Twenty-three years of promoting business practices that demonstrate environmental stewardship, economic vitality, and social responsibility.
Letter from the President
Celebrating our work

Board of Directors and Staff
Meet the forum leadership

Twenty-Three Years of WMSBF
The forum was one of the first programs of its kind in the nation and has helped establish West Michigan as a national hub of sustainable businesses

WMSBF Annual Report
Success in 2017 and goals for the year ahead

West Michigan Sustainable Business of the Year
Finalists for the 2017 Sustainable Business of the Year

West Michigan Sustainable Business Hall of Fame
Meet the 2017 class of inductees

Financial Report
Our financial status

Our Sponsors
Some of the many organizations making our work possible

2017 Membership Directory
Directory of forum members
Dear Friends,

Over 20 years ago, an environmentally conscience business community founded the West Michigan Sustainable Business Forum to promote business practices that demonstrate environmental stewardship, economic vitality, and social responsibility. WMSBF has become the center of sustainable business dialogue in West Michigan, and we’ve been working hard to expand our capacity and provide increased value to our members and the community.

This has been an exciting year in the development of the organization: We hired our second full-time employee and approved a new strategic plan. We embarked on a diversity, inclusion and equity initiative. And we merged with our sister organization to the south, Michigan’s Great Southwest Sustainable Business Forum. The Board of Directors and I are excited for the organization’s potential to help local organizations respond to climate change, invest in a circular economy, and become more socially responsible in the coming year.

We are happy to again celebrate sustainability at the fourth 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. 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. Please 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 this all possible and worthwhile. I look forward to another year of collaborative success with each of you.

Sincerely,

Sara Meyer
WMSBF Board President
Environmental Resources Management

2017 President’s Award

Jason Kehr
Valley City Electronic Recycling

The President's Award honors individuals that have played a key role in the growth and success of West Michigan Sustainable Business Forum.
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 an organization 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 PLAN POSITIONS FOR LEADERSHIP, GROWTH AND VALUE

This past year the WMSBF Board of Directors and other stakeholders participated in a planning effort to update its strategic plan for the first time since becoming an independent non-profit in 2009, focusing on these strategic objectives:

- Grow participation, programs, membership and financial security.
- Help the West Michigan business community understand and respond to climate change.
- Lead commercial and industrial waste diversion and circular economy efforts in West Michigan.
- Foreground the need for social responsibility efforts and programs.

WMSBF is making critical investments to improve its capacity and the value of its programming. It recently hired its second full-time professional and has established strategic relationships with leading sustainability consultants and inclusion specialists to support its efforts. The Board of Directors has committed to annual trainings and expanded expectations, including its recent diversity, inclusion and equity training. The coming year will bring a new web site, board-approved equity policy and revised membership structure.
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, semiannual conferences and occassional special events and tours.

It has offered approximately 320 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.

In the past year we offered programs on interests such as climate adaptation, the U.N. Global Compact, green cleaning, social equity, clean energy development, circular economy, post-election sustainability, relationship building, and sustainable brewing, while highlighting best practices at notable organizations such as Meijer, Kellogg, John Ball Zoo, Founders Brewing, and Shaw Industries.

A Growing Regional Footprint

This past year, West Michigan Sustainable Business Forum merged with Michigan’s Great Southwest Sustainable Business Forum. The St. Joseph-based 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 had grown to become the second largest sustainability membership organization in Michigan. Together the two organizations are now functioning as an integrated forum serving 220 members in a contiguous area from Muskegon to Michiana.

The success of the MGSSBF program led WMSBF to explore unmet needs in other local markets, including Muskegon County, where it recently received a grant from the Community Foundation for Muskegon County to develop a satellite program serving Lakeshore professionals and businesses.

