

*"I am only one,
But still I am one.
I cannot do everything,
But still I can do something.
And because I cannot do everything
I will not refuse to do
The something that I can do."
~ Edward Everett Hale*

Sustainable Design Program ...is Building

With the support of the Puget Sound Action Team, Bullitt Foundation, Russell Family Foundation, and the City of Bellingham, the Sustainable Design Program is developing strongly!

-Facilitated the development of a local **LEED (Leadership in Energy & Environmental Design) training series** in July for twelve local architects, engineers and other industry professionals. By August we expect the number of LEED accredited professionals in Whatcom County to increase from just four to sixteen or more!

The purpose of the program is to promote the design, construction and operation of buildings and landscapes in NW Washington that are environmentally responsible, profitable and healthy places to live, work and play. **Here are a few of the accomplishments during just six months of activity:**

-Development of an engaging booth with informational resources for the March **Home Show** in Lynden. We held over 250 conversations with attendees and received over 100 surveys, which informed us that there is a great deal of interest locally in energy conservation, rainwater collection & use, wildlife friendly landscapes, and native plant, organic landscaping.



-A successful second annual **Imagine This! Home & Landscape Tour** on July 10th and 11th. 450 fabulous people attended the tour of ten homes and landscapes demonstrating innovative, cost effective, healthy, attractive approaches to eco-friendly living. Many thanks to our sponsors: Puget Sound Energy, The City of Bellingham, Whatcom County, Bellingham Weekly, Environmental Home Center, and the RE Store. ☺



Home & Landscape Tour attendee, Rep. Rick Larson



Workshop presented by Alistair Jackson

-Three industry **workshops** in June, each attended by an average of thirty professionals. The workshops focused on **Low Impact Development -Street Edge Alternatives, Integrated Design, and Market Based Approaches to Sustainable Design**. Additional workshops begin in September. If you are interested in participating but have not been receiving notices, please call Derek Long at 647-7093 or e-mail Derek@Sconnect.org

-Presentation to **Bellingham City Council** about the financial and environmental benefits of following the LEED (Leadership in Energy & Environmental Design) standards for public and commercial buildings. Response was positive, preparing the way for a LEED resolution proposal, which we plan to introduce in the Fall.



Homeowner Carol Eldridge sharing information with tour attendees



**Buy Local First
Collaborate
Minimize
Environmental
Impact
Maximize
Community
Benefit**



119 N Commercial St.
Suite 350
Bellingham, WA 98225
Tel: 360 647-7093
www.Sconnect.org
info@Sconnect.org





Participation in the year-long (April-April) campaign is just \$50 for Sustainable Connections members and \$100 for non-member local, independent businesses.

Thinking Local First!

Our successful Think Local – Buy Local – Be Local campaign, launched fall 2003, and continues to grow!



Independents Day Poster up at Greenhouse

Businesses participating in the 2004 campaign are given a **CD-Rom full of ready-to-print marketing materials for every month of the year**, including seasonal imagery and messages for Labor Day, Fall Harvest, Election Day, Buy Local Day, end of the year holidays, Valentine's, St. Patrick's Day, Earth Day, Mother's Day, Ski to Sea, and Independents Week. Whew! In addition, participating businesses are featured in three highly promoted events, listed at www.thinklocal.org, and benefit from ongoing promotion and public service announcements through the Cascade Radio Group, KVOS, the Weekly, the Whatcom Independent, NW Events, Organic Press, and the Echo.

You may have seen the **"Everyone's a winner when they think local first!" prize-wheel** at the Sustainable Connections info booth during recent community events. Visitors to the booth name a local, independently owned business then spin the wheel! Everyone wins something - from a sticker or bumper sticker to a cool blue water bottle or t-shirt, all with the Think Local logo! Each visitor also receives a flyer listing all Think Local campaign participants and Sustainable Connections business members.



Mayor Mark and Nooksack Salmon Enhancement Association's Sammy the Fish at the "Everyone's a Winner" wheel

As we hope you saw, we dubbed 4th of July week **"Independents Week"** and emphasized our community's long history of "celebrating its independents" with this 1910 photo on our materials (below). The poster on the wall in the photo says, "We are for Bellingham - for goods made in Bellingham, for brands owned in Bellingham, for goods sold in Bellingham, for produce grown in Whatcom County – Are you for Bellingham?"



