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BY KIM S. NASH



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www.cio.com

March 1, 2014 \$9.00

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COVER STORY You got fired. You were laid off. You resigned. However it happened, you're out of work. What happens next can decide how the next several years go for you, and for your family.

BY KIM S. NASH

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ONES TO WATCH Up-and-coming IT leaders increasingly focus on external customers and creating new products and services

BY MARY K. PRATT

finish



Go With the **Flow**

There are lots of mobile apps that help you conserve natural resources, but now there's a device helping you make green decisions in a place where you can't bring a cellphone: the shower. The ShowerSaver is a device about the size of an index card that measures your water usage as you shower. "The real-time data about your impact, in time and gallons, we hope will produce a psychological effect," says Kevin Myers, founder of Green Starts Here, which created the device. To use the ShowerSaver, you first calibrate it by running the shower until you collect a half-gallon of water, which allows the device to calculate the flow rate. You then attach the ShowerSaver to the shower wall. When someone steps in, the device turns on automatically, starting a timer that's preset for 10 minutes. As time ticks by, the display shows water usage rising through green, yellow and red zones. "It's not an alarm or flashing light," Myers says, "but it will impact someone's thinking." ShowerSaver is expected to hit the market next month, and Myers hopes to sell it to appliance companies, hotels and universities, as well as to consumers on Amazon.com.

—Lauren Brousell