



**Baksheesh (Handcrafted Gifts from the Developing World)**

423 First Street West  
Sonoma, CA 95476  
707-939-2847

Owner: Candi Smucker  
[www.vom.com/baksheesh](http://www.vom.com/baksheesh)  
Hours: Monday through Saturday  
10:00 AM – 6:00 PM,  
Sunday, Noon – 6:00 PM

Jessica Daly of Baksheesh and Matt Brost of the Small Business Energy Alliance admire the quality of the store's energy efficient lighting.

## Sonoma Handcrafts Store Has a Gift for Saving Energy, Money and the Environment

**THE BUSINESS:** Baksheesh is a fair trade store (Artisans and farmers are paid fairly for what they produce) that creates jobs by selling unique, handcrafted gifts from economically developing regions, such as Asia, Africa and Latin America. The store even sells bean soup and salsa mixes from the Women's Bean Project, a women's job skills training program based in Denver, Colorado.

**THE CHALLENGE:** Traditional incandescent flood lamps in the store's halo track system were sending the electrical bills soaring higher than the fifteen-foot ceilings. The lights also produced an unattractive glare in the 1,400 square foot space.

**THE SOLUTION:** Lighting a store with incandescent bulbs is a little like driving a gas-guzzling SUV. It's not the most efficient way to do the job. The Small Business Energy Alliance replaced energy-guzzling 75-Watt flood lamps with 32-Watt compact fluorescent lamps and new track heads.

**THE OUTCOME:** "The change is dramatic," said owner Candi Smucker. "I can't believe we are getting more light with less power without the harsh glare of the old system."

**THE SAVINGS:** When Smucker received her first electric bill after the lighting retrofit, she discovered that a little change can make a big difference. Baksheesh's electric bill was reduced by more than 25%.

**THE ICING ON THE CAKE:** Since one of the principles of Smucker's business is to promote environmentally sound practices, she automatically made the leap that saving energy would save the planet. "Whether it's insisting on non-toxic paint in Sri Lanka or reducing energy consumption in Sonoma, the end result is the same," she declared. "We're helping to save the environment."

**THE BOTTOM LINE:** With partial state-sponsored funding from the Small Business Energy Alliance and the remainder of the tab picked up by the City of Sonoma, the lighting retrofit was completed for no cost to the owners of Baksheesh. Smucker recalled, "When an SBEA representative came to tell me about the program, he asked if I wanted better light and lower electric bills without having to pay for anything. I said, 'You bet!'"