



WEST MICHIGAN SUSTAINABLE BUSINESS FORUM

2016

Twenty-two years of promoting business practices that demonstrate environmental stewardship, economic vitality, and social responsibility.

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A LETTER FROM THE PRESIDENT

PAST PRESIDENTS

Steve Teitsma
Progressive AE

Carol Parsaca
Pilgrim Manor

Jennifer Wammack
IDa Design

Gabe Wing
Herman Miller

Rick Van Dellen
Amway

Gayle DeBruyn
Kendall College of Art and
Design

Marylu Dykstra
Sirius Resources LLC

Mark LaCroix
Natural Capital Partners

Thomas Newhouse
Thomas J. Newhouse Design

David Rinard
Steelcase

Susan Paauwe
Environmental Resources
Management

Tom Fehsenfeld
Crystal Flash

Paul Murray
Herman Miller

Bill Stough
Sustainable Research Group

Kelley Losey
Cascade Engineering

Dear Friends,

Over 20 years ago, the environmentally conscience business community founded West Michigan Sustainable Business Forum to promote business practices that demonstrate environmental stewardship, economic vitality, and social responsibility. These core values have been the backbone to the forum's success and continue to influence the direction and activities of the organization to this day.

Over the past year, we have built on the success of previous initiatives as well as engaged in some exciting new opportunities, which include completion of the Michigan Waste Characterization and Valuation Study, further development of the West Michigan Climate Resiliency Framework Initiative, and the launch of the Imagine Trash Partner Program. We also had the opportunity to celebrate with each other at the annual outing and second annual Triple Bottom Line Bash, the signature event for local sustainable business professionals. Together, we have continued to maintain West Michigan's reputation as the nation's unofficial capital of sustainable business.

I have had the great pleasure of serving as a board member for eight years and am immensely grateful for all of the educational and networking opportunities the forum provides. In the coming year, I encourage each of you take full advantage of and leverage the vast amount of knowledge and resources the forum offers as a collective whole. Membership interests, needs, and expertise drive the forum – let us know how we can best serve you.

Finally, I'd like to thank Daniel Schoonmaker for his leadership, the board of directors for their continued guidance, and the member organizations that make it all possible and worthwhile. I look forward to another year of collaborative success with each one of you.

Sincerely,

Alison Waske Sutter
WMSBF Board President
SpartanNash, Manager, Corporate Responsibility

2016 PRESIDENT'S AWARD

Eric Van Dellen
Amway

The President's Award honors individuals that have played a key role in the growth and success of West Michigan Sustainable Business Forum.



BOARD OF DIRECTORS

LEADERSHIP



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SpartanNash



Sara Meyer
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David Rinard
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Immediate Past President
Progressive AE



Daniel Schoonmaker
Executive Director
WMSBF

DIRECTORS

2016 TO 2017



Dar Baas
Kent County Department
of Public Works



Sarah Chartier
Spectrum Health



Sharon Darby
Cascade Engineering



Phillip Greene
Grand Rapids
Public Schools



Chad Gunnoe
Aquinas College



Jason Kehr
Valley City Electric
Recycling



Steve Ramus
Perrigo



Wendy Ogilvie
Lower Grand River
Organization of
Watersheds



Doug Tamboer
Consumers Energy



Kim Walton
Grand Valley State
University



Sara Yob
Grand Rapids
Community College



Aaron Bouwkamp
Program Manager



Angela Miller
Program Manager
(2014-2016)

STAFF

HISTORY OF WMSBF

CHARTER MEMBERS

Amway
Crystal Flash
Environmental Resources Management, Inc.
Herman Miller
Padnos
Perrigo
Progressive AE
Steelcase
Sustainable Research Group
Thomas J. Newhouse Design
West Michigan Environmental Action Council

Twenty-Two Years of Sustainability Leadership

With the rise of the modern environmental movement in the second half of the last century, the nation began to take notice of the negative impact of certain business practices on the natural environment and human health. Adjustments in practices, systems, and equipment to comply with new regulations could be a large financial cost. Aiming beyond compliance toward more sustainable business practices could limit the risk of future regulations, and also provide economic value back to the organization.

In West Michigan, a select group was taking it further, experiencing personal revelations about the role of business in environmental and social concerns. Emboldened by a culture that prioritizes natural resources and well-being of employees and community, pockets of forward thinking emerged locally, including a small group of businesses that formed the charter membership of West Michigan Sustainable Business Forum.

There was no literature for sustainable industry, and no best practices, so they created their own. They put competitive differences aside to pursue common goals. Informal knowledge sharing produced countless environmental and social outcomes for the region, quietly facilitating local industries' adoption of sustainability.

Today the region's sustainability claims and green bona fides are well known, especially in the fields of sustainable design and green building. The forum helped make it acceptable, even mainstream, for local businesses and government to pursue such efforts. Through it all there was a common thread: Members would focus on environmental concerns, but also on the impact their businesses and their efforts were having on their communities and society. Efforts had to be financially feasible as well, preferably increasing the profitability of an organization. This forum should help organizations balance its impacts on people, planet and profit, the Triple Bottom Line.



West Michigan Sustainable Business Forum provided a platform for business, government and environmental activists to collaborate on key issues.

