



2018

ANNUAL REPORT

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



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Greetings

PAST PRESIDENTS

Sara Meyer

Environmental Resources
Management

Alison Sutter

City of Grand Rapids

Steve Teitsma

Progressive AE

Carol Parsaca

Pilgrim Manor

Jennifer Wammack

BIFMA

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,

We are very fortunate here in West Michigan. As a Detroit native transplanted here 14 years ago, I vividly recall being impressed with how green, clean and beautiful the surroundings were here. I quickly came to appreciate the world-class beaches, amazing lakes and waterways, and wide variety of high quality outdoor activities. West Michigan is a stand-out, perhaps the best kept secret in the United States.

The same can be said for our businesses.

Recognizing how fortunate we are, these businesses came together more than 20 years ago to form West Michigan Sustainable Business Forum to ensure that we stay fortunate. Through its focus on environmental stewardship, economic vitality and social responsibility, WMSBF aims to make sustainability sustainable.

This past year was perhaps our most exciting year yet. In addition to growing the forum with an additional staff member, we have improved our board's dynamic by adding an Equity Officer. This underscores our heightened commitment to diversity, equity, inclusion and social responsibility.

In addition, we have connected local business leaders through our monthly lunch meetings; championed a circular economy through waste reduction and recycling; and educated businesses on both mitigating and responding to climate change. This year also marks the fifth annual Triple Bottom Line Bash, our signature event that celebrates our successes while ushering in another year of doing what is right.

These past five years, I have had the privilege of being involved not only with the staff and board, but also with our members and community. However, our work is far from complete. A great deal more needs to be done. With your help, I am confident we'll get there.

Sincerely,

Steve Ramus

WMSBF Board President

Perrigo

2018 President's Award

David Rinard

Steelcase

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



Board & Staff

STAFF



Daniel Schoonmaker
Executive Director



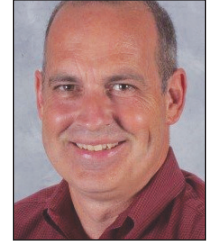
Aaron Bouwkamp
Program Manager



Leann Lyden
Program Assistant



Steve Ramus
President
Perrigo



Doug Tamboer
Vice President
Consumers Energy



Bill Morgan
Treasurer
Morgan & Morgan CPAs



Sarah Chartier
Secretary
Spectrum Health



Alice Jasper
Equity Officer
Local First



Sara Meyer
Immediate Past President
Environmental Resources
Management



Hector Angus
Beacon Recycling



Jeffrey Byrd
Grand Rapids
Community College



Erik Daly
Miller Johnson



Anna Horner
Wightman & Associates, Inc.



Paul Isely
Grand Valley State
University



Wendy Ogilvie
Grand Valley Metro
Council



Erik Petrovskis
Meijer



Lynn Spurr
Fishbeck Thompson
Carr & Huber



Maureen Stroud
Whirlpool Corporation



Katie Venechuk
Michigan Department
of Environmental Quality

BOARD OF DIRECTORS

Forum Report

WEST MICHIGAN SUSTAINABLE BUSINESS FORUM is a regional collaboration of businesses, government, non-profits and academia dedicated to promoting business practices that demonstrate environmental stewardship, economic vitality, and social responsibility.

WMSBF is 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. We are strategically focused on promoting climate leadership, the creation of a local circular economy, corporate social responsibility, and the growth of sustainable business.

In 2016, we merged with Michigan's Great Southwest Sustainable Business Forum to create a Southwest Michigan satellite, and last year we established the Sustainable Muskegon strategic partnership with Muskegon Area Sustainability Council and Community Foundation for Muskegon County to serve the Lakeshore.



CHARTER MEMBERS

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

TWENTY-FOUR 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. These were the charter members of West Michigan Sustainable Business Forum.



Report

CORPORATE SOCIAL RESPONSIBILITY



West Michigan Sustainable Business Forum aspires to be the region's leader in corporate social responsibility education, resources and networking. We are working to promote and support social responsibility as a part of organizational sustainability plans, to create and maintain relevant benchmarks for corporate social responsibility in West Michigan, and to target professionals not actively involved in environmental issues for engagement in social responsibility and equity discussions.

