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[greencontractorguide.com](http://greencontractorguide.com)

## **High Tech Veteran Launches Green Contractor Guide at West Coast Green Conference**

*New Company Simplifies Local Search for Green Builders, Products and Services*

**Novato, CA – September 25, 2008** – Green Contractor Guide, dedicated to ‘bringing building green into the mainstream’, has announced the official launch of its company and unveiling of its initial web directory – via [greencontractorguide.com](http://greencontractorguide.com) – at the West Coast Green Conference in San Jose, CA. Greencontractor.com is a web directory committed to helping consumers and contractors learn about the benefits of ‘Going Green’ while also easily matching their interests with location-specific vendors and specialists.

“Despite all of the attention green technology has received lately, we felt this emerging market lacked an easy-to-use web directory for everyday folks interesting in green building services and shopping locally,” said Jeanne Zane, founder of Green Contractor Guide. “Our mission is to help people cut through the clutter and easily find green-related resources and vendors.”

Green Contractor Guide was founded in 2008 by Jeanne Zane of Novato, California. She has over 20 years experience in sales and marketing in areas spanning from Internet software to home design. As the green building industry began to take flight, Zane spotted an opportunity to start and grow a successful green business by becoming a resource hub for end users and contractors who are making the leap to environmentally-friendly lifestyles.

“This was the perfect opportunity to do something that inspires me personally, while also contributing to a meaningful global cause,” added Zane.

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Novato CA-based John Honey of Bragg Plumbing is one of the first members who joined greencontractorguide.com to help promote his green services. Honey has recently been accredited by Green Plumbers USA for successfully completing its 'Caring for our Water' and 'Water Efficient Technology' training program. John joined greencontractorguide.com because he wanted to raise the awareness of his new green business status.

“Jeanne is providing a service where local businesses can promote their green services and help our planet at the same time,” said John Honey. “I am on board to help launch this site and support the development of her business.”

The initial focus of Green Contractor Guide is to enhance its free web directory of location-specific green building products and services at greencontractorguide.com. In doing so, Green Contractor Guide is actively recruiting businesses in Northern California initially with plans to branch out nationwide. Members are charged a small annual fee to be listed on greencontractorguide.com.

Green Contractor Guide is committed to supporting the use of green building services and raising the awareness of local organizations that are concerned about the environment.

Greencontractorguide.com – bringing building green into the mainstream.

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