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Governor's Sustainability Panel: On June 12th, Bellingham hosted the first public forum of the Governor's Sustainable Washington Advisory Panel and Sustainable Connections and the Port of Bellingham co-sponsored the event. The Advisory Panel, made up of WA State leaders from the private and public sectors, presented their report (available at: www.sustainableseattle.org/sustpanel/) and we invited Bellingham Mayor Mark Asmundson, Rick Dubrow - Owner of A-1 Builders and SC Board President, and Chuck Beebe of Brown & Cole to respond. Dialog amongst the more than 100 people in attendance was lively. Over the next several months, our community will be actively looking at how to localize and expand upon the recommendations in this report!

Take-It-Easy Gatherings, monthly: Thank you Danne Neill for hosting us in your home for a discussion with Kulshan Community Land Trust.

Thank you Jeff Daffron of Quicksilver and Steven Trinkhaus of Terra Organica for a walking tour showcasing local living economy principles.

Thank you Kathie Wilson of Childlife Montessori for a wonderful cookout!!!!

Ways to get Involved:

Coupon Book sales: Thanks to the outstanding effort of many of our members, we have sold half of our 4th Corner Con-

necter Coupon Books. (Fred, Kathie, Chuck, and many many more, THANK YOU!!!!) We can use all the help we can get in spreading the word about the books, and or course, selling them. Contact us if you would like a block of 15 to sell—which means you'll get one free! You can also join other Sustainable Connections members this summer, selling the books at festivals and community events—its fun!

Membership Action Group: Come one – come all! Call Cindi Landreth, the Chair of the new Membership Action Group! This new team is made up of some high-energy members who want to bring new members into our group and make new members feel welcome! This group meets only once a month for a quick meeting. We'd love for you to join us! We can also provide you with a stack of SC brochures to display at your business or share with local business owners. Help us spread the word! Reach Cindi at 360.671.2811 or cklandreth@callmykate.com

Office Supplies Purchasing Club: In December we launched an Eco-friendly Office Supplies Purchasing Club in partnership with business member, Northwest Computer Supplies. This initiative gives businesses better and less expensive access to environmentally preferable products, and builds the business of a member of our local economy. Call Skip at NW Computer Supplies at 360.734.3400

Health Care Discussion: Several of our health care practitioner members are starting an important discussion about the sustainability and viability of regional health care alternatives. These discussions will be held in collaboration with Hart Hodges, professor, WWU, Center for Economic and Business Research. Contact us to be involved.

Fall Conference: Want to teach the community about Local Living Economies? Want to be involved in the first of many Sustainable Connections annual Fall Conference? Contact Heather at 360.739.0919 or heather@sconnect.org

Upcoming Gatherings...

Take-It-Easy Gatherings: We learn, we connect, and we have a whole lot of fun. Coming: (details, see www.Sconnect.org)
July: John and Dorie Belisle invite us to Bellewood Acres, Apples and More, for a relaxing evening on the farm and tasting of apple cider.

August: Fred and Lynn Berman of Pastazza Restaurant invite us for a discussion of "Business for the Common Good"

September: Chuck Robinson of Village Books invites us for a discussion of "How can businesses work with local non-profits for mutual benefit?"

October: Moka Joe's and Café Hue Hue will lead a discussion of "Fair Trade and a Local Living Economy"

Member Features:

All members create annual goals/"pledges" toward building a local living economy. Dan Warner and Peter Nelson (Thanks Guys!) of the SC Writer's Club have been writing about some of our members and their pledges. Their articles can be seen on the SC website and in the Business Pulse and Bellingham Weekly...here's a sample:

Pastazza Restaurant, in Barkley Village, is owned and operated by Fred and Lynn Berman. Their Sustainable Connections decal, a poster with their annual pledge, and other S.C. materials, including brochures, are the first thing you see when you walk in the door. That, and copies of *Fast Food Nation*... (cont. www.Sconnect.org)

Moka Joe's: When their first child was born fourteen years ago, Trudy and Joe Scherting faced a challenge perhaps familiar to many: To find or create work rooted in sustainable principles that provides a livable wage and allows family to come first. Moka Joe's, the Scherting's two-year-old, Bellingham-based, wholesale coffee roasting company, is that work. ... (cont. www.Sconnect.org)

Our Sponsors and Underwriters
Our work would not be possible without our Keystone Sponsors and Underwriters. Keystone Sponsors support our work financially; we ask you to do the same for them. Please support these community businesses.