Currently, a substantial portion of the forum's social responsibility efforts are designed to make the industry and practice of sustainability more inclusive, seeking ways to leverage sustainable business to improve racial and economic outcomes. This year we partnered with the Wege Foundation and Progress Strategies+ on a planning project to build capacity and cultural competency for the organization, develop relationships, define opportunities, and publicize equity issues and champions to its stakeholders as a call to action. A report outlining our findings will be published in fall 2018.

As a result of this effort, WMSBF adopted its first Diversity, Equity and Inclusion Policy, created a new Equity Officer Position on its board of directors, and established a Social Equity Action Plan comprised of 12 social equity goals and 48 measurable benchmarks.



SOCIAL RESPONSIBILITY LEADERSHIP AWARD

Spectrum Health

Spectrum Health was honored with this year's **Social Responsibility Leadership Award** for its investments in improving patient care, building and renovating facilities, and providing health education and funding programs that proactively address disease and illness, all of which brings hundreds of millions of dollars into its communities. Pictured: Spectrum Health's Diversity Grand Rounds encourages discussion around racial inequities that exist within healthcare.



2018 FEATURED SPEAKERS

Sean Ansett
At Stake Advisors

Mike Bauer
Detroit Audio Lab

Kate Binder
Bell's Brewery

Clinton Boyd
Steelcase

Adam Brent
Cocoa Corporation

Matt Chapman
Grand Rapids Whitewater

Jeremy DeRoo
LINC

Garret Ellison
MLive

Joseph Engel
The Land Conservancy
of West Michigan

Heidi Frasure
Steelcase

Matt Flechter
Michigan Department of
Environmental Quality

Tim Gortsema
Grand Rapids Business
Journal

Anne Marie Hertl
Michigan League of
Conservation Voters

Shelley Irwin
WGVU Morning Show

Gregory Keoleian
University of Michigan

Chris Kolb
Michigan Environmental
Council

Dave Koster
Holland Board of Public
Works

JD Lindeburg
Resource Recycling Systems

Paloma Lopez
Kellogg Company

Michael McFarlen
FireKeepers Casino Hotel

Jason Meyer
Blandford Nature Center

Lynn Mulder
PADNOS

Kaushik Nag
Amway Corporation

Janine Oberstadt
Creative Dining Services

Wendy Ogilvie
Grand Valley Metro Council

Bill Pink
Grand Rapids
Community College

Steve Ramus
Perrigo

Chad Rogers
Michigan Department of
Environmental Quality

Chris Rutherford
Architectural Salvage
Warehouse of Detroit

Nathan Shedroff
California College of Arts

Dan Van Wylen
Hope College

Mallory Weber
Feeding America
West Michigan

Ken Webster
The Ellen MacArthur
Foundation

Kelly Wilczak
Mercy Health

Kristen Wieland
Kent County Department of
Public Works

Guy Williams
Detroitters Working for
Environmental Justice

Milinda Ysasi
The Source



The Midwest's Premiere Regional Sustainable Business Education and Networking Program

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 includes monthly forums, conferences and occasional special events and tours.

It has offered **approximately 340 professional development events** in its history, educating thousands on best practices, emerging issues, and innovative thinking, playing host to a who's who of local and national experts.

WMSBF also facilitates several working groups focused on addressing key sustainability issues in our community, which this year included the Climate Leadership Committee, Climate Adaptation Council, Solid Waste Task Force, Food Recovery Council, Equitable Sustainability Task Force and regional leadership committees in Muskegon and Southwest Michigan.

FORUM SPONSORS

Amway

Creative Dining Services

Experience Grand Rapids

Holland Board of Public
Works

Meijer

Mercantile Bank of Michigan

Mercy Health Saint Mary's

Steelcase

The Land Conservancy
of West Michigan

The Rapid

Thomas J. Newhouse Design

Valley City Electronic
Recycling

West Michigan Works!

FORUM HOSTS

Amway

Blandford Nature Center

Davenport University

Grand Rapids Community
College

Grand Rapids Salvation Army
Kroc Center

Holland Energy Park

Kendall College of Art and
Design

Meijer

Mercy Health Saint Mary's

Secchia Institute for Culinary
Education

West Michigan Works!

