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

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

A complete schedule of upcoming events can be found at: wmsbf.org/events

P.O. Box 68696
Grand Rapids, MI 49516
616.422.7963

A 501c3 non-profit organization.

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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 to 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

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Wendy Ogilvie
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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)
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 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.
2016 FEATURED SPEAKERS

Sean Ansett
At Stake Advisors

Haris Alibasic
City of Grand Rapids

Dar Bass
Kent County DPW

Kenyatta Brame
Cascade Engineering

Steve Chester
Center for Climate Strategies

Dustin Heiler
Steelcase

Thad Cummings
My Green Michigan

Roger Cargill
Schupan Recycling

John DeAngelis
Steelcase

Youssef Darwich
Grand Valley State University

Cindy Doman
Herman Miller

John Roland Eberly III
Fishbeck, Thompson, Carr & Huber

Eileen Gallagher
Edelman

Levi Gardner
Urban Roots

Meredith Gremel
SpartanNash

Gail Heffner
Calvin College

Lauren Jaenicke
Essence Restaurant Group

Kristina Johnston
Flint & Genesee Chamber of Commerce

Christina Keller
Cascade Engineering

Mark LaCroix
Natural Capital Partners

Pat Laurie
Blissell Homecare, Inc.

Brad Lila
Apex Clean Energy

Susan Mooney
U.S. EPA

Pashon Murray
Detroit Dirt

Steve Noble
MDEQ

Greg Northrup
Sustainable Partners LLC

Janice Oberstadt
Creative Dining Services

Tyler Prince
KTM Industries, Inc.

Elliott Rader
The GFB: Gluten Free Bar

Dale Robertson
Grand Rapids Public Museum

Kris Spaulding
Brewery Vivant

Alison Sutter
SpartanNash

Karen Tracy
The Image Shoppe

Keith Troyer
Consumers Energy

Cimberly Weir
Center for Packaging Innovation and Sustainability

Keith Winn
Catalyst Partners

Garrett Ziegler
Michigan State University Extension

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.
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.
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.

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  
Renae 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.
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.
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.

Dr. Deborah Steketee 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. Steketee served as Executive Director of the Center for Sustainability, and continues to contribute to Aquinas’ momentum toward sustainability.

Dr. Steketee 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. Steketee’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. Steketee 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

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.

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.

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.
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.
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

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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
moving forward, with you
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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