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"This time, like all times, is a very good one, if we but know what to do with it" ~ Emerson

The Fourth Corner Connector Coupon Book... do you have yours?



*"If you're hungry, choose a locally owned restaurant.
If you need fresh produce, check out the local farmers' market.
If you're a business, buy paper from a local stationery store.
If you need a mortgage, use a locally owned bank.
The ultimate responsibility for our prosperity rests in the millions of purchasing decisions we make every hour."
~Michael H. Shuman, Author "Going Local"*

Sustainable Connections, the City of Bellingham, and the Department of Ecology and Whatcom Watersheds Pledge Program have launched a new community resource, **The Fourth Corner Connector Coupon Book.**

This book celebrates the unique character and natural abundance of Whatcom and surrounding counties and the independent, local businesses that are so critical to ensuring this community remains a great place to live. The book is full of information about the importance of supporting local sustainable businesses and, with over \$2,500 of coupons for local merchants, is GREAT to share with your employees, friends and family. You can find them at twenty-five different Sustainable Connections business member locations (THANK YOU book sellers!). If YOU want to sell them – you'll get one free for every 15 you sell!

The Fourth Corner Connector can be purchased at these locations:
A-1 Builders, Bay City Supply, Bellingham Automotive, Bellingham Natural Family Medicine, Bellingham Visitors Bureau, Café Hue Hue, The Calumet restaurant, Cindi Landreth Home Design, Community Food Co-op, Dream on Futon, Jim Wagner ND, Childlife Montessori, La Fiamma Wood Fire Pizza, Lopez Winery, Mallard's Ice Cream, Mt. Bakery, NW Computer Supplies, Pastazza restaurant, Pet Panache, Pickford Films, Quicksilver Photo Lab, The RE Store, Special T Signs, Terra Organica, Village Books, Whatcom Community Foundation

The Sustainable Connections "Imagine This... Home and Landscape Tour" will provide an opportunity for residents to visit homes and landscapes that demonstrate community building and environmentally friendly strategies. Examples will include renewable energy and conservation, green and reused building materials, urban fruit and vegetable gardens, co-housing, pedestrian friendly development, rain water collection and use, native and organic landscaping, permeable surfaces and other examples of low impact development. Tour attendees will learn great ideas for their homes and landscapes and will be able to interact with knowledgeable local companies that specialize in these areas.



When: July 12th from 10 am to 4 pm
How Much: \$12 per person, OR carpool, and SAVE! Carloads get in for \$30.
OR Feeling ambitious and care to pedal about 35 miles? Attendees on bikes not only get in for \$8, but they will also have a chance to win a free bike from Kulshan Cycles! Call 592-2614
More details at www.Sconnect.org

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Scenario Planning...

Sustainable Connections is partnering with the Whatcom Council of Governments, Whatcom County, City of Bellingham, Huxley Environmental College, Whatcom Community Foundation and Fenton Wilkinson to create a Scenario Plan for a Sustainable Regional Economy.

This two-part project will include a research study of what sustainable development strategies and on-the-ground projects could look like in Whatcom County and the publication of a descriptive report (the "scenario plan"). The second part will be a public education program based on the scenario plan.

The research will include extensive discussion with community opinion makers who have expert experience and are innovators in various fields of interest such as energy, food, transportation, human services, etc. These interviews will help us to document innovative projects that are already underway in the County, and will be supplemented by literature reviews for each sector. The resulting narrative of specific, real world projects will demystify sustainable development and let people experience what the move toward sustainability could look and feel like in our area.