West Michigan Sustainable Business Forum is today a regional network of business, government, non-profits and academia dedicated to promoting business practices that demonstrate environmental stewardship, economic vitality, and social responsibility. It has grown to become the leading organization for practitioners of beyond-compliance sustainability practices in the Midwest, promoting positive community change and operational improvements through education, collaboration and resource development.

We pride ourselves on consistent participation from a majority of the region's most recognizable brands, largest employers and most innovative entrepreneurs, advocates and educators. Now in its third decade, the forum strives to meet emerging needs while leveraging the efforts of an increasingly robust community of vendors and educational initiatives working toward similar goals.

STRATEGIC PRIORITIES FOR 2016 AND BEYOND

WMSBF was initially organized as a program of West Michigan Environmental Action Council, not becoming an independent non-profit until 2009. We had not had a significant update of strategic goals and priorities since that time, and this became a major initiative of the board of directors in 2016. As a result of these efforts, the organization will release an updated strategic plan and road map in early 2017. Among several organizational improvements, it will also shift its fiscal calendar at that time to align with its operational calendar.

Our 2020 Strategic Plan will focus on these core objectives:

- Focused growth of participation, programs and membership.
- Improving financial security of the organization to protect the investments of our members and funding partners.
- Lead commercial and industrial waste diversion and circular economy efforts in West Michigan.
- Help the West Michigan business community understand and respond to climate change.
- Foreground the need for social responsibility efforts and programs.

MICHIGAN'S GREAT SOUTHWEST SUSTAINABLE BUSINESS FORUM

In early 2016, West Michigan Sustainable Business Forum began a strategic partnership with its sister organization in St. Joseph, Michigan's Great Southwest Sustainable Business Forum. MGSSBF was founded in 2010 as a vehicle to provide sustainability education for the business community of Berrien, Cass and Van Buren counties. With 80 members, an active board and monthly events, it has grown to become the second largest sustainability membership organization in Michigan.

Through this shared capacity partnership, the two organizations are now functioning as an integrated forum serving 220 members in a contiguous area from Muskegon to Michiana. We hope this will eventually lead to greater collaboration between the various regional sustainable business communities in Michigan and the Midwest.





This year WMSBF collaborated with Michigan Department of Environmental Quality on a sustainability conference, and with International Institute of Packaging Professionals on a sustainable design event.



EDUCATION AND NETWORKING

The forum plays a key role in introducing professionals to the local sustainable business community, a one-stop shop for peer-to-peer learning, networking, vendors and job seekers. Its flagship educational program include monthly meetings and semiannual conferences.

It has offered approximately 300 professional development events in its history, educating thousands on best practices, emerging issues, and innovative thinking, playing host to a who's who of national scale experts.

Through these educational programs we are able to expand our impact beyond our strategic priorities, delivering updates and resources on the latest sustainable business developments locally and abroad. In the past year we offered programs on interests such as B Corps, clean energy development, employee advancement, the electronic waste crisis, food waste, the Paris Climate Accord, local watersheds, and urban agriculture while highlighting best practices at notable organizations such as SpartanNash, Detroit Dirt, Kellogg and Cascade Engineering.

TARGETED SUSTAINABILITY

Launched as an effort to introduce best practices to local laboratory operators and generate interest among lab facilities in sustainability, the West Michigan Green Labs Pilot Project established WMSBF as a resource for lab practitioners interested in improving their sustainability. It provides a template for WMSBF to impact other emerging sustainable business concerns in the year to come, such as food waste or sustainable purchasing.

2016 FEATURED SPEAKERS

Sean Ansett
At Stake Advisors

Mark LaCroix
Natural Capital Partners

Haris Alibasic
City of Grand Rapids

Pat Laurie
Bissell Homecare, Inc.

Dar Bass
Kent County DPW

Brad Lila
Apex Clean Energy

Kenyatta Brame
Cascade Engineering

Susan Mooney
U.S. EPA

Steve Chester
Center for Climate Strategies

Pashon Murray
Detroit Dirt

Dustin Heiler
Steelcase

Steve Noble
MDEQ

Thad Cummings
My Green Michigan

Greg Northrup
Sustainable Partners LLC

Roger Cargill
Schupan Recycling

Janice Oberstadt
Creative Dining Services

John DeAngelis
Steelcase

Tyler Prince
KTM Industries, Inc.

Youssef Darwich
Grand Valley State University

Elliott Rader
The GFB: Gluten Free Bar

Cindy Doman
Herman Miller

Dale Robertson
Grand Rapids Public Museum

John Roland Eberly III
Fishbeck, Thompson, Carr & Huber

Kris Spaulding
Brewery Vivant

Eileen Gallagher
Edelman

Alison Sutter
SpartanNash

Levi Gardner
Urban Roots

Karen Tracy
The Image Shoppe

Meredith Gremel
SpartanNash

Keith Troyer
Consumers Energy

Gail Heffner
Calvin College

Cimberly Weir
Center for Packaging Innovation and Sustainability

Lauren Jaenicke
Essence Restaurant Group

Keith Winn
Catalyst Partners

Kristina Johnston
Flint & Genesee Chamber of Commerce

Garrett Ziegler
Michigan State University Extension

Christina Keller
Cascade Engineering

CIRCULAR ECONOMY

Initially through its Solid Waste Task Force, West Michigan Sustainable Business Forum has played a key role in moving forward recycling and circular economy dialogue in the state. Over the past year this has expanded into a cornerstone program for the organization, as we hope to build on recent projects with an aggressive strategic effort designed to bring much-needed resources to the business community and hopefully impact systemic recycling issues.