Get involved! Our 2nd annual **Buy Local Day is November 13th!** Participating businesses will receive new materials, games and stickers, and will be included in local advertising. Contribute your ideas for the campaign through the planning committee or send ideas to Michelle@connect.org

If you know a local, independently owned business that *isn't* yet participating, encourage them to sign up! **The best way to educate our friends and neighbors about the importance of Thinking Local is for them to see the message everywhere they turn.** The greater the number of participants, the more successful we all will be! 🔄

BALLE National Conference

Michelle and Derek Long, Cathy Lehman, and Ken Bothman, co-owner of La Fiamma Wood Fired Pizza, all attended the inspirational annual Business Alliance for Local Living Economies conference, May 20-22nd in Philadelphia, PA. **Sustainable Connections was presented as a national model and received significant attention and praise.** *Many Sustainable Connectors will be able to attend next year's conference, as it will just be across the border in Vancouver, BC!* 🔄

Food to Bank On's Second Year

The Farm Fund's *Food to Bank On* program creates partnerships between new farmers, experienced growers, and area food banks to provide fresh, locally grown produce to the community. A collaborative project between the Community Food Coop and Sustainable Connections, **6 new farmers are being mentored and paid to grow produce and make weekly deliveries to 5 area food banks and the Sean Humphrey House.** 🔄

PROGRAM REPORTS:

Sustainable Practices Program: Applied Sustainability

What better reason to 'think local first' than the fact that owners of local, independent businesses are autonomous to make decisions about their business practices to **positively impact our community, local economy, environment and workplaces**. That is just what has been happening through the Sustainable Practices program!

Created with the support of the Russell Family Foundation, the purpose of the program is to assist our business members in creating practical action steps to accelerate their businesses to a greater level of sustainability.

The "Sustainable Practices Workshops" are informal, fun, and a benefit of SC business membership. **Designed to help members think more broadly about what sustainability in practice means**, the workshops consist of small group discussions facilitated by Sustainable Connections staff, with the support of an extensive workbook filled with local examples and resources.

Responses from members who participated in the initial batch of workshops include: "It catalyzed me into action!", "What an excellent packet of resources!", and "This really got me thinking. Thank you!"

The action steps created are personal and meaningful, with members creating goals such as: "Place my pension in socially and

Entrepreneurship and a Local Living Economy Conference

What happens when you bring entrepreneurial leadership, successful entrepreneurs, and motivated aspiring entrepreneurs into a shared space for a day? During our first ever *Entrepreneurship and a Local Living Economy Conference* we found that **extraordinary things can happen!**

Our fabulous speakers included:

- Gifford and Libba Pinchot**, entrepreneurs, best-selling authors, consultants to some of the world's leading companies, and founders of the Bainbridge Graduate Institute - the first MBA program focused on social responsibility and entrepreneurship
- Laurie Demerit**, president of the Hartman Group, a nationally renowned marketing and research firm focused on the 'Conscious Consumer'
- Many nationally and regionally recognized socially responsible entrepreneurs!

Scenario Planning: In the Works

On June 2nd Sustainable Connections hosted a **Scenario Planning Work Session** for 50 invited community leaders along with our partners: Whatcom Council of Governments, Bellingham/Whatcom Economic Development Council, Bellingham/Whatcom Chamber of Commerce and Industry, and the WWU Center for Economic and Business Research.

The project's original purpose was to **"Develop a community discussion tool about sustainable development, grounded in the realities and opportunities of Whatcom County in order to stimulate greater awareness, dialogue and adoption of practices that shape the local economy while supporting community goals."** The invited community leaders were representatives from local government and a wide diversity of business and the non-profit sectors, the majority of whom had read an initial draft version of *"One Scenario for a Sustainable Whatcom"* and had been interviewed for input.

environmentally responsible funds", "Look at the long-term and plan my exit strategy", "I will strive for more personal/down-time", "We will reduce our consumption of new materials and products", "Improve communication within my organization with monthly newsletters that include the vision and goals for the following month", and "Bring on a WWU intern to research environmentally preferable products".

The commitments made by all our business members through these workshops are also what differentiate us in this community. **Local citizens want to support SC members** because they know our member local businesses care about the impacts of their business AND actively work for improvement.

Creating sustainability goals is essential to the quality of life in our community, because as much as people talk about *being* sustainable, **sustainability is a process consisting of the actions and choices that we make each and every day**. As Annie Dillard eloquently states, "How we spend our days is, of course, how we spend our lives."

