

"Do not burn yourselves out. Be as I am – a reluctant enthusiast, a part time crusader, a half-hearted fanatic. Save the other half of yourselves and your lives for pleasure and adventure. It is not enough to fight for the land; it is even more important to enjoy it. While you can. While it's still there. So get out there and hunt and fish and mess around with your friends, ramble out yonder and explore the forests, encounter the grizzly, climb the mountains, bag the peaks, run the rivers, breathe deep of that yet sweet and lucid air, sit quietly for a while and contemplate the precious stillness, that lovely, mysterious and awesome space. Enjoy yourselves, keep your brain in your head and your head firmly attached to the body, the body active and alive, and I promise you this much: I promise you this one sweet victory over our enemies, over those desk-bound people with their hearts in a safe deposit box and their eyes hypnotized by desk calculators. I promise you this: you will outlive the bastards." - Edward Abbey



THINK LOCAL, BUY LOCAL, BE LOCAL!

Recognize this logo? We hope so! The Sustainable Connections Board of Directors decided at our September annual retreat to launch a "Buy locally-owned" campaign BEFORE the holidays. We wanted to emphasize the personal, community, economic, environmental and aesthetic benefits of transferring purchases

from businesses operating here that are not locally owned (e.g. chain stores) to those that are locally owned.

With rapidly approaching deadlines, a stellar committee came together to determine the campaign phase one objectives, strategy, marketing and distribution plan, as well as the budget and funding plan. That STELLAR committee included: Fred Berman, Ken Bothman, Rick Dubrow, Dean Fearing, Julia Hamlin, Mauri Ingram, Heather Johnson, Jack Kimmes, Leanne Kramer, Derek Long, Michelle Long, Scott Mauermann, Chuck Robinson, Steve Roguski, Teresa Rolles-Meier, Judith Sult, and Kathie Wilson.

Just two months after the idea was hatched, we were able to roll out a well researched and designed, professional campaign. To be most effective, the logo and the message needed to be seen frequently and in as many places as possible. We accomplished this by inviting the participation of any locally owned, independent business in Whatcom County. The tremendous generosity of our campaign sponsors enabled us to offer participating businesses a "retail kit" for just \$20. The kit included a window decal, poster, tips for customizing the campaign in store, a

game flyer, banner, stickers for December 6th buy local day, the logo art work for businesses to use in their own ads, the top 10 reasons to think, buy and be local, and six different "thank you for choosing locally owned" templates that could be used in gift cards, stapled to receipts, inserted in menus, and more. Through the efforts of our committee, sponsors, staff, and the staff of partners at the Downtown Renaissance Network and Fairhaven Association, we quickly had close to 250 registered business participants! Additionally, the Bellingham Weekly, Bellingham Herald, Lynden Tribune, Business Journal, Business Pulse, KAFE, KGMI, KVOS, and numerous local business newsletters all featured the importance of this initiative.

We received tremendous feedback from participating businesses regarding the professionalism and quality of the materials and messages. They were excited about the reactions of their customers (the more effort the business invested, the more their customers responded), and the impact they felt from seeing the logos and posters on so many storefronts and business ads during phase one of this campaign. One letter to the editor in the Herald about the campaign said, *"My wife and I recently moved to Bellingham... We have been*

"we quickly had close to 250 registered business participants!"

very impressed with the buy local campaign. It has influenced our shopping patterns and choices. We went to locally owned furniture stores for furnishing our new home. We shopped at local grocery stores, which also provided insights in to the many local meat, fish, dairy and produce sources in Whatcom County.... Programs like this buy local campaign can influence newcomers to become contributors to the local economy much more quickly than would otherwise be the case."

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BUY LOCAL FIRST

COLLABORATE

MINIMIZE ENVIRONMENTAL IMPACT

MAXIMIZE COMMUNITY BENEFIT



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100% Post CONSUMER



EVERYWHERE YOU TURNED THIS HOLIDAY SEASON THE MESSAGE WAS POSTED!

(Cont. from page 1)

We don't need to tell you – our members know the joy and responsibilities of truly "being local" in a way that shows respect for a place and its inhabitants, but please keep telling your friends! This campaign brand will grow with new events, promotional materials, education and outreach throughout 2004. Keep participating in this campaign in new and creative ways, volunteer to be a part of the leadership committee

for this campaign, and tell other local business owners how to participate. Contact staff with questions and ideas! ThinkLocal@Sconnect.org

Thank you Think Local, Buy Local, Be Local Campaign Sponsors:
 (Co-Sponsors: Brown & Cole Stores, Village Books & Paper Dreams, Partners: Heres How Marketing and Research, Inc., Double M Ranch Design, Supporting Sponsors: 3D Computer Corp., A-1 Builders, Barkley Associates, Bay City Supply, Bellingham Independent Restaurant Group, Bellingham Weekly, Copies Now, Downtown Renaissance Network, Dream On Futon, Fairhaven Association, Fairhaven Runners, Inc., Greenhouse, Griggs, Kulshan Cycles, Lithtex, Louis Auto Glass, Moka Joe Inc., and The RE Store) ■

GREEN BUILDING AND LOW IMPACT DEVELOPMENT

Good news! Sustainable Connections has received grant funding from the Russell Family Foundation and the Puget Sound Action Team to develop the "green building and low impact development" capacity of the building industry in Whatcom County.