2017 FEATURED SPEAKERS

Jeffrey Andresen
Michigan State University

Erin Augustine
Kellogg Company

Sean Ansett
At Stake Advisors

Dar Baas
Kent County Department of Public Works

Mayor Rosalynn Bliss
City of Grand Rapids

Linda Brand
Herman Miller Cares

Michael Brune
Sierra Club

Mike Byrne
Michigan Energy Agency

Roger Cargill
Schupan Recycling

Peter D’Arienzo
John Ball Zoo

Matt Flechter
Michigan Department of Environmental Quality

Allmon Forrester
John Ball Zoo

Eric Foster
Progress Strategies+

Jorge Gonzalez
Start Garden

Cody Green
Founders Brewing Co.

Bill Gum
Haworth

Cheri Holman
U.S. Green Building Council

Mayor Mark Huizenga
City of Walker

John Kinch
Michigan Energy Options

Mark LaCroix
Natural Capital Partners

Caitlin Townsend Lamb
Cascade Enterprise System

Paloma Lopez
Kellogg Company

Rodney D. Martin
Warner Norcross & Judd LLP

Danny McGee
Sustainable Research Group

Daniel H. Montes
Brilliant General Maintenance

Paul Murray
Shaw Industries

Dan Nally
Holland Board of Public Works

Erik Petrovskis
Meijer

Anne Saliers
Holland Board of Public Works

Dale Sands
CH2M Hill

Ran Segura
Segura & Associates

Mark Sellers
BarFly Ventures

Mark Theobald
Environmental Resources Management

Kristen Trolvillon
Grand Rapids Public Schools

Susan Vescovi
United States Environmental Protection Agency

Rev. Oliver Williams, C.S.C

University of Notre Dame
Clockwise from bottom left: A panel discussion at the West Michigan Sustainable Business Conference, networking at a monthly forum meeting, Congressman Fred Upton answers a question at the Southwest Michigan Sustainability Issues Legislative Breakfast, a group poses for a picture at the Third Annual Triple Bottom Line Bash, a foursome at the 12th Annual Green Leaders Golf Outing.
CIRCULAR ECONOMY

West Michigan Sustainable Business Forum continues to be the region’s leading organization for commercial recycling and circular economy dialogue. Two years ago it quantified the economic potential of recycling through its Michigan Municipal Solid Waste Characterization and Valuation Study, and has since worked aggressively to bring much-needed education and resources to the business community:

Journey to Zero Waste

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. In this spirit we developed 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 Imagine Trash 2030 landfill diversion goal.

Over the past year 42 organizations participated in the program, including 13 ArtPrize venues as part of a promotion that delivered branded recycling containers to eligible partners. The pilot also provided an opportunity to assess recycling potential in the residential construction market, in partnership with GreenHome Institute. The study findings will be published in late 2017.

Creating a Circular Economy

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. Among the most exciting of our efforts is the Western Michigan Food Recovery Council. A seed grant from the Michigan Local Food Council Network to promote food recovery among local businesses and institutions has allowed us to create this new multidisciplinary council of food waste stakeholders.

2017 Circular Economy Leadership Award Winner:

PRESENTED BY KENT COUNTY DEPARTMENT OF PUBLIC WORKS

WMSBF co-hosted a workshop on the circular economy with the Ellen MacArthur Foundation.

Paul Murray, Vice President of Sustainability for Shaw Industries, spoke to WMSBF about circular economy challenges.

The Imagine Trash Partner Program provided waste audits and other resources to 42 organizations this year.
**CLIMATE LEADERSHIP**

WMSBF strives to provide a resource 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.

Over four years and two research projects the forum has been working to help West Michigan organizations understand their vulnerability to climate change. Most recently, it partnered with the Great Lakes Integrated Sciences + Assessments Center, a collaboration between the University of Michigan and Michigan State University, to conduct assessments for four local organizations in collaboration with Sustainable Research Group. Through this effort a toolkit was developed that will be made available on the new WMSBF web site in late 2017.

Moving forward, WMSBF will work to normalize discussions of climate change in business and organizational settings through various programs, and to identify and fill gaps in local greenhouse gas mitigation efforts, complementing existing programs and partners, facilitating linkages, and developing need-based solutions.