Report

CIRCULAR ECONOMY

West Michigan Sustainable Business Forum continues to be the region's leading organization for commercial recycling and circular economy dialogue. We are working hard to help local businesses understand the economic opportunity associated with solid waste, such as the nearly \$400 million of material disposed of in Michigan landfills each year.

Imagine Trash Partner Program



reduce local landfill use in West Michigan by 90 percent by 2030.

To date we've helped 47 organizations divert over 967 tons of waste from West Michigan landfills, created or expanded 70 waste diversion programs, educated over 1,300 professionals and nearly 1,100 employees, installed bins and signage at 60 businesses, and established recycling and/or composting hauler service at 66 facilities.

We support and celebrate the efforts of local businesses to improve waste diversion and minimization, encouraging a continuous improvement philosophy that will over time increase the number of local organizations with zero waste to landfill goals.

Our Imagine Trash Partner Program provides customized support and resources to small and medium-sized organizations in the West Michigan region, helping them to improve recycling efforts in support of the Kent County Imagine Trash goal to



Western Michigan Food Recovery Council



West Michigan Sustainable Business Forum received a seed grant last year from the Michigan Local Food Council Network to create a council that now serves 80 commercial, industrial, municipal and community stakeholders through peer-to-peer education, multidisciplinary networking, technical resources, and opportunities for collaboration. The seed grant concluded with a regional summit in May for 150 professionals and community advocates. Meetings continue quarterly.

CIRCULAR ECONOMY LEADERSHIP AWARD

Goodwill of Greater Grand Rapids

Goodwill of Greater Grand Rapids was honored with this year's **Circular Economy Leadership Award** for processing over 24 million pounds of unsold retail store material donations annually into reuse and recycling markets, with a landfill diversion rate of over 80%.



CLIMATE LEADERSHIP

WMSBF is leading the West Michigan business community's response to climate change, working to normalize discussions of climate change in business and organizational settings through educational opportunities, resource development and by highlighting the commitment of local organizations to address climate change.

This year, our climate leadership group established an initiative to increase the number of member organizations with climate leadership goals such as 100% renewable energy or science-based targets. For nearly five years we've been working with climate scientists to provide resources for local organizations interested in the risks climate change presents to prosperity in our region, and action strategies to mitigate or adapt to those risks.

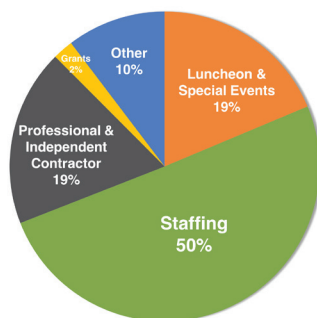
This year we've expanded our efforts with an education program highlighting the benefits of green stormwater infrastructure to local businesses, a partnership with American Rivers.

Financial Performance 2018 Fiscal Year

WMSBF continues to be a good steward of its resources and the investment of its members and partners.

	2018	2017
Revenue	\$198,583	\$147,236
Expense	\$183,754	\$129,980
Net Income	\$14,829	\$17,256

2018 EXPENSE BY TYPE



NEW WEBSITE

CIRCULAR ECONOMY
West Michigan Sustainable Business Forum is the preeminent leading organization for commercial recycling and circular economy topics.

CREATING A CIRCULAR ECONOMY
The sustainable and practical management of solid waste is an arguably universal environmental concern, a common entry point for sustainability initiatives across all scales. WMSBF promotes a circular economy mindset and the understanding that waste has economic value by leveraging and expanding research, education, demonstration projects, and market development. We also support and promote landfill diversion. We define a circular economy as a regenerative system in which resource inputs, waste, emissions, and energy leakage are minimized by slowing, closing, and narrowing material and energy loops. It's a new way of thinking about material management, enabled by practical strategies that can help local businesses and institutions reduce waste, improve profitability and support their communities. Just the scrap value of landfilled material alone is a \$400 million opportunity for Michigan.

THE OPPORTUNITY
A 2016 study by West Michigan Sustainable Business Forum found that West Michigan disposes of an estimated \$52 million of recyclable material in local landfills each year.

ZERO WASTE TO LANDFILL
We support and celebrate the efforts of local businesses to improve waste diversion and minimization, encouraging a continuous improvement philosophy that will over time increase the number of local organizations with zero waste to landfill goals.