Notes from the Executive Director:



Increasingly, decisions about the health and well-being of local communities are being made based on one measure, profits, by people in board rooms far from the communities they are impacting. The results are dire - environmental degradation, the displacement of family run enterprise and the rising gap between rich and poor.

So why are we so **happy**?

First, as Michael Shuman, author of "Going Local: Creating Self-Reliant Communities in a Global Age", just said in his address to our community, "Most of the tactics that we need to level the playing field and revitalize sustainable regional economies, from local policy initiatives, public education, new business models, to business to business brokering, government procurement programs or entrepreneur facilitation and loan programs, exist somewhere, and that means... they are possible!"

Second, have you had a chance to look around at the business owners and community leaders that are guiding this group? Have you had the interactions with other members that reveal the talent, wisdom, and generosity that exists within our membership? Let me tell you...I have and its not just impressive, its what gives me absolute confidence in our potential!

In our ranks we have leading representatives from all sectors of our regional economy. I so appreciated this comment by Ken Bothman, owner of La Fiamma Wood-Fired Pizza (*yum*) - "What I love most about Sustainable Connections is seeing other **BUSY** people take the time to be involved. This really shows that the group is doing great things and is very worthwhile." We have a group that has FUN, feels empowered to act (see our focus group results!) and gets things DONE! We recruited our first member in April 2002 and fourteen months later we would be hard pressed to find a person unimpressed with the progress and achievements we've made. I hope you all feel so blessed, empowered, and above all accountable to this community. The opportunities before us are tremendous. Thank you Derek Long, Heather Johnson, our entire board of directors, all our action group chairs and volunteers and you, all of our members, for your LEADERSHIP! Great things ahead - Go Sustainable Connectors!! ~ Michelle Long

Sustainable Connections Board of Directors:

Structure? Who needs structure? Well, we did, and in January we created our first official Board of Directors. The extraordinary dedication of these Board Members has been instrumental in bringing this organization where it is today.

Fred Berman, Owner, Pastázza
Rick Dubrow, Owner, A-1 Builders
Todd Elsworth, Bellingham Traverse
Dean Fearing, Manager, RE Store
Mauri Ingram, Executive Director, Downtown Renaissance Network Owner, Calumet restaurant
Duane Jager, Work Source
Cindi Landreth, Owner, Cindi Landreth Home Design
Derek Long, Business Alliance for Local Living Economies

Scott Mauermann, Owner, Laurel Landscaping
Teresa Roles-Meier, Bellingham Herald
Chuck Robinson, Owner, Historic Fairhaven Retail Associates, Inc. - Village Books, Paper Dreams
Ken Wilcox, Author and Owner, Northwest Wild Books
Kathie Wilson, Owner, Childlife Montessori Schools

Recap—The first half of 2003...

Developments:

2003 Keystone Sponsors are A-1 Builders, Brown and Cole, Community Food Co-op, River Oak Properties, Village Books, Paper Dreams and the RE Store! THANK YOU for so visibly demonstrating your dedication to the goals of this organization and the future of this community!!

City of Bellingham as 2003 underwriter! We could NOT do what we're doing without the support of Mayor Mark Asmundson, and Clare Fogelsong and Joy Monjure of the City Public Works Department

Foundation Support: To strengthen the health and viability of our local economy, environment and community, we rely on resources from regional leaders - Thank you Whatcom Community Foundation, Russell Family Foundation, and Bullitt Foundation for believing in us in 2003.

Community Food Shopping Day: \$870 raised for SC through the Community Shopping Day at the Community Food Co-op-THANK YOU!

Directory #2: Membership is now at 185members!! Ripe time for a new directory. If you haven't received yours yet, be sure to pick one up at the next SC event!