As part of an adaptation program, we will also be developing regional capacity for climate adaptation strategies involving green infrastructure and low impact development, along with increased connectivity between local organizations and their water assets, through a new series of networking events for professionals in that industry.

---

**2017 Climate Leadership Award Winner:**

HOLLAND BOARD OF POWER AND WATER

PRESENTED BY ERM

---

*Michigan State University’s Jeff Andresen, our state climatologist, spoke with WMSBF about conditions in the region.*
WMSBF aspires to be the region's leader in corporate social responsibility education, resources and networking, ensuring that the third leg of the triple bottom line is represented in sustainability discussions, and that sustainability has a role in advancing social issues. Thanks to a grant from the Wege Foundation, we this year have the resources to develop such a program.

The West Michigan Equitable Sustainability Project is a corporate social responsibility and social equity strategic planning process that will build capacity and cultural competency for WMSBF, develop necessary relationships, define programmatic opportunities, and publish a study that will detail the issue for our stakeholders and give it the visibility and meaningful talking points necessary to make this a larger call to action among them.

Among other investments, the project seeks ways to make the industry and practice of sustainability more inclusive, and to leverage sustainable business on behalf of underserved communities.

Already, the WMSBF Board of Directors, staff and other stakeholders have completed a diversity, inclusion and equity training module and developed a new equity policy and position statement that will inform all forum programs moving forward.

In addition, WMSBF intends to invest heavily in efforts to encourage its member organizations to adopt social responsibility and equity as part of sustainability plans, and to develop event programming of interest to social responsibility influencers that are not actively involved in environmental issues.

Oliver Williams of the University of Notre Dame introduced the UN Global Compact to WMSBF members.

Sean Ansett of Fairphone and Paloma Lopez of Kellogg discussed efforts to promote social responsibility.

WMSBF formed a task force to support its board of directors in developing an equity program.
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.

**BARFLY VENTURES**

BarFly Ventures is a hospitality group and the parent company of HopCat, Stella's Lounge, Grand Rapids Brewing Co. and The Waldron Public House. But Barfly goes a little farther than many restaurants, in that it recycles and composts up to 90 percent of the waste it generates. All of their food waste, spent grain, take-out containers, straws, disposable cups, and paper waste is currently composted, and turned back into new soil for local farmers. The company also provides health insurance to all full-time employees. The BarFly family has expanded into East Lansing, Indianapolis, Detroit, Ann Arbor, and several other Midwest cities. Throughout their expansion, their mission has remained the same: Barfly cares about the environment and the world around us, offers a unique dining and drinking experience, and makes sure each and every guest feels important.

**CATALYST PARTNERS**

Catalyst Partners helps others establish benchmarks and achieve their performance and certification goals. Their LEED Platinum office building serves as a prime case study, having taken a century-old mill and given 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 the team and neighbors. Their subsequent endeavor was 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 is actively managing the certification of a Michigan residence seeking Full Living Building Challenge Certification. Catalyst Partners was recognized by B Corp as a 2016 Best For The World company.

**THE GLUTEN FREE BAR**

In pursuit of a gluten-free bar that was high protein and tasted awesome, brothers Marshall and Elliot created the GFB in 2010. Since that time, growth has expanded to 9,000 locations throughout the US, Canada, and now Europe. The GFB is a triple bottom line company, with a commitment to social and environmental goals. It runs its own production facility, which for a food manufacturer these days is rare, but it allows them to focus on quality while employing a local work force and making positive contributions to the local economy and community. In its quest for improvements, GFB now has a framework in place to become a certified zero waste facility and is also in the process of re-certifying its B Corp status.
GOODWILL OF GREATER GRAND RAPIDS

As part of its mission of changing lives and communities through the power of work, Goodwill Industries of Greater Grand Rapids, Inc. is dedicated to having a positive environmental impact on its local community through the responsible management of material donations. Goodwill’s goal is to extract the most value from the donations received and ensure that the end-of-life of many of those products find its way into reuse and recycling markets. In Grand Rapids Goodwill manages 19 traditional retail stores, an Outlet Center and a boutique store. In addition to selling product in its reuse markets, Goodwill embraces the “Triple Bottom Line” ideology and works hard to get each donation into the right home. Through its job placement and employment, Goodwill also embraces the social aspect to a sustainable business.