IMAGINE TRASH PARTNER PROGRAM
Support waste diversion in commercial and industrial operations through education, resource development and training, aligned with and in support of the Kent County Department of Public Works goal of decreasing landfill use by 90 percent in the next decade.

FOOD WASTE
Reduce food waste in West Michigan by supporting efforts to increase adoption of relevant diversion efforts, fill gaps in infrastructure, and promote source reduction programs.

TRASH RESEARCH
WMSBF recently evaluated the economic value of waste materials being disposed of in Michigan landfills.

CLIMATE LEADERSHIP AWARD

STEELCASE

Steelcase was honored with this year's **Climate Leadership Award** for its promise to reduce its global greenhouse gas emissions and cut energy use by 25% by 2021, continued investment in 100% renewable energy equivalent to its global electricity consumption, and 20% reduction in its global energy since 2010.



Report



Clockwise from bottom left: The Grand Rapids Ballet performs at the Fourth Annual Triple Bottom Line Bash, a member explores the exhibits during a tour of the Holland Energy Park, networking at the July forum at Meijer, a recycling panel discussion at the September forum at Mercy Health, Benton Harbor Mayor Marcus Muhammad answers a question at the Southwest Michigan Sustainability Issues Legislative Forum.

Hall of Fame

A lifetime achievement award, the Sustainable Business Hall of Fame recognizes extraordinary contributions to sustainable business growth in West Michigan over the course of a career. This year's selection committee included Kris Spaulding, Gayle DeBruyn, Eric Saigeon, Autumn Sands, Sara Meyer, Tom Newhouse and Mark LaCroix.



Norman Christopher

2018 INDUCTEE

Norman Christopher, Executive Director for the Office of Sustainability Practices at Grand Valley State University, is known for promoting sustainability within both the university and the community. He helped establish sustainability as GVSU's seventh value. A seasoned President, CEO, and COO, he previously improved business performance at chemical companies such as Lubrizol Corporation and Haviland Enterprises in Grand Rapids.

Christopher wrote the book, *Sustainability Demystified! – A Practical Guide for Business Leaders and Managers*. He has contributed numerous articles and papers to journals and periodicals and written book chapters for *Sustaining Michigan: Metropolitan Policies and Strategies* and *The Handbook*

of Sustainability in Management Education.

Past chairman of the Family Owned Business Council, a Leadership Grand Rapids graduate (2000), and the co-founder and current Leadership Team member of the Grand Rapids Community Sustainability Partnership, Christopher chairs the BIFMA and NSF e3 Furniture Sustainability Standard Joint Committee. He also serves on the boards of Seeds of Promise, Valley City Sign and Sabal Pointe Condominium Association. Governor Granholm appointed him to serve on the Michigan Climate Action Council. The United States Department of Commerce recruited him to its Environmental Technologies Trade Advisory Committee.



Matthew VanSweden

FUTURE HALL OF FAME AWARD

Matthew VanSweden is Michigan's foremost expert on the Living Building Challenge, as exemplified by his best known work, the Saginaw Chippewa Indiana Tribe's tribal college in Mt. Pleasant (completed for a past employer). An Integrative Designer for Catalyst Partners, he strives to represent a divergence from what is usually considered successful in order to offer a sustainable,

accessible and authentic way to live well in one's place.

VanSweden created and installed eight pop-up parks across Grand Rapids. These temporary spaces done in collaboration with almost 60 companies, individuals and organizations served events ranging from SiTE:LAB and Kendall College of Art and Design to TEDxGrandRapids.

PAST INDUCTEES

Guy Bazzani (2016)
Bazzani, Local First

Fred Keller (2014)
Cascade Engineering

Paul Murray (2014)
Herman Miller

Deb Steketee (2016)
Aquinas College

Gayle DeBruyn (2016)
Kendall College of Art & Design

Becky Kliss (2018)
Green Connection

Tom Newhouse (2015)
Thomas J. Newhouse Design

Bill Stough (2014)
Sustainable Research Group

George Heartwell (2014)
City of Grand Rapids

Mark LaCroix (2018)
Natural Capital Partners

David Rinard (2015)
Steelcase

Rich Vander Veen (2015)
Mackinaw Power

Renae Hesselink (2015)
Nichols

Finalists

SUSTAINABLE
BUSINESS
OF THE YEAR

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 WMSBF board presidents.

