

**West Michigan Sustainable Business Forum  
Member Meeting Minutes  
May 12, 2008**

**Introductions:**

Marylu Dykstra: Thank you to the outgoing board members. Went over the new and continuing board members. Thank you for coming today and explanation of new set-up for luncheon.

The group introduced themselves in a roundtable format.

Marylu Dykstra: Welcome to Matt Tueth as the New Vice President/Chair. Explanation of new format of presentation (Presentation then Q&A/Discussion of future help)

**The Right Place Presentation:**

Anne Sailors, The Right Place, Inc., introduced the presentation to be made by the Right Place on their new program called “Innovation Works”. Explanation of “Innovation Works” and its components. Introduction of The Right Place (Mission, Strategic Priorities, etc.). She introduced Greater Grand Rapids demographics and its relation to industry. She discussed concept of a small idea growing (ex. Gerber, Steelcase, Amway).

**Innovation Works:**

- To increase prosperity in WM by accelerating Commercialization Process,
- Develops and manages a portfolio of inventions and new technologies to commercialize in the region,
- Provides networking capabilities for inventors, entrepreneurs and businesses,
- Provides guidance from experts in product development field

IW has been in existence for almost 100 days. It is a system to bring the small ideas/products of entrepreneurs and inventors to the market faster. IW is involved in all aspects of the Commercialization Process. Presenters discussed how “Innovation Works” exemplifies the basic concepts of the WMSBF, specifically the Social aspect, and that this model needs to be applied to the greater Market community. Presenters discuss that IW focuses on incubation rather than simply writing a check.

**IW Components:**

- Idea Portal
  - Database
    - Intellectual Properties
      - 50+ current, 1000 by year end
      - IP worldwide- research labs
        - Universities, NIST, MEP
- Collaborative Networks
- Events

- Training and Education
- Funding Access (Late 2008 mechanism will be in place)

[www.innovationworkswestmichigan.com](http://www.innovationworkswestmichigan.com)

Upcoming Events with IW:

June 6- Idea Translation Workshop

June 24-25- *Embracing A Green Future*

**Executive Director's Report:** Rachael Hood

- Finishing up end of fiscal year, Annual Meeting, May 15<sup>th</sup> Donnelly Center at Aquinas (40<sup>th</sup> Year of WMEAC).
  - Frank Russwick will give presentation of State Funding
  - Celebrating Volunteers
  - Input from Members on Possible Improvements
- Awarded a Grant to begin Sustainable Energy...

**EPI Concrete Products Presentation:**

EPICP is a concrete products manufacturer, with an emphasis on cost-effective environmentally responsible products. EPICP deals with solid and glass waste manager, made from curbside glass, etc.

EPICP Brand is the "RenuBlok"

- Two Brands:
  - Standard Middleweight- 80% Recycled
    - 8" Block- \$1.26
  - Architectural Split Face- 45% Recycled
    - 8" Block- \$2.35
- Regular Block is 0% Recycled
- Examples
  - Hayworth- Holland, MI
  - GVSU, Allendale Campus (Several buildings)

EPICP as a waste Management Company:

- Worked with multiple glass manufacturers and City of Grand Rapids to take curbside glass, etc...
- EPICP can process ANY glass
- Success Stories
  - Steelcase Corporate HQ
    - 9 Tons of Glass taken and recycled
- EPICP as a glass recycling company
  - City of Grand Rapids
    - In 2006 Kent County only takes clear glass (475 tons of glass)
    - In 2007, Kent County accepted all colors (took in over 1,000 tons)
      - Reason is because of Process change

Future of EPICP, started in 2006 and in 2008 there has been problems of block processing. While EPICP has stopped block processing it has a large amounts of interest Nationwide in the “RenuBlok” idea.

- If EPICP leaves the industry, nearly 5,000 tons of glass annually will be sent to landfills
- How do we keep this recycling system going (without funding)?
- How do we get funding for EPICP to go national?

\*EPICP owns IP rights and Manufacturing abilities but not facilities.

(616) 293-6175

**Discussion Notes:**

How do we keep this recycling system going (without funding)?

How do we get funding for EPICP to go national?

- Possible use in the mass pouring concrete market (City of GR Roads)
- Leverage using Environmental Public Action (if the product is a public good) maybe placing the private good on the public (if the end of the company means increased landfill waste which places a burden on the public)
- Base for porous asphalt, landscaping, high-end finished concrete (counter-tops, etc.)
- Road Projects (MDOT), Glass Fabrication Innovators, Pre-Mix for Concrete, Rotary Club Int’l (Water Filtration, use glass instead of sand), Golf Course Bunker Sand.

Approval of March Meeting Minutes: Multiple motions, Multiple seconds

**Committee Reports:**

If you would like to join a committee please contact Marylu Dykstra at

[mdykstra@siriusresources.net](mailto:mdykstra@siriusresources.net)

Nov 13. – Statewide Meeting- Subject Matter “Energy” [www.naturecenter.org](http://www.naturecenter.org)

June 9<sup>th</sup>- Next Meeting at Rockford Construction

<b>Last Name</b>	<b>First Name</b>	<b>Affiliation</b>
Allen	Steve	Geum
Baumann	Diane	Plante Moran
Bertotti	Matt	Bata
Blouw	Ron	FTC&H
Brondstetter	Susan	Nicols
Davis	Lee	Lake Affect Design

Davis	Rose Ann	
DeBruyn	Gayle	Lake Affect Design
deVelder	David	ICCF
Dykstra	Marylu	Sirius Resources LLC
Emelander	Tessa	Kerkstra Precast
Erhardt	Ann	WMSBF
Fisher	Michele	Promo Impact
Foley	Bill	Right Place
Gardner	Levi	Integrated Arch
Guy	Ethan	WMSBF Intern
Harkema	Chris	EPI Concrete Products
Hesselink	Renae	Nichols
Hinkle	Jennifer	Creative Dining
Hoetzel	Jan	SIGA Greent Technologies
Hoffman	Jodi	Kentwood Office Furniture
Hood	Rachel	WMEAC
Kellough	Vicki	GR Press
Locke	Lisa	SRG
Lubberts	Rhonda	
Maulder	Greg	Kauffman
McCarthy	Karen	Consumers Energy
McKee	Dennis	Consumers Energy
Newhouse	Tom	Thomas Newhouse Design
Oberstadt	Janine	Creative Dining

Ochsner	Sarah	Kentwood Office Furniture
O'Keefe	Ruth	Kendall College
Palmer	Marcie	Nichols
Pike	Carol	Fusion Business Services
Pobst	Sam	Ecometrics
Pories	Mary Jane	Fishladder Inc.
Pulaski	Rick	Nederveld
Rauwerda	Laura	MDEQ
Remtema	Deidre	Fusion Business Services
Rice	Kelly	JF New
Rinard	Dave	Steelcase
Roloff	Jeff	Cornerstone College
Saliers	Anne	Right Place
Schuller	Frank	Allied Waste
Schultz	Brian	GRCC
Scorpino	Karen	Promo Impact
Shackelton	Dan	Kentwood Office Furniture
Shirilla	Tom	CMS Energy
SRG GUEST		
SRG GUEST		
Stough	Bill	SRG
Sypien	Debra	Rockford Construction
Tueth	Matt	Aquinas College
Uhl	Brad	GR Press

VanDellen

Wade

Wammack

Eric

Clare

Jennifer

Alticor

Clare Wade Communications

Milliken