This year we completed the Michigan Municipal Solid Waste Characterization and Valuation Study, a research project that determined the potential economic and environmental impacts of municipal solid waste recycling and composting statewide and locally. Funded by a Community Pollution Prevention Grant in support of the Governor’s Recycling Initiative, the level of collaboration between private and public stakeholders necessary to complete the project was unprecedented, most notable for the contribution of facility access, staff, materials and proprietary data from landfill operators.

The findings of that study are having an immediate impact and informing our next steps. In fact, Kent County Department of Public Works, one of our partners in the study, responded with a vision to capture that value from our community’s waste stream through landfill 2020 and 2030 landfill diversion goals and supporting programs.

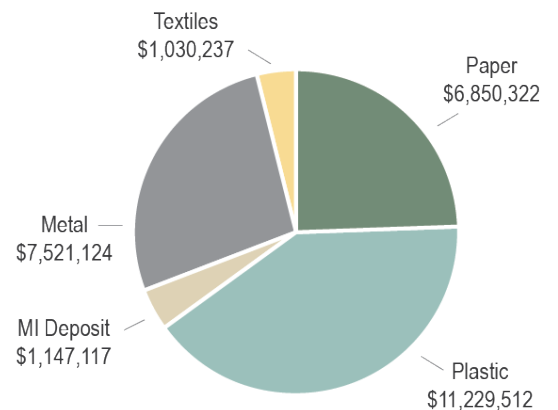
Earlier this year, WMSBF announced the Imagine Trash Partner Program, a package of technical resources for small and medium sized organizations in the West Michigan region to improve their recycling efforts and potentially establish zero waste to landfill goals in support of the Kent County Department of Public Works Imagine Trash initiative. In the coming months we will launch a complementary recognition program: The Imagine Trash Champion Program.



TRASH RESEARCH PROJECT: A coalition led by West Michigan Sustainable Business Forum sampled municipal solid waste at eight sites throughout Michigan as part of an effort to characterize economic opportunities available through recycling composting and other waste diversion strategies.



Total Value Kent County MSW Disposed (mean % by weight)



CLIMATE RESILIENCY FRAMEWORK INITIATIVE

Over the past three years and two research projects the forum has been working to help West Michigan organizations understand their vulnerability to climate change. Currently, we are in the midst of a partnership with the Great Lakes Integrated Sciences + Assessments Center, a collaboration between the University of Michigan and Michigan State University to conduct introductory assessments for four local organizations: Spectrum Health, Perrigo, Grand Rapids Public Schools and Barfly. This will provide a baseline to create climate adaptation resources customized for local organizations.

Moving forward, WMSBF envisions a unique role in the market a resource to help organizations understand the risks climate change presents to prosperity in our region.

SOCIAL RESPONSIBILITY

The forum has long acknowledged the existence of the third leg of the triple bottom line, including it as part of its latest self-assessment guide in 2012 and hosting a committee on the topic for several years. These efforts have had limited impact in comparison to our environmental work, and we hope to bring this to the forefront as we move forward.

At present, we do not know precisely how this will articulate itself, but believe there is a need and opportunity for WMSBF to contribute.

WEST MICHIGAN CLIMATE RESILIENCY FRAMEWORK INITIATIVE



FINANCIAL REPORT

	2016	2015	2014
Revenue	\$151,637	\$121,037	\$84,554
Expenses	\$148,503	\$113,103	\$75,523

THANK YOU TO THE VOLUNTEERS AND COMMITTEE MEMBERS THAT HAVE HELPED MOVE THE FORUM FORWARD IN 2016

Zach Bartell

Sara Damm

Tony Gleason

Tera Fowler

George Heartwell

Rena Hesselink

Chris Huntoon

Fred Keller

Tom Mahoney

Becca Meyer

Josh Miller

Tom Newhouse

Nicholas Occhipinti

Brock Rodgers

Eric Saigeon

Autumn Sands

Rob Schoonmaker

Kris Spaulding

Bill Stough

Kristen Trovillion

Eric Van Dellen

Katie Venechuk

Jennifer Wammack

Kristen Wieland

SPECIAL RECOGNITION: CHANGE AGENT AWARD

Selected as part of the Sustainable Business of the Year process, the Change Agent Award recognizes an organization that is modeling a pace-setting commitment to the triple-bottom line, created with the specific purpose of recognizing an organization that deserves wider recognition for its efforts.

Barfly Ventures is proudly working to become more sustainable in every way. Currently, less than 10 percent of its waste ends up in a landfill, thanks to a commitment to recycling and composting. Grand Rapids Brewing Company is proud to be the Michigan's first USDA-certified organic brewery, designed from the ground up with its environmental impact in mind.