GRAND VALLEY STATE UNIVERSITY

Since 2009, when sustainability became the 7th value at the University, sustainability has been viewed as a lifestyle on campus and in the community. This focus led first to sustainability leadership and commitment, which has in turn led to recognition, such as GVSU being listed as one of the most environmentally responsible colleges in the U.S. and Canada for the seventh year in a row by the 2016 Princeton Review. GVSU offers over 250 sustainability-related courses at the University that contain “triple bottom line” content areas. Students at GVSU can focus on ESD (Education for Sustainable Development) through degree programs in the sciences, sustainability certificates, sustainability themes and issues, sustainability emphasis areas, as well as specific sustainability content courses.

Past Winners

2016

2015

2014

2016 Sustainable Business of the Year
Aquinas College
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. An emerging professional is also honored.

2017 INDUCTEE

Mark LaCroix has been promoting sustainability locally and nationally for a quarter century. He worked for Interface when it had a West Michigan facility, and was fortunate enough to be part of the late Ray Anderson’s sustainability epiphany, refocusing his career as vice president of Sustainability for Interface’s Fabrics Division.

Mark joined Natural Capital Partners in 2008, and today leads its work in the Americas, partnering with clients such as Microsoft, UPS, and Bain & Company to drive positive business results through the management of their environmental and carbon impacts using market-based solutions. He is also on the advisory board of The Erb Institute for Global Sustainable Enterprise at the University of Michigan, on the board of directors of Artists Creating Together, and a past president of West Michigan Sustainable Business Forum.

FUTURE HALL OF FAME AWARD

As the Sustainability Program Manager for Spectrum Health, Sarah Chartier has managed Spectrum Health’s Sustainability Office for over five years. Her efforts are focused on identifying environmental and financial opportunities, reducing waste and mitigating Spectrum Health’s environmental footprint. More recently, she has taken on Spectrum Health’s Supplier Diversity program. Chartier is a board member of the West Michigan Sustainable Business Forum and Chair of the Michigan Health and Hospital Association Green Healthcare Committee.

PAST INDUCTEES

Guy Bazzani (2016)  
Bazzani, Local First

Gayle DeBruyn (2016)  
Kendall College of Art & Design

George Heartwell (2014)  
City of Grand Rapids

Renae Hesselink (2015)  
Nichols

Fred Keller (2014)  
Cascade Engineering

Paul Murray (2014)  
Herman Miller

Tom Newhouse (2015)  
Thomas J. Newhouse Design

David Rinard (2015)  
Steelcase

Deb Steketee (2016)  
Aquinas

Bill Stough (2014)  
Sustainable Research Group

Mackinaw Power
financials
THANK YOU sponsors

FOURTH ANNUAL TRIPLE BOTTOM LINE BASH

Presenting Sponsor

Bottom Line Sponsors

Legacy Sponsors
ANNUAL GOLF AND RIVER OUTING

HOLE
Amway
Brewery Vivant
Experience Grand Rapids
Padnos

SUPPORTING
REHAU
Thomas J. Newhouse Design

WEST MICHIGAN SUSTAINABLE BUSINESS CONFERENCE

HOST
Davenport University

PRESENTING
Midwest Energy Group

SUPPORTING
Amway
Citizens Climate Lobby
Intertek
Michigan Recycling Coalition
National Wildlife Federation
Republic Services
Solar Winds Power Systems
Sustainable Research Group
The Building Performance Team

FORUM HOSTS AND SPONSORS

PRESENTING
Amway
Brilliant General Maintenance
ERM
GLISA
John Ball Zoo
Schupan Recycling
Steelcase
Sustainable Research Group
Warner Norcross Judd LLP
Wege Foundation

HOSTS
Amway
Aquinas College (2)
Grand Rapids Public Library
Grand Valley State University
Hope College
John Ball Zoo
Kendall College of Art & Design
Rockford Construction
Schupan Recycling
West Michigan Works!
Warner Norcross Judd LLP
FROM EXPANDING OUR SOLAR AND WIND programs to helping homes and businesses save energy, we’re creating a sustainable energy future for Michigan. Discover the many ways we can work together to save energy through our special programs and rebates.

