

What is the most recent green habit you've incorporated into your life?

Reusing shopping bags. I try to buy only organic food and I love Trader Joe's; I bring my own bag when I grocery shop. When I hike with my dog, I use smaller bags, I don't need to use a four-quart bag to pick up dog poop. I can re-use sandwich bags, or cut big bags in half.

What's a good green gift you would give someone?

Giving a healthy service to someone, like a massage, a yoga class, a facial. Enlightened Concierge alone has 85 services that you can choose from. There's something for everyone. It certainly cuts down on post consumer waste. You don't need wrapping paper, or a box, or any of those trappings. They most likely won't re-gift it either.

Any eco-sins?

Using too many water bottles; I buy water off the shelf. I could stop that. Oh, and Krispy Kreme donuts, especially the chocolate glazed ones. But honestly, if everyone ate Krispy Kreme donuts and got a massage once a week, we would have world peace.

What was the inspiration for your company?

A friend moved to L.A. a few years ago and I supplied her with contacts for different services she needed, like a dog walker and a personal chef. I've always been the seeker type: I read all the time, have tried all the natural-healing remedies and am always spreading the word when I learn something or meet someone new I think is helpful. After many years, I had a lot of information on where to go for certain services, and I became the go-to guy for friends. I realized there was a business here.

How does the Enlightened Concierge incorporate greener habits into its offerings?

Everything we do is natural, eco-friendly and alternative. The focus of our organizational providers is green: We have a cleaning service that gets all the chemical products out of the home and sets up a green cleaning system. We have a green manicurist who uses all organic products. We also work with a green stylist: If you need a stylist, she incorporates all green designers into the mix. We try to bring green style to all our clients.

What does "green" mean to you?

It means being conscientious: paying attention to what I am doing and how I am using the environment. I know that being a little unconscious as one goes through the day might help with convenience, i.e., throwing recyclables in trash, accepting plastic bags at the check out, using paper towels and napkins instead of cloth ones, etc. Being conscientious helps change those small, selfish habits. We can donate money, we can take down our carbon footprint, but what are we doing with each small opportunity for eco-action that presents itself throughout the day?

What services do you wish you could recommend more of?

One of the things I love is our access to eco-retreats all over the world. Personally, I would like to have access to even more eco-retreats—they are popping up all over the planet. I get exposed to so many places: While I was in Peru, I helped set up a soup kitchen at Mama Kia's orphanage called Sopa del Esperanza and made it a part of my business model that when my clients allow me to make arrangements for them (at no additional cost) to receive a massage, see a psychic or have a private yoga class, children are being fed. So I think that is what I would utilize more of: discovering new places and helping set up more community outreach programs.