Many of you participated as volunteers in last year's *Imagine This...Home and Landscape Tour*, or helped us work with construction businesses to introduce them to the Whatcom Watersheds Pledge. That effort helped build the foundation for this program! Nearby cities of Seattle, Portland, and Vancouver have all made great strides in the adoption of innovative, high quality building

techniques for longevity, profitability, and health. With the rapid growth our region is experiencing, it is critical that we increase our local efforts with a three pronged strategy: promote market demand, offer continuing education on new techniques to local business owners and their employees, and work with local government to ensure regulations allow for the most up to date techniques. If you're interested in learning more or getting involved, contact Derek Long at Derek@Sconnect.org ■



2004 PLEDGE DEVELOPMENT

Highlights of member, Fairhaven Runners, pledge:

Local Economy: We will work to further educate our staff and customers about the personal and community benefits of buying local.

Environment: We will provide a 25-cents-per-hour pay incentive (green bonus) for taking alternative transportation to work. We will discuss with vendors the need to reduce packaging.

Community: We will connect unused shoes with the feet that need them.

As members of Sustainable Connections, we all share the belief that our values and our professional lives are inseparable. The unique personal "pledges," or annual goals, we create as members to positively affect our local economy,

environment, community and workplaces are a great way to ensure follow through (in the midst of busy lives) on our personal commitment. Many of you have created very innovative goals and then received a Sustainable Connections decal. Our community increasingly recognizes these decals and your listings on our website and directory as signs that you are committed to our local quality of life.

That being said, you may be thinking to yourself, "Well it is 2004 and I want some pledge

assistance and my new decal!" We are working hard to revise the process to make it more meaningful, effective, and personal. Program Manager Heather Johnson and interns, Antioch Master's Student, Krista Hunter, and Fairhaven College Senior, Tara Zuluaga, are working to create a comprehensive "Pledge Packet," complete with tools, information resources, and case studies of role model businesses. With check lists for beginners, and ideas for intermediate and innovator "pledge" businesses, we will be able to provide you more useful support, help you gauge progress, set new annual goals, and share your accomplishments and new ideas with other members and our community at large.

Please stay tuned! We'll be contacting you with more information and to schedule meetings beginning in mid March. We'll have your new member decals ready then too!

"...more meaningful, effective, and personal."



New Directory: A new Sustainable Connections Directory will be coming out in February, featuring almost 250 members! This issue will be available to the public as more and more people want to use our directories for their purchasing decisions.

One Scenario for Sustainable Community Development in Whatcom County: Great progress has been made on this program! Research has been completed for the phase one draft and as written now includes both Principles and Strategies of sustainable community development as well as a "story" that clarifies these intellectual concepts. The narrative of specific, real world, on-the-ground projects that are possible in Whatcom County attempts to de-mystify sustainable development in order to let people experience what the move toward sustainability could look and feel like in Whatcom County. Our partner, Applied Research Northwest is currently interviewing 60 people from a representative variety of sectors around the County to solicit their vision, and opinions of the plan and their input will be incorporated before the plan is published. Once completed in spring 2004, the substance of the Scenario Plan will form the basis of a public education program. Stay Tuned! This important community planning effort has been led by a coalition of Sustainable Connections, the Whatcom Council of Governments, the Whatcom Community Foundation, the Downtown Renaissance Network, Integrity Systems, the Center for Economic and Business Research at WWU, Whatcom County, the City of Bellingham and now also includes the Economic Development Council, and the Whatcom/Bellingham Chamber of Commerce

National News: Pick up the January/February edition of Orion Magazine to read a feature article about the Business Alliance for Local Living Economies and Sustainable Connections!

Food To Bank On: Sustainable Connections and the Community Food Coop collaborated this summer to create a new Farm Fund Program: Food to Bank On. For 17 weeks four new farmers were paid to deliver fresh,

sustainable produce to local food banks. An enormous success, the second year of the program will double the number of farmer participants. Donations to support the program are accepted at Community Food Coop registers.

UPCOMING EVENTS

TIE Schedule:

What is a TIE?? A "Take it Easy" is a casual gathering for Sustainable Connections members with time for networking, a chance to learn more about a member business, and discussion concerning a local living economy topic. Join Us!!