WEST MICHIGAN SUSTAINABLE BUSINESS OF THE YEAR FINALISTS

Chosen by a vote of the WMSBF membership, the Sustainable Business of the Year honors the local company that best represents the values of the triple bottom line. Finalists are nominated by a committee comprised of past recipients and former forum board presidents.



AMWAY

We believe the proper use and management of the earth's resources is the responsibility of industry and individuals alike. Since our founding in 1959, we've continually elevated our role in promoting environmental stewardship, safeguarding the health of our people and the communities where we operate. Even when Amway debuted its first product – Liquid Organic Cleaner, or L.O.C.* – it represented one of the first biodegradable and environmentally conscious cleaning products of its kind. Since then, Amway has worked hard to reduce waste, reduce emissions and improve our systems, and we are involved in a continual search for ways in which to promote sustainable building practices, and increase the use of alternative energy use and sustainable agriculture.



AQUINAS COLLEGE

Since Peter Wege launched the first West Michigan College Presidents' meeting on Economicology in 1999, Aquinas College has been a leader in the integration of sustainability into campus life and academic coursework. Sustainable practices are a part of all of our operations and programming; we are especially proud of our pioneering accomplishment of offering a Sustainable Business undergraduate degree in 2003. This program has placed dozens of dynamic change agents in leading companies across the region. As a signatory of the American College and University Presidents' Climate Commitment, Aquinas is committed to achieving carbon neutrality by 2040. In 2014, Aquinas launched a green revolving fund to provide funding for campus energy efficiency. We have been top of the leaderboard in the nationwide Recyclemania competition, and our recent student-led Zero-waste initiative has resulted in an over 70% diversion rate from landfills and incinerators.

CATALYST PARTNERS

Catalyst Partners helps others establish benchmarks and achieve their performance and certification goals. Our LEED Platinum office building serves as a prime case study, where we took a century-old mill, an abandoned former tool and die shop, and gave it a new opportunity to shine to its potential. The site was brought back to life as a Certified Wildlife Habitat, and a seasonal garden provides fresh vegetables for our team and neighbors. Our next endeavor is to pursue LEED EBOM and WELL certifications and net-zero energy use to continuously lead by example. Catalyst Partners also led the sustainability efforts that guided Brewery Vivant to become the first LEED Certified brewery in the US, helped Rockford Construction achieve energy improvements of 45% over code requirements, oversaw the first LEED-NC v4 certification in the state of Michigan with Consumers Energy, and are actively managing the certification of a Michigan residence seeking Full Living Building Challenge Certification. Catalyst was recently recognized by B Corp as a 2016 Best For The World company.



THE CITY OF GRAND RAPIDS

The City of Grand Rapids is committed to the principles of sustainability, where the interdependency of the natural environment, economic system, governance, and social structure of the City are recognized as the "quadruple bottom line" and are fundamental to all City policy and program decisions. In its previous five-year plan, over 99% of the sustainability targets were met or in progress to being met. Grand Rapids was one of the first cities in the United States to develop a sustainability plan as opposed to a strategic plan, laying out targets that drive operations and organizations in a certain direction. The City of Grand Rapids was instrumental in creating the 2030 District, a combined effort of public and private entities to create a sustainable, efficient, and thriving downtown Grand Rapids, with a goal to use 100% renewable resources by 2025.



DISHER DESIGN & DEVELOPMENT

Social, economic, and environmental responsibility are core values at DISHER as the company lives out its mission to Make a Positive Difference with its team members, customers, community, and world. Every DISHER employee stewards a budget of time and money to participate in everything from river and highway cleanup initiatives to assisting the less fortunate with home building and humanitarian aid. DISHER's Ripples of Influence extend beyond the walls of its re-purposed factory building to its customers who utilize DISHER's LEED-accredited engineers, designers, and business consultants for implementing best practices for sustainability. DISHER is nationally recognized by Great Places to Work™ in conjunction with Fortune who ranked DISHER the 4th Best Giving Back Workplace (2016), 4th Best Consulting and Professional Services Workplace (2016), and 21st Best Small Business Workplace (2015).



GRAND VALLEY STATE UNIVERSITY

Grand Valley is committed to working with our community partners to create a sustainable future for our university, our community, our region, our state, our nation, and the world. We model applied sustainability best practices in our campus operations and administration, education for sustainable development, student involvement, and community engagement by promoting social responsibility, practicing fiscal responsibility, and encouraging environmental stewardship. For the sixth year in a row, Grand Valley was named one of the country's Most Environmentally Responsible colleges by The Princeton Review in its 2015 "Guide to 353 Green Colleges." For the third year in a row, we received a Gold rating from the Association for the Advancement of Sustainability in Higher Education (AASHE).



HERMAN MILLER

In 2004, Herman Miller put into place a set of environmental goals that included a zero operational footprint and 100 percent renewable electrical energy. Ten years later, we had largely achieved these goals, having reduced our footprint by 91 percent, and using 100 percent of our electrical energy from renewable resources for over three years. Our new 10-year sustainability strategy, Earthright, begins with three principles: positive transparency, products as living things, and becoming greener together. We have sharpened our goals around the smart use of resources, eco-inspired design, and becoming community driven. Our commitment is to achieve the following goals by 2023: Zero waste; 50% reduction in water use (30M gallons); 50% reduction in energy intensity; 50% more local renewables (50,000 mwh); 100% Design for the Environment-approved products; 100% level 3 certified products; 125,000 tons of product taken back per year.