If you haven't joined us for a workshop yet, please contact Heather@Sconnect.org or call 647-7093 to **sign up for one of the upcoming dates:** August 11 10am-noon, August 17 noon-2pm, August 26 10am-noon 🌱



What we experienced:

- You appreciate one another!** Highlights of the day for attendees included: "Being in the presence of great people – what potential!", "Meeting so many progressive minded entrepreneurs", "Stimulation that came from being around so many great business people!", and "The all day camaraderie!"
- You appreciate excellent food!** Ciao Thyme Catering received roaring applause at the end of the day, inciting such remarks as "Super, amazing, awesome, tremendous energy, fabulous speakers, networking was awesome, and *Ciao Thyme rocks!*"
- You are hungry for more!** The average score for the overall experience of the conference was 90%! When asked "Would you attend another Sustainable Connections conference?" there was not a single "no"! With remarks such as "I loved it all!" and "The whole thing was enlightening," we are encouraged and excited to plan for next year! So, **SAVE the date for the next entrepreneurship conference, April 22nd**. It will be another great event. 🌱

At the Work Session Michael Kinsley, guest facilitator from the Rocky Mountain Institute, presented key concepts of sustainable community development, led the group through an "assets and needs" exercise, and finally a process to address four key issues that arose from the interviews:

- 1) Setting aside altruism, what would motivate business and community members to act sustainably (including incentives)?
- 2) Next steps: marketing, community input, tools for ongoing communication.
- 3) How can we improve land use policies, permitting and zoning to support community goals?
- 4) What sustainable projects, programs or actions could be implemented in Whatcom County?

Sustainable Connections Board **Member Mauri Ingram is leading the next phase in this process**, which will include additional interviews and small sector roundtables through the summer, a new Scenario Plan document to be completed in September, and an autumn public launch. 🌱

NEWS: (LITERALLY, WHAT'S NEW!)



Last year's Fourth Corner Connector coupon book

New Coupon Book, in Time for the Holidays

Attention! **Sign up by September 8th** to be in our new coupon book! Last year's *Fourth Corner Connector* sold more than 2,000 copies and we heard from many of you that your coupon was some of the best, most targeted advertising you have done. Sustainable Connections business members may include one coupon, *free!* An \$85 value. Contact Cathy@sconnect.org

New Printed Directory this Fall

A new directory will be printed in October including over 300 members! We hear from you all the time with questions about "Is there a member who does this, or offers that, yet?" You want to support each other and **the directory is your way to be in touch... and to advertise!** Community members increasingly want to support you because you're local and committed to quality of life in this community. So be sure to send your updated information and advertisements to Heather@sconnect.org **by September 15....** AND sign up the businesses and organizations you wish were members!!



Winter-Summer 2004 Directory

Cost: **Your listing in the directory is an SC member benefit.** A business card sized advertisement (up to 3.5" x 2.25") is \$40. A larger ad (up to 3.5" x 3.5") is \$55.

New Office Space

Sustainable Connections found a new home in February when we moved into the Bellingham Towers building, 119 N Commercial St, Suite 350. You're welcome to visit us in our little abode! And please make note of our new office phone number, 360 647-7093.

New Look for



SC Member, Shew Design, has created a new look for Sustainable Connections! What's different?

- A consistent color palette and set of fonts to help to tie our programs together, many of which have their own logos and titles
- Changing the layout of our name to better emphasize 'connections'
- A new logo image that represents our three-pronged focus on community, economy, and environment
- An eye-catching and professional New Business Member Decal!

Thank you Shew Design for creating a cohesive look that we can grow with for years to come! www.shew-design.com

Contact Heather@sconnect.org for an updated SC logo for your own promotions.

New Program: "Board Sessions" to Happen Every Other Month

We're introducing an every other month 'Board Session', launching on Sept 14th (Brown Bag Lunch, Community Food Co-op's Healthy Connections Bldg, 12:30 pm - 2 pm.) We had our first session at the spring conference and it was so popular that we're making it a regularly scheduled program. During a Board Session a business owner first speaks for 10-15 about their business model, business plan and key challenges that they are currently facing. They then are able to answer a few clarifying questions - before imaginary tape is placed over their mouth! The "Board," made up of other local business owners with expertise in marketing, management, operations and finance, discuss what they've heard and present advice. You, as members, are also invited to observe and to discuss amongst yourselves to generate advice. **No matter what kind of business you own, these sessions are a great way to expand your business skills and to learn how to approach some interesting challenges!** For more information or to participate, contact Cathy@sconnect.org

New Staff Member

Cathy Lehman, hired July 1st as Events and Program Manager, has been working with Sustainable Connections as a contractor since February, assisting on our work with the national organization Business Alliance for Local Living Economies. In short time she was also pulling together our first ever Entrepreneurship and a Local Living Economy conference, coordinating volunteers for the fundraiser at Cascade Cuts, creating the Think Local booth at "It All Ends in Fairhaven," AND attending the National BALLE conference - all happening during the intense month of May! She has definitely proven herself under fire, and we're happy to have her join the team.