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

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<td>120 N. Washington Square, Suite 805</td>
<td>517.853.7541</td>
<td>5lakesenergy.com</td>
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<td>3714 Jefferson SE Wyoming, MI 49548</td>
<td>616.452.7779</td>
<td>atrecycle.com</td>
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<td>Airleader</td>
<td>5460 33rd Street Grand Rapids, MI 49512</td>
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<td>airleader.us</td>
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<td>7575 Fulton St East Ada, MI 49355</td>
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<td>amway.com</td>
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<tr>
<td>Aquinas College</td>
<td>1607 Robinson Rd Grand Rapids, MI 49506</td>
<td>616.632.8900</td>
<td>aquinas.edu</td>
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<td>Armstrong Marketing</td>
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<td>Asterisk Associates LLC</td>
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<td>415.800.4463</td>
<td>atstakeadvisors.com</td>
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<td>616.774.4203</td>
<td>bankofamerica.com</td>
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<td>Barfly Ventures</td>
<td>35 Oakes St. SW, Suite 400 Grand Rapids, MI 49503</td>
<td>616.451.HOPS</td>
<td>barflyventures.com</td>
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<td>Bata Plastics Inc.</td>
<td>1251 100th St Byron Center, MI 49315</td>
<td>616.452.5300</td>
<td>bataplastics.com</td>
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<td>Bazzani Building Company</td>
<td>959 Wealthy St SE Grand Rapids, MI 49506</td>
<td>616.774.2002</td>
<td>bazzani.com</td>
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<td>678 Front Ave NW, Suite 150 Grand Rapids, MI 49504</td>
<td>616.285.3963</td>
<td>bifma.org</td>
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<tr>
<td>BISSELL Homecare Inc.</td>
<td>2345 Walker Ave NW Grand Rapids, MI 49544</td>
<td>616.735.1418</td>
<td>bissell.com</td>
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<tr>
<td>Blue Ocean Concepts</td>
<td>P.O. Box 189 810 Indian Hills Dr. Hastings, MI 49058</td>
<td>269.580.0021</td>
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<td>Brewery Vivant</td>
<td>925 Cherry St SE Grand Rapids, MI 49506</td>
<td>616.719.1604</td>
<td>brewervivant.com</td>
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<tr>
<td>Brilliant General Maintenance, Inc</td>
<td>954 Chestnut St San Jose, CA 95110</td>
<td>408.271.6677</td>
<td>rcc-bgm.com</td>
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<tr>
<td>Building Performance Team</td>
<td>1631 Acacia Dr NW Grand Rapids, MI 49504</td>
<td>616.450.8653</td>
<td>buildingperformanceteam.com</td>
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<tr>
<td>Calvin College</td>
<td>3201 Burton SE Grand Rapids, MI 49546</td>
<td>616.526.6000</td>
<td>calvin.edu</td>
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<tr>
<td>Cascade Engineering</td>
<td>3400 Innovation Ct Grand Rapids, MI 49512</td>
<td>616.975.4800</td>
<td>cascadeng.com</td>
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<tr>
<td>Catalyst Partners</td>
<td>502 Second St, Suite 200 Grand Rapids, MI 49504</td>
<td>616.454.1111</td>
<td>catalyst-partners.com</td>
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<tr>
<td>CBI Telecommunications Consultants</td>
<td>437 44th St SW Wyoming, MI 49548</td>
<td>734.883.3693</td>
<td>cbitelecom.com</td>
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<tr>
<td>City of Grand Rapids</td>
<td>300 Monroe Ave. NW Grand Rapids, MI 49503</td>
<td>616.456.3497</td>
<td>grcity.us</td>
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<tr>
<td>Clothing Matters</td>
<td>141 Diamond SE Grand Rapids, MI 49506</td>
<td>616.742.2818</td>
<td>clothingmatters.net</td>
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<tr>
<td>Cocoa Corporation</td>
<td>4368 60th Street Holland, MI 49423</td>
<td>855.933.2020</td>
<td>cocoa-corp.com</td>
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<td>Comprenew</td>
<td>629 Ionia Ave SW Grand Rapids, MI 49503</td>
<td>616.451.4400</td>
<td>comprenew.com</td>
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<tr>
<td>Comfort Research</td>
<td>1719 Elizabeth Ave Grand Rapids, MI 49504</td>
<td>616.475.5000</td>
<td>comfortresearch.com</td>
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<tr>
<td>Consumers Energy</td>
<td>4000 Clay Ave SW Grand Rapids, MI 49548</td>
<td>616.530.4333</td>
<td>consumersenergy.com</td>
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<tr>
<td>Control Solutions Inc.</td>
<td>8535 Byron Center Commerce, Suite A Byron Center, MI 49315</td>
<td>616.247.9422</td>
<td>controlyourbuilding.com</td>
</tr>
<tr>
<td>Corp! Magazine</td>
<td>27700 Hoover Rd Warren, MI 48093</td>
<td>586.393.8815</td>
<td>corpmagazine.com</td>
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</table>
JR Automation Technologies, LLC
13365 Tyler Street
Holland, MI 49424
(616) 399-2168
jrauto.com

Mercy Health Saint Mary’s
200 Jefferson Ave SE
Grand Rapids, MI 49503
616.685.6322
mercyhealthsaintmarys.com

Nichols
1391 Judson Rd
Spring Lake, MI 49456
616.656.9720
enichols.com

Keen Studio
500 Stocking Ave NW
Grand Rapids, MI 49504
(616) 443-7497
keenstudio.com

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

Occupant Care
PO Box 560
Ada, MI 49301
616.901.0518
occupantcare.com

Kent County Dept. of Public Works
1500 Scribner Ave NW
Grand Rapids, MI 49504
616.336.3694
accesskent.com

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

Odom Re-Use
5555 Brentwood Ave N
Grawn, MI 49637
616.784.USED
odomreuse.com

Kentwood Office Furniture
3063 Breton Rd
Grand Rapids, MI 49512
616.957.2320
kentwoodoffice.com