KENT COUNTY DEPARTMENT OF PUBLIC WORKS

In 2015, 1.1 billion pounds of Kent County trash passed over the scales destined for a landfill or waste to energy conversion. The West Michigan Sustainable Business Forum municipal solid waste study determined nearly 75% of what we threw away could have been recycled or composted. Looking to exit the landfill business by 2030, Kent County formally launched a forward thinking plan to divert and reduce the volume of municipal solid waste destined for landfill disposal in May of 2015. The plan calls for the reduction of waste going to the South Kent Landfill by 20% by the year 2020 and 90% by 2030. A collaborative focus on three primary waste streams has been put in place to achieve the initial 20% reduction, to be achieved through increased recycling education, technical assistance on recycling and waste reduction, infrastructure development for organic material management, and landfill waste diversion.



ROCKFORD CONSTRUCTION

At Rockford Construction, we believe that continued economic growth and environmental protection are inextricably linked—that quality of life depends on meeting human needs without harming the environment on which all life depends. We employ the following primary strategies that enable us to move towards greater sustainability while enhancing the value offered to customers: We will promote sustainable practices, knowledge and awareness; promote environmental knowledge and awareness; pursue prevention of pollution and the minimization of waste of any kind; establish and maintain sustainable practices at our corporate office and our affiliated properties; establish and maintain minimum sustainable standards for all jobsites; provide ongoing employee training in the areas of sustainability; pursue and implement technologies/best practices to efficiently use resources and improve productivity in the built environment.



WINNER 2015



WINNER 2014



WEST MICHIGAN SUSTAINABLE BUSINESS HALL OF FAME

This lifetime achievement award honors individual practitioners that have made the greatest contribution to sustainable business in West Michigan during their careers. Honorees are chosen by a committee comprised of past recipients and former WMSBF board presidents.



GUY BAZZANI

With more than 30 years of experience in commercial and residential development, Guy Bazzani manages a team of experienced professionals committed to innovative solutions in green building technologies, historic preservation and urban revitalization.

As founder and chair of Local First and a member of the Social Venture Network, Guy has helped set the direction for positive social and economic growth while respecting the environment in West Michigan. An example of this leadership is The East Hills Center of the Universe project, featuring a blend of advanced green building technology, including passive solar design, zero-stormwater discharge, and appropriate neighborhood use. The project earned the Cool Cities Award from the state of Michigan for its innovative green technologies, LEED Double Gold Certification, neighborhood support, and sensitivity to the historic fabric of the area.

Guy has helped shape Michigan's environmental policy as a voting member of the Michigan Climate Action Council. Bazzani has measured its sustainability through the metrics established by B-Lab, achieving "Best for the World" for two years in a row.



DEB STEKETEE

Dr. Deborah Steketeer joined the Sustainable Business Program in the fall of 2005, bringing an interest and expertise related to innovation, strategy and the social dimensions of sustainability. From 2006-2013, Dr. Steketeer served as Executive Director of the Center for Sustainability, and continues to contribute to Aquinas' momentum toward sustainability.

Dr. Steketeer completed her doctoral work in public policy and political science in 2006 at Indiana University's School of Public and Environmental Affairs. Her research focused on cross-scale linkages between ecological and social systems, specifically examining the role of environmental organizations in community forestry initiatives in Ecuador. She earned her Master of Science degree in Resource Development from Michigan State University and a Bachelor of Arts in Journalism from the University of Michigan.

Dr. Steketeer's work in the private and non-profit sectors has included consulting engagements as well as positions as an environmental advocate and educator, television producer, and magazine editor. Strongly committed to community service, Dr. Steketeer continues to be actively engaged in various community and sustainability-related activities and initiatives.

George Heartwell (2014)
City of Grand Rapids

Renae Hesselink (2015)
Nichols

Fred Keller (2014)
Cascade Engineering

PAST INDUCTEES

Paul Murray (2014)
Herman Miller

Tom Newhouse (2015)
Thomas J. Newhouse Design

David Rinard (2015)
Steelcase

Bill Stough (2014)
Sustainable Research Group

Rich Vander Veen (2015)
Mackinaw Power

Gayle DeBruyn, IIDA, LEED-AP, is an Associate Professor and Chief Sustainability Officer for Kendall College of Art and Design. She is Chair of the Collaborative Design and Furniture/Design Studies Programs. She is past president of the West Michigan Sustainable Business Forum, serves on the board of the Alliance for Environmental Sustainability and is involved in the local chapter of the U.S. Green Building Council. She serves on the leadership committee for the Community Sustainability Partnership and the UNU Regional Center of Expertise advisory committee for the City of Grand Rapids. She also serves on the advisory committee for Design West Michigan.

DeBruyn is co-owner of Lake Affect Design Studio in Grand Rapids Michigan with services in commercial, residential, and educational/institutional interior design. The firm specializes in environmental and user-centered design strategies. She holds a B.A. in Interior Design from Michigan State University, as well as a Masters of Management, and Masters Certificate in Sustainable Business, from Aquinas College.