BUILDING + INSTITUTIONAL FURNITURE MANUFACTURERS ASSOCIATION (BIFMA)

As the voice for the commercial furniture industry, the Business and Institutional Furniture Manufacturers Association (BIFMA) believes that “Standards Matter, to people and the planet.”

In 2018, BIFMA updated its ANSI/BIFMA Furniture Sustainability Standard to more closely align with LEED Rating System credit language and its associated LEVEL® Certification Program. This provides architects, designers, specifiers and procurement officials a transparent and easier decision process when addressing environmental and social impacts. To date, BIFMA has recognized 65 brands 3,925 products with LEVEL certification.

Among the Standard’s many changes is an incentive for businesses to complete a company-wide impact assessment. This incentive rewards applicants that take a comprehensive look at how their business impacts workers, communities, the environment, suppliers, customers and other stakeholders and puts them on the path toward B Corp designation.



CASCADE ENGINEERING

Cascade Engineering places the Triple Bottom Line at the heart of its mission. With safety as top priority, its safety record comes in below the national 4.4% average. Even so, the company strives to decrease this rate each year. Cascade Engineering’s corporate culture values every employee, ensuring that all have opportunity to build successful careers. A belief that business can make a positive impact on society inspires the firm to contribute to its community. It is a Certified B Corp.

Cascade Engineering measures its environmental footprint with the goal of decreasing it every year. One way it accomplishes this is increasing use of post-consumer and post-industrial recycled resin in manufacturing. It has spent zero dollars on landfill costs over the past six years.

Cascade Engineering is happy to report that, during 2016, it profited \$3.40 per hour in sales dollars for every kWh of energy used.



THE GLUTEN FREE BAR

From the beginning, The Gluten Free Bar (GFB) wanted to create a company that “did the right thing.” Initially, that meant paying team members a living wage and recycling what it could. As The GFB has evolved into a Triple Bottom Line company and Certified B Corp, goals shifted to People, Planet and Profit, with running a profitable business being only part of its success.

Committed to food safety, community, living wages and zero-waste, GFB has achieved a 90% waste diversion rate; donated more than 20,000 bars to hunger-relief organizations; and pays employees at least 20% more than the area’s average living wage. More than 40% of its current production team were formerly incarcerated.

The GFB provides its employees with health insurance, 401(K) and on-site employee counseling/support via The Source. In community, The GFB pays its team members for performing up to 24 hours of volunteer service per year. The GFB plans to achieve TRUE Zero Waste Certification in 2019.





CATALYST PARTNERS

Knowledge leaders committed to high-performance restorative protocols for buildings, interiors and products, Catalyst Partners is comprised of licensed engineering, architecture and interiors professionals. President Keith Winn was a founding member of the U.S. Green Building Council.

As experts in LEED® certification, the team keeps current on evolving standards. Catalyst provides certification assistance for projects under LEED, WELL, Living Building Challenge, Enterprise Green Communities and BREEAM certification systems. The goal for each project is cost savings over the life of the building and contribution to the health of the planet.

Catalyst Partners is committed to achieving net-positive energy use at its Grand Rapids headquarters well before 2030. Its team members actively participate in B Corp, Greater Grand Rapids Bicycle Coalition, Sierra Club, WMEAC, WMSBF, USGBC West Michigan, Local First Grand Rapids and the Grand Rapids 2030 District. In 2016, B Corp recognized Catalyst as a Best For The World company.

STEELCASE

Despite its 100-year history, Steelcase acknowledges that staying in business the next 100 years depends on remaining agile and developing sustainable growth initiatives that protect its people and the planet. Deeply invested in global standards, Steelcase aligns with BIFMA level® parameters measuring material health, material optimization and reutilization, renewable energy, water stewardship and social fairness. Expanded end-of-use services help its customers with their own sustainability goals by diverting millions of furniture items from the landfill.

Steelcase’s developments in software and data help organizations create harder-working spaces by optimizing their real estate and energy footprint while delivering value to employees, shareholders and customers. It believes that by creating spaces that allow people to be productive and enjoy their workday, they return home as better partners, parents, friends and community members.

