining from running the website to make his business greener. "Running this website is a good experience for us. It is teaching us what we can do to make a difference," said Lewis.

According to Lewis, the website's mission is "to research, explore, question and envision the efforts of humanity in their journey to positively contribute to the health of our planet and to encourage support of companies and individuals who share these commitments for a better earth—now and forever."

Purveyors of green goods and services can purchase a presence on GotGreenGoods.com by buying green blocks or green banner ads. Each purveyor, though, must make a case for being a green business through a review process. Once Lewis gives a purveyor the green light, the owner signs an agreement, pays a fee and is included in the appropriate section on the website. Banner ads are \$65 per month and blocks are \$45 per month.

"This is just a web-based informational resource. People, overall, want to do the right thing, but all this [scattered information] is all so overwhelming," said Lewis. "For instance, if a person in the High Country is thinking about remodeling their kitchen and wants it to be green—wouldn't it be nice to have one place to go to find all those answers?"

GotGreenGoods.com is open to all businesses and individuals who feature totally green business practices, as well as those who have taken steps to make their business greener.

"We want people to know that there are people out there trying," said Lewis. "And we don't want to exclude people who are green and making a change." For more information, click to [www.gotgreengoods.com](#).



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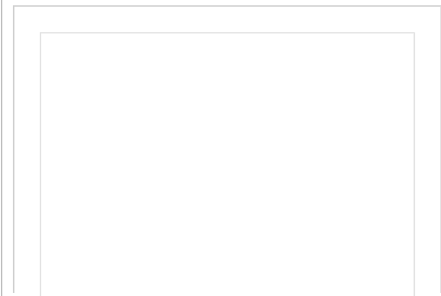
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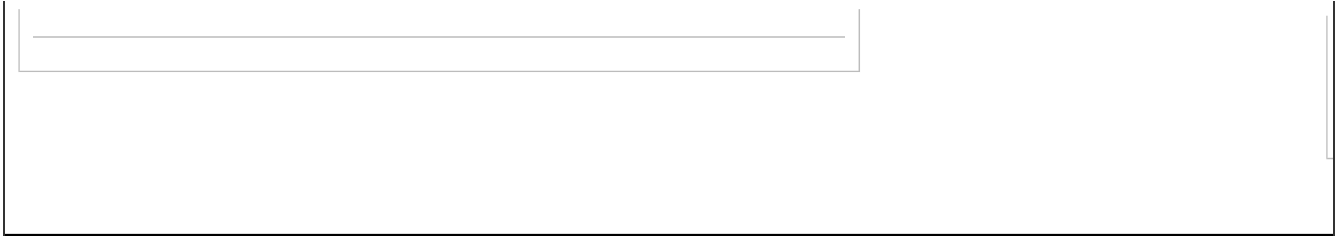
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