GAYLE DEBRUYN

Initially completing a sustainable business internship with Intertek through Aquinas College Eric was hired in as a testing technician in Intertek's furniture laboratory. While learning the testing and certification business, Eric continued to network with local and global Intertek sustainability stakeholders, ultimately creating his current position of Sustainability Manager for all USA & Canada labs.

Since then, Eric has focused on reporting USA and Canadian greenhouse gas emissions to Intertek's London-based headquarters for disclosure, required as a FTSE100 company. Through the CDP environmental disclosure system, Eric is currently working with 248 Intertek locations in North America for the 2016 year. Over the past two years Eric has launched a national waste partnership, developed energy purchase contracts, and managed a Building Automation System installation. This fall Eric hired his first Aquinas College intern to focus on Intertek's 2015 USA water use.

FUTURE HALL OF FAME AWARD



ERIC SAIGEON

SPECIAL RECOGNITION: CHAMPION AWARD

Selected as part of the Sustainable Business of the Year process, the Champion Award recognizes an organization with a legacy of sustainability leadership in West Michigan. For more than a century, Steelcase has believed in the power of people. Every day, in locations around the globe it works to unlock the human promise and create meaningful lasting change. To Steelcase, sustainability is about creating and supporting economic, social, and environmental conditions that help people, organizations, and communities thrive. It has expanded its renewable energy investments to represent 100% of its global electricity consumption. At the same time, it continues to reduce direct reliance on fossil fuels for operations and products, decreasing global energy use by 60% since 2001.



THANK YOU TO OUR SPONSORS!

West Michigan Sustainable Business Forum is funded through a combination of membership donations, grants, program fees and sponsorships. We provide three regular opportunities for members and other local organizations to sponsor our activities each year. Thank you to our sponsors.

TRIPLE BOTTOM LINE BASH FEATURING THE SUSTAINABLE BUSINESS OF THE YEAR



LEGACY SPONSORS

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Count on Us



CASCADE
engineering

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rhoades
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Vivant
Brewery
Belgian tradition. Local mission.

srg

SUSTAINABLE
RESEARCH
GROUP

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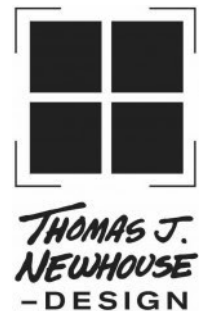
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SUPPORTER SPONSORS



11TH ANNUAL WMSBF GOLF & RIVER OUTING

PLATINUM

Environmental Resources Management
Valley City Electronic Recycling

HOLE

Experience Grand Rapids
Fishbeck, Thompson, Carr & Huber
Padnos
Rehau

SUPPORTING

Brewery Vivant
Brilliant General Maintenance
Thomas J. Newhouse Design

SAVE THE DATE:

12TH Annual WMSBF Golf & River Outing
Tuesday, August 8, 2017
The Meadows at GVSU



2015-2016 EDUCATIONAL PROGRAMS

PRESENTING

Amway
Cascade Engineering
Creative Dining Services
Feyen Zylstra
Fishbeck, Thompson, Carr & Huber
Kent County Department of Public Works
Natural Capital Partners
SpartanNash
Steelcase
West Michigan Works!

CO-PRESENTING

Aquinas College
Calvin College
Davenport University
Disher Design & Development
Gilmore Collection
Grand Rapids Community College
Grand Rapids Public Museum
Grand Valley State University
Herman Miller
Kendall College of Art & Design
Valley City Electronic Recycling





rhoadesmckee

attorneys

*moving forward,
with you*

rhoadesmckee.com

fresh. family. **meijer**[®]



CHEERS TO OUR SUSTAINABLE LEADERS IN WEST MICHIGAN!



Living the good life by brewing farmhouse inspired beer, serving a from-scratch menu, & building a sustainable community one beer at a time.

LET'S BE CLEAR WHEN IT COMES TO MICHIGAN'S WATER.

- Reducing water use by 17% by 2017
- Transitioning to cleaner sources of energy by shutting down 7 of our oldest coal plants
- Lowering emissions through a balanced energy initiative



Consumers Energy for Business

Let's do business. Together.

Call us for more information at **800-805-0490**,
or visit **ConsumersEnergy.com/businessmatters**

#CE4BIZ



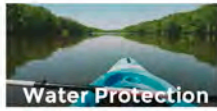
WMEAC



WE. Community.
The beauty in people coming together to protect a place.



ME. Commitment.
The energy in each of us to make change in our community.



ACT. Action. The gathering of our hopes, to make movement, to create and to sustain.

1007 Lake Drive, Grand Rapids, MI 49506 616-451-3051 wmeac.org

*Solutions for
Clean & Healthy Facilities &
Safe Shipment of Products*



Nichols is pleased to announced the achievement of LEED O+M Existing Buildings V4.0 Gold



N I C H O L S

www.enichols.com

800-442-0213



At SpartanNash, we understand that our business decisions, products services, and operations have a direct impact on the environment and our communities, customers and associates.