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

Organicle
1560 Taylor Ave N
Grand Rapids, MI 49505
616.855.3377
organicle.org

Key Green Solutions
3841 Butterworth St SW
Grand Rapids, MI 49507
616.551.0955
keygreensolutions.com

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

Padnos
PO Box 1979
Holland, MI 49422
616.396.6521
padnos.com

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

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

Perrigo
515 Eastern Ave
Allegan, MI 49010
269.686.2564
perrigo.com

Landscape Forms
431 Lawndale Ave
Kalamazoo, MI 49048
800.430.6209
landscapeforms.com

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

Pilgrim Manor
2000 Leonard St NE
Grand Rapids, MI 49505
616.940.5558
pilgrimmansion.org

LED GreenLight
3435 Eastbrook Blvd SE
Grand Rapids, MI 49546
616.808.3788
ledgreenlight.com

Midwest Energy Group
568 East ML Ave
Kalamazoo, MI 49048
616.928.8666
midwestenergygroup.com

Pilot Malt House
1000 100th St SW, Suite E/F
Wyoming, MI 49418
616.791.4747
rapidgreengroup.com

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955 Wealthy St SE
Grand Rapids, MI 49506
616.808.3788
localfirst.com

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616.928.8666
midwestenergygroup.com

My Green Michigan
mygreenmichigan.com

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545 Madison Ave, 14th Floor
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616.682.4881
naturalcapitalpartners.com

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1811 4 Mile Rd NE
Grand Rapids, MI 49525
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progressiveae.com

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955 Wealthy St SE
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616.808.3788
localfirst.com

My Green Michigan
mygreenmichigan.com

New Soil
PO Box 828
Jenison, MI 49429
616.748.1955
new-soil.com

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1811 4 Mile Rd NE
Grand Rapids, MI 49525
616.361.2664
progressiveae.com

Mackinaw Power
414 E Main St
Lowell, MI 49331
616.897.1305
mackinawpower.com

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545 Madison Ave, 14th Floor
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naturalcapitalpartners.com

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616.940.5558
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2350 3 Mile Rd. NW
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616.735.7101
meijer.com

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PO Box 828
Jenison, MI 49429
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new-soil.com

Rapid Green Group
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2972 Sangra Ave SW
Grandville, MI 49418
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rapidgreengroup.com