FEB: 'Fairhaven Runners - We Don't Sell Shoes.' - How can we expand what we are offering to the community, and better serve our customers, neighbors and friends? How can we bring the focus of our business more in line with our values? Feb. 3, 7:30 pm, 1209 11th Street

APRIL: Permit Issues - New Business Space? Remodel? What are some things you should be aware of that could make the process less painful? April 1, 6:30 pm, Location and time TBA

JUNE: 'Blue Mountain Farm, a Retreat Center - Enhancing dialogue in the Workplace' - In the setting of Blue Mountain Farm, a Retreat Center, we'll snack on delicious local, organic food and discuss ways to improve connection and engagement in the workplace with the dynamo Janet Ott. June 2, 6:30 pm, carpool meeting the Fairhaven Food Pavilion parking lot. RSVP Heather@Sconnect.org

Our first Full Day Business Conference! (Tentatively save May 14th AND 28th while we determine the final date...) YES - we will be led by Gifford Pinchot, Founder and Director of the Bainbridge Graduate Institute and keynote speaker at the All Members Meeting (whom without exception, attendees LOVED). This business workshop will be focused on growing the prosperity of locally owned, community based businesses (YOU) and will introduce participants to new ways to support each other for mutual economic and community benefit. You will NOT want to miss this...more details coming soon!

Film: 'Reinventing the World II - Economics and Cultivating Change' - Economics takes an insightful look at the modern economic system and asserts that focusing on human and natural capital can truly benefit society. Cultivating Change tells the story of how

growing and cooking food can be a remarkable avenue for social change. March 4, 7pm, the Dream Space on Bay St.

Green Building Booth at the Home Show: Attending the Whatcom County homeshow? Be sure to visit our booth promoting green building practices! March 5-7

Get Planting!: Come participate in a once in a year opportunity to buy **direct** from member **Cascade Cuts**, a wholesale nursery the other 364 days of the year! This is your chance to get your garden and landscape plants and starts in time for summer. Proceeds of this great event will benefit Sustainable Connections! Thank you Paul and Alison! May 15th.

National Conference:

The 2nd Annual BALLE Conference will happen in Philadelphia, with the leading thinkers (and doers!) of the Local Living Economy movement coming together! We would love to have you join the NW Washington contingent on our trip to Philly! May 20-23 - Contact Michelle@Sconnect.org for more information.

2nd Annual *Imagine This... Home and Landscape Tour:*

Save the date! July 10, this day-long event will provide an opportunity for the community to visit MORE homes and landscapes that demonstrate the best environmentally healthy and community building strategies. You don't want to miss this!

THANK YOU

Sustainable Connections is an extraordinary group of members and volunteers, giving countless hours and doing astounding work. Thank you ALL for being who you are and doing what you do.

Thank you City of Bellingham, The Russell Family Foundation, and Puget Sound Action Team, whose confidence in our work is allowing us to take it to new levels.

To our TIE hosts of the second half of 2003, thanks for helping us stay 'connected!' Bellewood Acres Apple Farm, Pastazza, Village Books, Moka Joe's and Café Hue Hue.

To the All Members Meeting leaders, thank you for a GREAT night! Gifford and Libba Pinchot, Kathie Wilson, Fred Berman, Janet Lightner, Brent Charnley, Peter Frazier, David Laws, Christine Guiao, and many many others.

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The work of the Think Local-Buy Local-Be Local Committee wouldn't have gone anywhere without the fearless pavement pounders! A special thanks needs to go to Mauri Ingram and the Downtown Renaissance Network, Steve Roguski, Chuck Robinson and the Fairhaven Association, Kathie Wilson, Julia Hamlin, Tara Zuluaga and Simone Rogers.

Thank you Sarah Romine for the fantastic work with the SC Video and to Lars Kongshaug for the great Home and Landscape Tour video! Both are available to borrow!

Our Board Members have all demonstrated unrivaled commitment and ability for consensus decision making, among many other amazing traits. Special thanks to our departing board members: Ken Wilcox, Todd Elsworth and Derek Long (who is now staff!) New in 2004: Leanne Kramer, and Stephen Roguski. Welcome!

OUR WORK WOULD NOT BE POSSIBLE WITHOUT OUR KEYSTONE SPONSORS AND UNDERWRITERS.

2004 Board of Directors:
 Fred Berman, Owner, Pastazza restaurant
 Rick Dubrow, Owner, A-1 Builders
 Dean Fearing, Manager, RE Store/RE Sources
 Mauri Ingram, Owner, Calumet restaurant
 Duane Jager, Work Source
 Leanne Kramer, Bayport Financial Services
 Cindi Landreth, Cindi Landreth Home Design
 Scott Mauermann, Owner Laurel Landscaping
 Steve Roguski, Owner, Fairhaven Runners
 Teresa Roles-Meier, Bellingham Herald
 Chuck Robinson, Owner, Village Books and Paper Dreams
 Kathie Wilson, Owner, Child life Montessori Schools

GET INVOLVED

The energy of Sustainable Connections comes from the involvement of many impassioned people. Our programs and projects can always benefit from added minds and hands. You are welcome to get involved!

Spread the word to introduce new members to the organization, join the Writer's Club profiling members, help coordinate our upcoming Conference, or be a part of making the 2004 'Imagine This Home & Landscape Tour' happen...

Let's make this another great year!

Sustainable Connections

A Northwest Washington business network establishing and supporting a local living economy that sustains itself, our community and a healthy environment.

MICHELLE LONG
 EXECUTIVE DIRECTOR

DEREK LONG
 PROGRAM AND
 DEVELOPMENT DIRECTOR

HEATHER JOHNSON,
 MEMBER AND PROGRAM
 MANAGER



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