As a local retailer (D&W Fresh Market, Family Fare and Forest Hills Foods) and leading wholesale and military distributor, we play a vital role in the communities we serve - not just at the dinner table, but in giving back to create future opportunities.

To learn more:
spartannash.com/corp-responsibility



Proud to support
The Third Annual
Triple-Bottom Line Bash



CASCADE ENGINEERING

A Triple Bottom Line Company

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Lansing, MI 48933
517.853.7541
5lakesenergy.com

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3714 Jefferson SE
Wyoming, MI 49548
616.452.7779
atrecycle.com

Airleader
5460 33rd Street
Grand Rapids, MI 49512
616.828.0716
airleader.us

Amway
7575 Fulton St East
Ada, MI 49355
800.253.6500
amway.com

Aquinas College
1607 Robinson Rd
Grand Rapids, MI 49506
616.632.8900
aquinas.edu

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904 Amberwood West Dr. SW Suite 200
Byron Center, MI 49315
616.583.0281

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41 Sheldon Blvd
Grand Rapids, MI 49506
616.214.7911
artprize.org

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616.856.6897

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Kalamazoo, Michigan 49001
415.800.4463
atstakeadvisors.com

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250 Monroe Ave NW, Suite 600
Grand Rapids, MI 49503
616.774.4203
bankofamerica.com

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35 Oakes St. SW, Suite 400
Grand Rapids, MI 49503
616.451.HOPS
barflyventures.com

Bata Plastics Inc.
1251 100th St
Byron Center, MI 49315
616.452.5300
bataplastics.com

Bazzani Building Company
959 Wealthy St SE
Grand Rapids, MI 49506
616.774.2002
bazzani.com

Business and Institutional Furniture
Manufacturers Association (BIFMA)
678 Front Ave NW, Suite 150
Grand Rapids, MI 49504
616.285.3963
bifma.org

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2345 Walker Ave NW
Grand Rapids, MI 49544
616.735.1418
bissell.com

Blue Ocean Concepts
P.O. Box 189 810 Indian Hills Dr.
Hastings, MI 49058
269.580.0021

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925 Cherry St SE
Grand Rapids, MI 49506
616.719.1604
breweryvivant.com

Brilliant General Maintenance, Inc
954 Chestnut St
San Jose, CA 95110
408.271.6677
rcc-bgm.com

Building Performance Team
1631 Acacia Dr NW
Grand Rapids, MI 49504
616.450.8653
buildingperformanceteam.com

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3201 Burton SE
Grand Rapids, MI 49546
616.526.6000
calvin.edu

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616.975.4800
cascadeng.com

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502 Second St, Suite 200
Grand Rapids, MI 49504
616.454.1111
catalyst-partners.com

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437 44th St SW
Wyoming, MI 49548
734.883.3693
cbitelecom.com

City of Grand Rapids
300 Monroe Ave. NW
Grand Rapids, MI 49503
616.456.3497
grcity.us

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Grand Rapids, MI 49506
616.742.2818
clothingmatters.net

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Holland, MI 49423
855.933.2020
cocoa-corp.com

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Grand Rapids, MI 49503
616.451.4400
comprenew.com

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Grand Rapids, MI 49504
616.475.5000
comfortresearch.com

Consumers Energy
4000 Clay Ave SW
Grand Rapids, MI 49548
616.530.4333
consumersenergy.com

Control Solutions Inc.
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Byron Center, MI 49315
616.247.9422
controlyourbuilding.com

Corp! Magazine
27700 Hoover Rd
Warren, MI 48093
586.393.8815
corpmagazine.com

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Ada, MI 49301
612.710.4352

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616.235.3210
covantaenergy.com

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Zeeland, MI 49464
616.748.1700
creativedining.com

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800.875.4851
crystalflash.com

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Grand Rapids, MI 49512
616.698.7111
davenport.edu

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Zeeland, MI 49464
231.675.4263
disherdesign.com

The Energy Alliance Group of
North America
1451 Lake Drive SE, Suite 68618
Grand Rapids, MI 49516
414.788.0844
energyalliancegroup.org

Environmental Resources
Management, Inc.
3352 128th Ave
Holland, MI 49424
616.738.7356
erm.com

Experience Grand Rapids
171 Monroe Ave NW, Suite 545
Grand Rapids, MI 49503
616.250.9536
experiencegr.com

Fair Lake Farm
2105 Pifer Rd
Delton, MI 49046
269.623.3869

Faurecia Automotive
217 E 24th St.
Holland, MI 49423
616.392.4042
faurecia.com

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Kendall College of Art & Design
151 Fountain St SE
Grand Rapids, MI 49503
616.299.4927
ferris.edu

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210 Front Ave SW
Grand Rapids, MI 49504
616.224.7707
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Grand Rapids, MI 49546
616.464.3915
ftch.com

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1147 Fulton St
Grand Rapids, MI 49503
616.454.4118
fultonstreetmarket.org

geff LP
12777 Wildcat Canyon Rd
Lakeside, CA 92040
616.262.6820
geff.us

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Grand Rapids, MI 49503
616.356.2627
thegilmorecollection.com

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Greater Grand Rapids
3035 Prairie St SW
Grandville, MI 49418
616.532.4200 x1121
goodwillgr.org