National Conference: Ten of us went to the first ever national Business Alliance for Local Living Economies (BALLE) conference. This year it was held June 1st and 2nd in Portland, Oregon. What an amazing, empowering experience! This lively, inspiring meeting had people from 30 communities around North America together sharing ideas, challenges and successes in their efforts to create local living economies. The speakers were wonderful, the food was incredible and the attendees made it what many called "the best conference they've attended". Join us next year!

Member Satisfaction Focus Group: We recently conducted our first annual member satisfaction survey. The results were extremely positive and rewarding. These quotes given in response to the question "What do you most value about your membership?" provide a sense for what we learned:

"The change of consciousness that being a member has brought about personally."

"I was waiting for government, big business - the guys in charge - to do something about all that's wrong. I have not seen that happen and am excited to see an organization stepping up to do what needs to be done."

"What I love most about Sustainable Connections is seeing other **BUSY** people take the time to be involved. This really shows that our group is doing great things and is very worthwhile."

These results show that our Members are taking seriously our commitment to being an action-oriented organization of business owners that are dedicated to personally making progress.

Member Ad offer: In order to help promote and strengthen our alliance, and our shared values as members of Sustainable Connections, the **Bellingham Weekly** presents an advertising rebate offer. Place the Sustainable Connections logo or mention your membership in the organization in your Bellingham Weekly ad and they will rebate a net 10% of your ad cost- in YOUR name- back to Sustainable Connections to help fund the programs and values we all support! Contact us to get the logo. GREAT idea Bellingham Weekly!

Choose Local First! Notice the Sustainable Connections logo on the Moka Joe shelf tags in local grocers? Have you seen the "Proud member of Sustainable Connections" on the business cards of several members including Cindi Landreth Home Design? Are you already including our group's logo in your ads? Many of our members are choosing to identify themselves as part of this group. Contact us with new ideas and opportunities for promoting good local business!

Marketplace: Our online Marketplace has launched! Yes, WE have member directories but increasingly people in the public are interested in buying from you and the Marketplace is where they can find you! Just because you are listed as a member on our website, does NOT mean you're in the searchable online MARKETPLACE. This section allows the general public, your fellow business members, or people from other networks in our national alliance to search by product, service, industry, zip code and more - to FIND YOU! Make sure they can - contact 592-2614!

Projects:

Farm Fund: We have developed a partnership with the Community Food Co-op to mentor and train aspiring sustainable agriculture farmers in Whatcom County. Through this program, which we administer, the Food Co-op pays new farmers market prices to grow and deliver food to the local food banks. This teaches new farmers about how to grow to schedules and about professional deliveries and addresses the hunger issue our County faces.

Food Group: Four focus groups for business members and non-members in the food industry were held in January and February of 2003. The purpose of the meetings were to develop and evaluate strategies that generate more local business-to-business market connections and promote a successful 'buy local' message to consumers in Whatcom County.

Whatcom Watersheds Business Pledge - On March 25-27th three free workshops were held to offer pollution prevention technical assistance to businesses in the Building Trades. With the support of RE Sources and the Department of Ecology, we can offer valuable visits free to your business to have a focused discussion about pollution prevention. Over 500 Whatcom County businesses have taken the pledge and are getting recognition because of it. Yours could be next. Call Derek at 303.7776 to learn more.

Events:

Going Local: Michael Shuman, a lawyer and economist based in Washington, D.C., and author of "Going Local: Creating Self-reliant Communities in a Global Age," joined us at the ferry terminal on June 1 for a dynamic event. Did you miss leaning about "TINA" and "LOIS" - then contact us to get your hands on a video of the event, or, better yet, pick up a copy of his book from Village Books!

Second All-Members meeting: Members, new and old, came together on May 22 to talk about pledges, learn about the many SC initiatives they could become involved in, and ended the evening with a fantastic brainstorming session—thank you for all your inspirational ideas! Special thanks to the planners - members Ramona Abbott and Leanne Kramer.