On the job, Steelcase’s employee inclusion groups encompass 20 diverse networks of people and topics including multi-cultural, veterans, wellbeing, young professionals, women, pride, social responsibility and more. This year, the communities where Steelcase operates have benefitted from 46,000 employee volunteer hours and \$4 million in donations.



Past Winners

- 2017 
- 2016 
- 2015 
- 2014 



*2017 Sustainable Business of the Year
BarFly Ventures*

Sponsors

THANK
YOU

FIFTH ANNUAL TRIPLE BOTTOM LINE BASH
Wednesday, October 10
Urban Institute for Contemporary Arts

Presenting Sponsor

Consumers Energy

Count on Us

Legacy Sponsors

Amway



KENT COUNTY
DEPARTMENT OF
PUBLIC WORKS



Lakeshore Ethnic
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Business + Institutional Furniture Manufacturers Association
Catalyst Partners - geff LP
Grand Rapids Center for Community Transformation
Holland Board of Public Works - Intertek - Levin Energy Partners
Metro Health University of Michigan - Muskegon Area Sustainability Coalition
Perrigo - Progressive AE - Solar Winds Power Systems
Thomas J. Newhouse Design



Lake Winds® Energy Park, near Ludington, is one of two Consumers Energy wind farms generating clean, renewable electricity for customers.

PLANNING FOR **MICHIGAN'S ENERGY FUTURE**

AS MICHIGAN'S LARGEST UTILITY, we are uniquely positioned to be a driving force for good. As we look to the future, we're viewing the world through a wider lens – considering how our decisions impact people, the planet and prosperity. That's why we recently announced plans to reduce carbon emissions by 80 percent and stop using coal to generate electricity by 2040.

LEARN MORE about what we're doing for Michigan at ConsumersEnergy.com/sustainability

Taking a Stand for Our Planet – BY 2040

80% reduction
in carbon emissions

Zero coal

40% renewable energy
and energy storage

156502



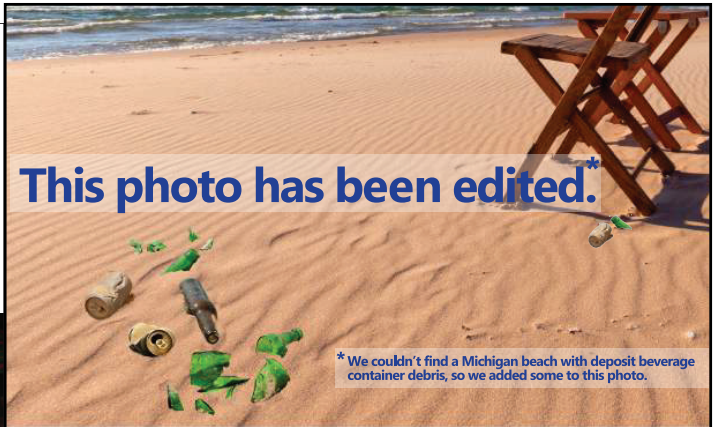


Global solutions for climate leadership

Delivering immediate, cost-effective and measured impact for your business



Contact us for more information
sales@naturalcapitalpartners.com or (+1) 616-682-4881
naturalcapitalpartners.com



This photo has been edited.

*We couldn't find a Michigan beach with deposit beverage container debris, so we added some to this photo.

Because of the Michigan Deposit Law, you rarely find deposit beverage containers on our beaches. No broken bottles. No crumpled soda cans.

Just clean, beautiful sand from a deposit system that works.

Thank you for helping to keep litter out of our roadways, beaches, and waterways!

That's how we do it in Michigan.



schupan.com

INNOVATING for your best life.

How healthy will you be 20 years, or 20 minutes, from now? At Spectrum Health, we're already thinking ahead to what you'll need to stay healthy. It's why we are involved in hundreds of innovative clinical trials that could impact everyone's future. And why some of the world's top specialists are inspired to come here to work with us today. You may not know where life will take you, but at Spectrum Health we are determined to get you there in the best health possible.

SPECTRUM HEALTH
Inspire. Innovate. Impact.

spectrumhealth.org

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Professional M.B.A.
For early-career professionals looking to advance to leadership positions.

Graduate Credential in Emerging Leadership
For functional specialists moving into leadership.