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Wyoming, MI 49509
616.785.8780
gfs.com

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1111 Veto
Grand Rapids, MI 49504

Grand Rapids Community College
Tassell M-TEC
622 Godfrey Ave SW
Grand Rapids, MI 49503
616.234.3811
grcc.edu

Grand Valley Metro Council
678 Front Ave NW, Suite 200
Grand Rapids, MI 49504
616.776.3876
gvmc.org

Grand Valley State University
224B LOH One Campus Dr
Allendale, MI 49401
616.331.5000
gvsu.edu

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648 Monroe Ave Suite 218
Grand Rapids, MI 49503
616.735.1000
greengiftz.com

Greener Grads
678 Front Ave, Suite 125
Grand Rapids MI 49504
616.340.9853
greenergrads.org

Green Home Institute
920 Cherry St SE
Grand Rapids, MI 49506
616.458.6733
alliancees.org

Green Michigan.org
228 Heritage Commons SE
Grand Rapids, MI 49424
616.638.0670
greenmichigan.org

Habitat for Humanity Kent County
425 Pleasant Street SW
Grand Rapids, MI 49503
(616) 774-2431
habitatkent.org

Haworth Inc.
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616.393.3000
haworth.com

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Zeeland, MI 49464
616.654.3000
hermanmiller.com

Holland Board of Public Works
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616.355.1658
hollandbpw.com

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1500 Scribner Ave NW
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616.336.3694
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616.957.2320
kentwoodoffice.com

Key Green Solutions
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Grand Rapids, MI 49507
616.551.0955
keygreensolutions.com

Land Information Access Association
324 Munson Ave
Traverse City, MI 49686
231.929.3696
liaa.org

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ledgreenlightint.com

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616.808.3788
localfirst.com

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616.897.1305
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616.735.7101
meijer.com

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200 Jefferson Ave SE
Grand Rapids, MI 49503
616.685.6322
mercyhealthsaintmarys.com

Metro Health Hospital
PO Box 916
Wyoming, MI 49509
616.252.7200
metrohealth.net

Michigan Energy Innovation
Business Council
120 N Washington Square, Suite 805
Lansing, MI 48933
517.853.2571
mieibc.org

Michigan Energy Options
405 Grove Street
East Lansing, MI 48823
517.337.0422
michiganenergyoptions.org

MI Local Foodbeet
220 Hollister Ave SE
Grand Rapids, MI 49506
616.363.4016
milocalfoodbeet.com

Michigan League of Conservation Voters
Education Fund
40 Monroe Center, Suite 200
Grand Rapids, MI 49503
616.459.6459
michiganlcvedfund.org

Michigan State University
468 Green Way
East Lansing, MI 48824
517.844.7003
msu.edu

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midwesternenergygroup.com

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mygreenmichigan.com

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odomreuse.com

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rapidgreengroup.com

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Grand Rapids, MI 49503
616.558.2515
recycleboxbin.com

Repolite Paints/Recoat Paint
473 W 17 th st
Holland , Michigan 49423
616.396.1275
recoatpaint.com

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616.843.5636
restorativelakesciences.com

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616.931.5584
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Grand Rapids, MI 49503
616.235.3500
rhoadesmckee.com

Rockford Construction
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Grand Rapids, MI 49504
616.285.6933
rockfordconstruction.com

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616.245.5010
schupanrec.com

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112 54th St SW
Grand Rapids, MI 49548
616.773.6300
securemichigan.com

Solar Winds Power Systems
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Grand Rapids, MI 49503
866.989.7999
spectrumhealth.org

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Grand Rapids, MI 49501
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steelcase.com

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2825 Airview Boulevard
Plainwell, Michigan 49002
269.389.5305
stryker.com

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616.218.1544
spart-llc.com

Sustainable Research Group
PO Box 1684
Grand Rapids, MI 49501
616.301.1059
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thomasjnewhouse-design.com

Trendway
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616.994.5437
trendway.com

Valley City Electronic Recycling, Inc.
2929 32nd St
Kentwood, MI 49512
616.235.1500
valleycityer.com

Warner, Norcross, and Judd LLP
111 Lyon NW, Suite 900
Grand Rapids, MI 49503
616.752.2000
wnj.com

Wege Foundation
Grand Rapids, MI 49501
616.957.0480
wegefoundation.com

West Michigan Environmental
Action Council
1007 Lake Dr SE
Grand Rapids, MI 49506
616.451.3051
wmeac.org

West Michigan Works!
215 Straight Ave. NW
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616.336.4460
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616.949.3360
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1,000 employees or more	\$750
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SUSTAINABILITY

CIRCULAR ECONOMY

CLIMATE RESILIENCY

SOCIAL RESPONSIBILITY

Education and resources for novice and advanced sustainable business programs.

Regular WMSBF Monthly Membership Meetings occur on the second Monday of most months, with additional conferences, workshops, and mixers scheduled throughout the year in West and Southwest Michigan.

Learn more about West Michigan Sustainable Business Forum at: [**wmsbf.org**](https://wmsbf.org)

A complete schedule of upcoming events can be found at: [**wmsbf.org/events**](https://wmsbf.org/events)

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Grand Rapids, MI 49516
616.422.7963

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