



West Michigan Sustainable Business Forum

News, Updates, and Events

October 6, 2008

Please note that the date for October's meeting is October 13, not the date stated in the previous newsletter. You still have until Thursday to RSVP. Also, for this meeting, the Sustainable Business Guidance Committee would like members to consider several questions on a short survey. It is attached along with this month's agenda.

Also attached are minutes from last month's meeting. These can also be found on the website.

Lastly, we are looking for WMSBF volunteers for the career day event with Kentwood Public Schools. We need members who are willing to meet and greet the attendees and discuss the WMSBF and sustainable business in general. Please contact Kyle at ktenbroeke@wmeac.org if you are able to help with this event.

New Member

The GreenLife Organization, LLC is a vertically integrated provider of carbon and energy management services enabling clients to measure, reduce and offset the greenhouse gas emissions from their daily activities. For more information, contact Mark LaCroix at mark.lacroix@greenlife.com or see their member listing at the WMSBF website.

Monthly Membership Meetings

Cascade Engineering :: 3400 Innovation Court SE Grand Rapids, MI
October 13, 2008 :: 12-2 p.m.

Mark LaCroix of The GreenLife Organization, LLC will present on:

- Market drivers for carbon management
- Critical elements of an effective and credible carbon management strategy (avoid, reduce, replace, offset)
- Internalizing the cost of carbon to drive greater efficiency and revenue
- Carbon offset types, qualities and standards

Additionally, Dave Rinard of Steelcase will lead a discussion on voluntary initiatives, programs, climate exchange, EPA climate leaders; cap & trade program; a run-down of current legislation in the works regionally, nationally, and elsewhere; and suggestions for further reading.

Lunch will commence at 12:00pm. There is a \$10 charge.

If you plan on attending, please RSVP by this Thursday, October 9, to wmsbf@wmeac.org — please indicate whether we have your consent to publish your email address when we post the meeting minutes on the WMSBF website.

Haworth :: Holland, MI
November 10, 2008 :: 12p – 2p

Save the date! More information will be available on the website soon and in the October 20th newsletter.

Committee Meetings

- The Program committee will be meeting at Steelcase on October 10.
- The Design Committee will meet an hour previous to the October general meeting at Cascade Engineering.
- The Outreach Committee will meet an hour prior to the October general meeting at Cascade Engineering.
- The Sustainable Business Guidance Committee will meet immediately after the October general meeting at Cascade Engineering.
- The Social Responsibility Committee will be meeting at 1pm on October 20, at the WMEAC offices.

Sustainability Events

Kentwood Public Schools Career Day

Wednesday October 29, 6p-8p
Job/Employment Expo from 4p-5:30p

The Kentwood Public Schools is hosting a career expo from 6pm to 8pm on October 29th and we would like to host a booth to explain to students the benefits of sustainable business. We need one or two more volunteers to make this happen. Additionally, there will be a employment forum held just prior to that event (4pm-5:30pm) -- the organizers would like to invite WMSBF members to participate in this event (eight-foot table, no cost). Please contact me at ktenbroeke@wmeac.org if you are interested in either/both.

2008 Sustainable Business Conference of Michigan

November 13, 2008 :: Kalamazoo, Michigan

Registration is now open for the 2008 Sustainable Business Conference of Michigan...Energizing Michigan's Green Future.....on line at www.swmsbf.org See attached for the day's agenda.

The menu bar along the top of the page has a box for Sustainable Business Conference Registration, just click on that and follow the directions from there. There are 3 rates for conference attendance. If you are a member of any of the sustainable business forums or councils in the state of Michigan, please choose the member button for registration. This will allow you the member rate of \$100.

Opportunities remain available for both sponsors and exhibitors, however our exhibitor slots are almost full. Please act quickly to secure your exhibitor spot at this conference.

For sponsor/exhibitor details, or to register for the conference go to www.swmsbf.org

Members wishing to have an event included in this newsletter must submit their notice to wmsbf@wmeac.org by the end of the day on Friday, October 17, 2008.

Our website is being updated regularly, please visit www.wmsbf.org for more information.