Cathy, at Bellingham Towers

New Name for Old Staff Member

You've known her as Heather Johnson, but it's official: our Member and Office Manager is now **Heather SNAPP!** Married on June 19 and back from a two-week excursion to Sri Lanka, she's happy to be home and to be a beloved wife!



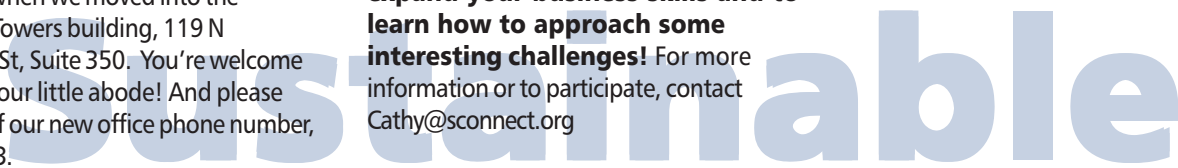
Heather, On the happy day!

And... One More New Team Member!

Hadley Marie (aka Lulu) Long! Michelle and Derek will be out of the office August through early September, taking time out to spend with their little one. Then Lulu will be around the office often... we're not sure which projects she'll be taking on, it will depend upon her aptitudes and interests, but we'll let you know!!



Lulu on day one!



CALENDAR:

Film Showings:

(tentatively) September 12th, after the Harvest Dinner in the Village Green: **"Broken Limbs"**

"Broken Limbs explores... hopeful stirrings within agriculture and outlines ways in which any individual can play a role in saving America's farmers."

October 15-17: The Better World Film Festival will take place at the Whatcom Film Association's 'Dream Space' at 1318 Bay Street. Join us Friday evening to see **"Talking to the Wall,"** a film portraying one community's efforts to support local businesses and stop the development of a new Wal-Mart. A short video about SC will also be presented. Cost: sugg. donation \$5

Take it Easy Gatherings (TIEs):

Members are making TIES at our Take it Easy events! One part discussion about a Local Living Economy topic, **one part exploring** a member business, and **one part building connections** with like-minded business owners, TIEs are 100% casual, and 1000% enjoyable. Join us!

September 29, 6:30pm: **'Neighborhood Birth Watch!'** Come join Gentle Hands Midwifery for a first-hand glimpse into natural childbirth and water birth at the new **Birth Center in Bellingham**. We'll also learn about how the owners Christine Gibbs and Catriona Munro rallied support from the neighborhood to create this unique location at the corner of Alabama and Cornwall. www.ghmidwifery.com Snacks provided.

To help us plan for refreshments and space, please RSVP by 5pm, Sept 26 by calling 647-7093 or emailing Cathy@Sconnect.org

Special Events and Fundraisers

September 18, Sustainable Connections is partnering with Opportunity Council for the launch of the **Bellingham Flea Market!** The OC's Flea Market (at 1111 Cornwall - just down hill from the Farmer's Market) will be a regular Saturday event! **You can help this launch be a hit! Be a vendor and rent a space!** or **volunteer to help!** A benefit to the community and a different partnering non-profit each week, the Flea Market is a great addition to Saturdays in Bellingham. Contact Heather@Sconnect.org

All Members Meeting

Mark your calendars for the evening of October 29! The spring conference and the fall All Members Meeting are *THE* must-attend events of the year! Last year we had a packed house at the Cruise Terminal with great food, great fellow members, and great fun. Save the date, because you won't want to miss it!

Program Events:

Sustainable Practices Workshops

(see description on page 3)
RSVP Heather@Sconnect.org,
Cost: SC business member benefit
August 11 10am – noon *or*
August 17 noon – 2pm *or*
August 26 10am – noon

Inaugural "Board Session"

(see description on page 4)
RSVP Cathy@Sconnect.org
Cost: SC business member benefit
September 14, Brown Bag Lunch,
Community Food Co-op's Healthy
Connections Bldg, 12:30 pm - 2 pm

Sustainable Design Program Workshops

(See description on front page)
Contact Derek@Sconnect.org for more information

Buy Local Day!

(See description on page 2)
November 13, 2004
Sign up for the Think-Buy-Be Local campaign at ThinkLocal.org
Be a Local and Think Local on Buy Local Day!