GVSU L. William Seidman Center - Grand Rapids

gvsu.edu/seidmangrad

Call Koleta Moore at (616) 331-7400 or email moorekol@gvsu.edu



here i can

ADVANCING SUSTAINABLE BUSINESS SINCE 2003

As the nation's first college to offer an undergraduate sustainable business degree, we empower our students to make all the difference in the world.

AQUINAS COLLEGE

aquinas.edu/sustainable-business



Business
as a force for
Good

Certified



Corporation
bcorporation.net



GRAND VALLEY STATE UNIVERSITY

Brooks College of Interdisciplinary Studies
Office of Sustainability Practices

Educating for a triple bottom line sustainable future

Congratulations Executive Director,
Norman Christopher, Hall of Fame award winner!

- The American Association of State Colleges and Universities: GVSU Sustainable Agriculture Project the 2018 Innovation Project Award winner
- Sierra Club 2018: Coolest School in Michigan
- The Princeton Review: a top environmentally responsible US college 2010 - 2018



Vivant

Farmhouse Ales & Food For Thought



Sustainability is our Strategy.

We are honored to work with so many sustainably minded organizations and professionals in our community. Together, we can ensure a healthy, clean community that is equitable and provides economic opportunity for all.



grandrapidsmi.gov/sustainability

ERM is proud to support the West Michigan Sustainable Business Forum's Triple Bottom Line Bash.

ERM is in the business of sustainability, and we are very pleased to support WMSBF and their leadership in the West Michigan community.



Visit: www.erm.com

For more information contact:
Sara Meyer
+1 (616) 738-7356
Sara.Meyer@erm.com



The business of sustainability

REDUCE. REUSE. RECYCLE.

REIMAGINETRASH.org



KENT COUNTY DEPARTMENT OF PUBLIC WORKS



CONNECTION TO NATURE

Design that complements the natural environment.



PROUD WINNER OF THE 2018 ACEC/MICHIGAN FIRM OF THE YEAR AWARD



FISHBECK, THOMPSON, CARR & HUBER
engineers | scientists | architects | constructors



Lakeshore Ethnic Diversity Alliance

Dismantling barriers. Advancing Equity.
- EthnicDiversity.org -



The leading political voice for protecting Michigan's



www.michiganlcv.org

We live here. We give here.

Fresh thinking – a smart investment to shape a better community.



We'll handle it from here.™





Valley City Electronic Recycling Supports the West Michigan Sustainable Business Forum

WHAT WE DO:

- Asset Management
- Electronic Recycling
- Mobile Shredding
- Secure Data Elimination
- Logistics and Transportation Services
- Equipment Resale

For over 40 years, Valley City Electronic Recycling has provided advanced recycling solutions to our Midwest clients. Our state-of-the-art technologies ensure secure data elimination for electronics, medical and industrial equipment, as proven by our regulatory compliance record and Responsible Recycling Practices (R2) Certification.

Safe. Secure. Sustainable.

2929 32nd St SE Kentwood, MI 49512
616-421-3385 | www.valleycityer.com



PROUD TO BE PART OF THE WEST MICHIGAN LANDSCAPE FOR ALMOST 60 YEARS



Amway has become one of the world's largest direct selling companies by helping people around the world *live healthier and more empowered lives.*

Amway manufactures and distributes more than 450 consumer products, which are developed by our team of nearly 1,000 Amway scientists, engineers and technical professionals that work in more than 100 R&D and quality assurance labs around the world.

More than 17,000 employees support millions of Amway Business Owners who sell Amway™ products. Top-selling brands for Amway include Nutrilite™ vitamin, mineral and dietary supplements; Artistry™ skincare products and color cosmetics; eSpring™ water treatment systems; and XS™ energy drinks and sports nutrition products.

Schedule your free guided tour by calling (616) 787-1063, or email WHQ.tours@amway.com

AmwayGlobal.com

Experience more of Amway by visiting our World Headquarters in nearby Ada or following along at:

- f facebook.com/amway
- t twitter.com/amway
- @ instagram.com/amway

EVERYTHING
OURS
HAS
IS HERE
ITS
WITH
PLACE
YOU



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LET'S CELEBRATE TOGETHER

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50
YEARS
OF ENVIRONMENTAL
ACTION SINCE 1968

wmeac.org



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