ConsumersEnergy.com/mybusiness

RENEWABLE ENERGY FOR MICHIGAN. THAT’S OUR PROMISE.
Congratulations!

to Mark LaCroix on his induction to the West Michigan Sustainable Business Hall of Fame

Mark has created solutions that have reduced more than 4.7 million tonnes of greenhouse gas and driven the demand for more than 6 million MWh of renewable energy.

Through his professionalism, integrity and passion, Mark epitomizes what it means to be a trusted partner to clients, colleagues and friends.

We are proud of the work Mark has done with several of our largest and most prestigious clients who are taking immediate action to make a lasting, positive impact on our environment.

from all your friends at

NATURAL CAPITAL PARTNERS
CONGRATULATIONS AWARD WINNERS!
Thank you West Michigan Sustainable Business Forum and award winners for helping us get closer to our goal:

REDUCE LANDFILL WASTE 20% by 2020 | 90% by 2030

ERM is proud to support the West Michigan Sustainable Business Forum’s First Annual Climate Leadership Award. At ERM, we are in the business of sustainability, so we are very pleased to support fellow leaders in pursuing the triple bottom line. Congratulations to the Holland Board of Public Works in winning this award – thanks for the inspiration you provide to the community!

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

The business of sustainability

KENT COUNTY DEPARTMENT OF PUBLIC WORKS
2020
REIMAGINETRASH.ORG
2030
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.

Like nowhere else.

Thanks to our beverage container recycling refund, Michigan’s lakeshores are the cleanest in the midwest.

That’s how we do it in Michigan.

Lakeshore Ethnic Diversity Alliance
Dismantling barriers in the West Michigan community and beyond since 1996.

- EthnicDiversity.org -
HARMONY
BETWEEN YOUR PROJECT AND THE
NATURAL ENVIRONMENT

Fishbeck, Thompson, Carr & Huber, Inc.
engineers | scientists | architects | constructors

GLUTEN FREE BAR
THE GFB

good natured, gluten-free snacks
• protein-packed • non-GMO • vegan
• soy-free • dairy-free

CASCADe engineering

Business as a force for Good

Aquinas College
aquinas.edu

i can
impact the world
GLOBAL REACH. LOCAL PRESENCE.

Intertek Grand Rapids is part of our global network offering Total Quality Assurance solutions. We provide innovative and bespoke Assurance, Testing, Inspection and Certification services throughout the operations and distribution chains.

Additionally, we can help your business incorporate Corporate Social Responsibility (CSR) and Sustainability initiatives into your operations.

www.intertek.com

Intertek is an industry leader with more than:

42,000 employees
in
1,000 locations
in
100 countries
EVERYTHING
OURS
HAS
IS HERE
ITS
WITH
PLACE
YOU

Steelcase®

LET’S CELEBRATE TOGETHER
#msbf #steelcase #amway

MICHIGAN LEAGUE OF
CONSERVATION
VOTERS

The leading political voice for protecting
Michigan’s

LAND
AIR
WATER

www.michiganlcv.org
Measure what matters!

We systematize your energy, waste, food, and purchasing data so you can manage and improve your financial, environmental, and social impact.

