



where they can't sustain growth. People want to go there because of the wonderful weather and climate, but they don't have enough quality water to sustain the growth."

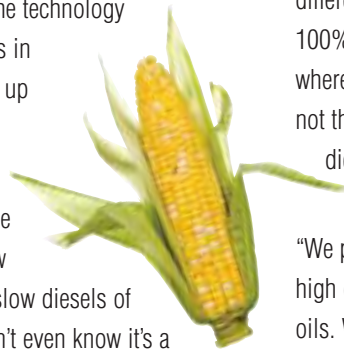
The other major environmental issue concerning both Rundell and Boyle is air pollution. "People work out and they spend a lot of effort to be healthy, but we have problems in every big city with air quality," Rundell notes. "We have a tremendous number of cars, and cars that get terrible mileage that pollute the air. And what goes up comes down, and it pollutes the water as well."

bio fuel bonanza

This concern has led to another SSI advancement—the creation of biodiesel from used cooking oil. "What happens is that oil comes in from a restaurant, oil used for French fries or to fry chicken, and we convert this oil into a usable fuel. We're already thinking that this product could be very, very interesting and that we can open one of these operations up in every major city.

"In Europe, more than half of the cars are diesel engine cars," Rundell says. "That's because the price of their gasoline and fuel is so much higher. Diesel engines get 40% better mileage than gasoline engines. A gasoline engine only burns about 25% of the fuel, and the rest is exhausted out of the back of the system. The major car companies already have the technology because they're selling diesels in Europe, and they are ramping up their initiatives in the U.S.

"The thing that the American public is going to be impressed with is that the new diesels are not like the dirty, slow diesels of the 1980s. In fact, you wouldn't even know it's a diesel. They're quiet, they have more power, and many have turbos for extra speed. Our biodiesel actually makes the diesel engine run better. Because we're deriving it from plant oil, it has better lubrication properties, so the wear and tear of the engine is significantly reduced. In fact, I sell to a large fleet owner, and he said the reason he has switched his cars and trucks over is because he's been able to reduce maintenance costs and lower his oil



change frequency from every 5,000 miles to every 15,000 miles. So biodiesel will not only burn cleaner, but will also reduce operating costs."

Rundell's goal is to work with municipalities to establish locations in every large city that will collect the used cooking oil, and then process, package and sell it back to the municipalities at some percentage over cost to use in city cars and buses. "We like what we're doing, and we think that what we're doing here in Chicago, we'll be able to do in every large city. We want to put in collection expertise, where these cities can go to the public and say 'Look, don't throw your oil down the drain.'"



emissions test

"The biodiesel that we create would reduce hydro-carbon emissions by 70%, and you would clearly notice a major difference. One of the vehicles I periodically drive runs 100% on this fuel and the emissions, depending on where I got the oil, sometimes smells like popcorn. It's not this choking emission that you would expect from diesel, and it's not even the emission that you get from gasoline."

"We process used cooking and animal fats into the same high quality bio fuels that are currently made from virgin oils. We meet or exceed the same American Society for Testing and Materials standard without driving up food costs like ethanol products do."

Part of Rundell's fervor for innovation stems from his desire to see a reduction in vehicle pollution. "We need to have environmentally responsible vehicles on the road. Affluence is no justification for pollution. It is important that from generation to generation that we become more cognizant about our environment."

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It's an evolving education process, but more and more people are buying into it. Despite this, Rundell notes that there's resistance. "What I'm hoping to see evolve is that a car like the Prius becomes the status symbol, not this expensive racecar or this huge tank. I hope the next generation won't even want to go in that kind of car."

As he works on his biodiesel project, Rundell and SSI continue to pursue new, environmentally-friendly initiatives. These include a process that collects metal dust, normally lost as waste when machines operate, and converting it into scrap metal for recycling. Another is the production of bio-based solvent cleaners that are even safe for household use. "Midtown Chef Mary Azzano tells me that they were the

best cleaners she has ever used," Rundell says. "We have begun researching ways to introduce this as an item for consumer and industrial use. Over one billion gallons of fats are used nationally. We certainly see the opportunity to grow."

In fact, Rundell is using his Midtown membership to give SSI's expansion a boost. "A very important benefit of the club has been the networking factor," he notes. "My company recently hired Glen Marder, who was one of my workout buddies, as our COO. I have found other members who have become both suppliers and customers, so being a member has helped my company. We plan to expand nationally and through the diversified Midtown membership, we will have employee sourcing and investor opportunities to rely on."

better tomorrow

While his company goes nationwide, Rundell hopes that this new technology will serve the public that has reached higher environmental consciousness. He notes, "People have been successful, they want their children and grandchildren to be more successful, and part of being successful is to live a healthy life. In order to have that, you need to have quality water to drink and air to breathe. My wife and I recently

spent a week at a spa and one of the missions of the spa is that they think people should live active, healthy and independent lives over the age of 125. It's not going to happen without real effort from government, from business, and from people, committed to quality food, quality water, quality air and then supporting that with exercise and good lifestyle choices."

