

Audubon

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field notes

GREEN ROCKERS

Today, with so much free music being downloaded, the record industry faces hard times. But Chicago-based independent label Smog Veil has a long-range business plan that should keep its books in the black and everyone's air clear. The company, which specializes in rock and roll, has recently installed two wind turbines and 30 solar panels on the roof of its two-story headquarters that should supply at least half, and maybe all, of the building's energy needs. Smog Veil's cofounder, Frank Mauceri, says he wants to tackle an



industry-wide problem: "The products we produce are energy-intensive and not full of recyclables." So the company has announced that it will also start making its CD cases out of a cardboardlike material instead of the usual plastic. Says Mauceri, "We seek to be an example, and I hope others will follow."—Jason Gross