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meijer.com

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new-soil.com

Rapid Green Group
PO Box 248
2972 Sangra Ave SW
Grandville, MI 49418
816.791.4747
rapidgreengroup.com
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone Number</th>
<th>Website</th>
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<tbody>
<tr>
<td>Republic Services</td>
<td>2471 Wilshire Dr, Jenison, MI 49428</td>
<td>616.662.6839</td>
<td>republicservices.com</td>
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<tr>
<td>RecycleBoxBin (Morningbird Studio)</td>
<td>401 Hall St SW, Grand Rapids, MI 49503</td>
<td>616.558.2515</td>
<td>recycleboxbin.com</td>
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<tr>
<td>Repcolite Paints/Recoat Paint</td>
<td>473 W 17th St, Holland, MI 49423</td>
<td>616.396.1275</td>
<td>recoatpaint.com</td>
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<tr>
<td>Restorative Lake Sciences LLC</td>
<td>18406 West Spring Lake Rd, Spring Lake, MI 49456</td>
<td>616.843.5636</td>
<td>restorativelakesciences.com</td>
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<tr>
<td>Retegrity Solutions</td>
<td>PO Box 15044, Grand Rapids, MI 49515</td>
<td>616.931.5584</td>
<td>retegritysolutions.com</td>
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<tr>
<td>Rhoades McKee</td>
<td>55 Campau Ave NW, Suite 300, Grand Rapids, MI 49503</td>
<td>616.235.3500</td>
<td>rhoadesmckee.com</td>
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<td>Rockford Construction</td>
<td>601 First St NW, Grand Rapids, MI 49504</td>
<td>616.285.6933</td>
<td>rockfordconstruction.com</td>
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<td>Schupan Recycling</td>
<td>3710 Roger B. Chaffee #B, Grand Rapids, MI 49548</td>
<td>616.245.5010</td>
<td>schupanrec.com</td>
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<td>SecurAlarm Systems, Inc.</td>
<td>112 54th St SW, Grand Rapids, MI 49548</td>
<td>616.773.6300</td>
<td>securemichigan.com</td>
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<tr>
<td>Solar Winds Power Systems</td>
<td>850 76th St SW, Grand Rapids, MI 49518</td>
<td>616.878.8625</td>
<td>spartannash.com</td>
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<tr>
<td>Spectrum Health</td>
<td>100 Michigan Ave NE, Grand Rapids, MI 49503</td>
<td>866.989.7999</td>
<td>spectrumhealth.org</td>
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<td>Steelcase Corporation</td>
<td>PO Box 1967, Grand Rapids, MI 49501</td>
<td>616.247.2710</td>
<td>steelcase.com</td>
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<td>Stryker Corporate</td>
<td>2825 Airview Boulevard, Plainwell, MI 49002</td>
<td>269.389.5305</td>
<td>stryker.com</td>
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<td>Sustainable Partners LLC</td>
<td>2465 Fletcher Drive NE, Grand Rapids, MI 49506</td>
<td>616.218.1544</td>
<td>spart-llc.com</td>
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<td>Sustainable Research Group</td>
<td>PO Box 1684, Grand Rapids, MI 49501</td>
<td>616.301.1059</td>
<td>sustainableresearchgroup.com</td>
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<td>Thomas J. Newhouse Design, LLC</td>
<td>10923 2nd Ave, Grand Rapids, MI 49534</td>
<td>616.791.9168</td>
<td>thomasjnewhouse-design.com</td>
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<td>Trendway</td>
<td>13467 Quincy St, Holland, MI 49422</td>
<td>616.994.5437</td>
<td>trendway.com</td>
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<td>Valley City Electronic Recycling, Inc.</td>
<td>2929 32nd St, Kentwood, MI 49512</td>
<td>616.235.1500</td>
<td>valleycityer.com</td>
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<td>Warner, Norcross, and Judd LLP</td>
<td>111 Lyon NW, Suite 900, Grand Rapids, MI 49503</td>
<td>616.752.2000</td>
<td>wnj.com</td>
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<td>Wege Foundation</td>
<td>Grand Rapids, MI 49501</td>
<td>616.957.0480</td>
<td>wegefoundation.com</td>
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<td>West Michigan Environmental Action Council</td>
<td>1007 Lake Dr SE, Grand Rapids, MI 49506</td>
<td>616.451.3051</td>
<td>wmeac.org</td>
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<td>West Michigan Works!</td>
<td>215 Straight Ave. NW, Grand Rapids, MI 49504</td>
<td>616.336.4460</td>
<td>westmiworks.org</td>
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<td>Wolverine Building</td>
<td>4045 Barden SE, Grand Rapids, MI 49512</td>
<td>616.949.3360</td>
<td>wolvgroup.com</td>
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<td>At Large Members</td>
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<td>Steven Dahlquist, Youssef Darwich, Kristine Johnson, Diane Mills, Kaylee Milanowski, Rebekkah Muchow, Terri Piersma, Julie Ringlever, Robert Stegmeir, Tammy Stone, Kristen Trovillion, James Tolbert</td>
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<td>Student Members</td>
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<tr>
<td>Nathan Bair, Madeline Burns, Dana Eardley, Rose Halle, William Huyge, Ryan Lutes, Taylor Maurer, Ricardo Navarrette Mendez, Robin Sterk</td>
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<th>Employee Size</th>
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<td>1-2 employees</td>
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<td>3-10 employees</td>
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<td>11-100 employees</td>
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<tr>
<td>101-1,000 employees</td>
<td>$500</td>
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<td>1,000 employees or more</td>
<td>$750</td>
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<td>At large (no company affiliation)</td>
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<td>Student (of member university)</td>
<td>$0</td>
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<td>Student (non-member university)</td>
<td>$20</td>
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SUSTAINABILITY
CIRCULAR ECONOMY
CLIMATE RESILIENCY
SOCIAL RESPONSIBILITY

Education and resources for novice and advanced sustainable business programs.

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