Entrepreneurship and a Local Living Economy Conference

(See description on page 3)
Save the date! April 22, 2005

Important Deadlines:

Coupon Book:

(see description on page 4)
By September 8: submit your coupon request and information to Cathy@Sconnect.org
Cost: One coupon free for SC business members (Two for sponsoring members!), \$85 for each additional coupon.

Printed Directory:

(see description on page 4)
By September 15: Submit your updated business information and advertisements to Heather@Sconnect.org.
Cost: Your listing is an SC member benefit. Business card sized ad (up to 3.5" x 2.25") is \$40, larger ad (up to 3.5" x 3.5") is \$55

KUDOS:

Sustainable Connections is built of an incredible 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, Bullitt Foundation, The Russell Family Foundation, and Puget Sound Action Team**, whose support of our work is allowing us to take it to new levels.

The Fundraiser held for us by **Cascade Cuts** on May 15 raised over \$2,000 in needed funds! Thank you¹⁰⁰ (*thank you to the hundredth power!*) Paul and Alison for the tremendous amount of work that you and your staff put into the event!!

To the **"Imagine This Home and Landscape Tour" committee**, Kathy Wilson, Scott Mauermann, Alexandra Todd, Caroline Kinsman, Dean Fearing, Alistair Jackson, Sarah Romine, Nick Hartrich, AND the 65 volunteers for the actual day of the tour (too many to name here!!) THANK YOU! The event is a huge production and you pulled it off beautifully!

To the **"Think Local First" committee**, Ken Bothman of La Fiamma, Chris Foss of Greenhouse, Chuck Robinson of Village Books, Stephen Rogski of Farihaven Runners, Mauri Ingram of Calumet, Judith Sult of Here's How Marketing & Research, Jack Kimmes of Kulshan Cycles, Chuck Beebe of Brown & Cole: Cost Cutter & Food Pavilion, and Jim MacFarlane of Louis Auto Glass... Thank you for all your work on "Independents Week!"

To our **TIE hosts** of the first half of 2004, thanks for helping us stay 'connected!' Steve Roguski of Fairhaven Runners, Jennifer and Bill Marratt of Blue Mountain Farm - a Retreat Center, and Janet Ott of Ott & Associates

Thank you to **Rick Staeb and the Cascade Radio Group** for the 'Think Local First' Public Service Announcements!

Thank you to the **Bellingham Weekly** for the regular Sustainable Connections ads and for your work to support and promote business members!

Thank you to Eric and Becca Shew of **Shew Design**, creators of our wonderful new look!

Last, and very FAR from least, thank you to our priceless interns and volunteers, **Ben Hart, Nick Hartrich, Krista Hunter, Holly Johnston, Scott Pelton, Sarah Romine, and Tara Zuluaga**

THE BOARD OF DIRECTORS:

Sustainable Connections' industrious, and industriously *fun*, Board of Directors:

Fred Berman, Owner, Pastázza restaurant
Rick Dubrow, Owner, A-1 Builders
Dean Fearing, Manager, The RE Store
Mauri Ingram, Owner, Calumet restaurant
Duane Jager, Executive Director, ReUse Works
Leanne Kramer, Bayport Financial Services
Cindi Landreth, Owner, Cindi Landreth Home Design
Scott Mauermann, Owner, Laurel Landscaping
Steve Roguski, Owner, Fairhaven Runners
Teresa Roles-Meier, with Bellingham Herald
Chuck Robinson, Owner, Village Books and Paper Dreams
Kathie Wilson, Owner, Childlife Montessori Schools

EXCITED TO DIG IN?:

All of Sustainable Connections' accomplishments are dependent on the involvement of many motivated people! Do any of the following call out to you **"me, me, pick me!!"**?

- Volunteering for the Sept 18 Flea Market
 - Selling the awesome upcoming coupon book at your business
 - Spreading the word about SC by giving out brochures and directories
 - Participating on a fabulously fun program committee
 - Sharing your ideas for, or hosting, a stellar Take It Easy
- Many more possibilities exist! Give us a call to talk about your interests!
360 647-7093 or Heather@Sconnect.org

Our work would not be possible without our sponsoring members and underwriters. Thank you for your extraordinary support of Sustainable Connections!

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 Snapp, Member and Office Manager

Cathy Lehman, Events and Program Manager



119 N Commercial St.
Suite 350
Bellingham, WA 98225
Tel: 360 647-7093
www.Sconnect.org
info@Sconnect.org