Contact us at 616-551-0955 or sales@keygreensolutions.com to schedule a free demonstration of the software.
<table>
<thead>
<tr>
<th>Name</th>
<th>City/State</th>
<th>Phone</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Lakes Energy</td>
<td>Lansing / 517.853.7541</td>
<td>5lakesenergy.com</td>
<td></td>
</tr>
<tr>
<td>A5 Group, Inc.</td>
<td>Chicago, IL / 312.706.2525</td>
<td>a5inc.com</td>
<td></td>
</tr>
<tr>
<td>Abonmarche</td>
<td>Benton Harbor / 269.927.2295</td>
<td>abonmarche.com</td>
<td></td>
</tr>
<tr>
<td>Advanced Technology Recycling</td>
<td>Wyoming / 616.452.7779</td>
<td>atrecycle.com</td>
<td></td>
</tr>
<tr>
<td>Airleader</td>
<td>Grand Rapids / 616.828.0716</td>
<td>airleader.us</td>
<td></td>
</tr>
<tr>
<td>American Society of Agricultural and Biological Engineers</td>
<td>St. Joseph / 269.932.7031</td>
<td>asabe.org</td>
<td></td>
</tr>
<tr>
<td>Amway</td>
<td>Ada / 800.253.6500</td>
<td>amway.com</td>
<td></td>
</tr>
<tr>
<td>Aquinas College</td>
<td>Grand Rapids / 616.632.8900</td>
<td>aquinas.edu</td>
<td></td>
</tr>
<tr>
<td>Armstrong Marketing</td>
<td>Byron Center / 616.583.0281</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ArtPrize</td>
<td>Grand Rapids / 616.214.7911</td>
<td>artprize.org</td>
<td></td>
</tr>
<tr>
<td>Asterisk Associates LLC</td>
<td>Grand Rapids / 616.856.6897</td>
<td></td>
<td></td>
</tr>
<tr>
<td>At Stake Advisors</td>
<td>Kalamazoo / 415.800.4463</td>
<td>atstakeadvisors.com</td>
<td></td>
</tr>
<tr>
<td>Bank of America Merrill Lynch</td>
<td>Grand Rapids / 616.774.4203</td>
<td>bankofamerica.com</td>
<td></td>
</tr>
<tr>
<td>Barfly Ventures</td>
<td>Grand Rapids / 616.451.4677</td>
<td>barflyventures.com</td>
<td></td>
</tr>
<tr>
<td>Barnes &amp; Thornburg LLP</td>
<td>Grand Rapids / 616.742.3960</td>
<td>btlaw.com</td>
<td></td>
</tr>
<tr>
<td>Bata Plastics Inc.</td>
<td>Byron Center / 616.452.5300</td>
<td>bataplastics.com</td>
<td></td>
</tr>
<tr>
<td>Bazzani Building Company</td>
<td>Grand Rapids / 616.774.2002</td>
<td>bazzani.com</td>
<td></td>
</tr>
<tr>
<td>Beacon Recycling, Inc.</td>
<td>Muskegon / 231.727.0722</td>
<td>beaconrecycling.com</td>
<td></td>
</tr>
<tr>
<td>Berrien County Resource Recovery</td>
<td>St Joseph / 269.983.7111</td>
<td>berriencounty.org/</td>
<td>communitydevelopment</td>
</tr>
<tr>
<td>Berrien County Youth Fair Association</td>
<td>Berrien Springs / 269.473.1662</td>
<td>bcyf.us</td>
<td></td>
</tr>
<tr>
<td>Best Way Disposal</td>
<td>Watervliet / 269.463.3232</td>
<td>bestway-disposal.com</td>
<td></td>
</tr>
<tr>
<td>Business and Institutional Furniture Manufacturer’s Association (BIFMA)</td>
<td>Grand Rapids / 616.285.3963</td>
<td>bifma.org</td>
<td></td>
</tr>
<tr>
<td>BISSELL Homecare Inc.</td>
<td>Grand Rapids / 616.735.1418</td>
<td>bissell.com</td>
<td></td>
</tr>
<tr>
<td>Blue Ocean Concepts</td>
<td>Hastings / 269.580.0021</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boelcke Heating</td>
<td>Stevensville / 269.429.9261</td>
<td>boelckeheating.com</td>
<td></td>
</tr>
<tr>
<td>Brewery Vivant</td>
<td>Grand Rapids / 616.719.1604</td>
<td>breweryvivant.com</td>
<td></td>
</tr>
<tr>
<td>Brilliant General Maintenance, Inc</td>
<td>San Jose, CA / 408.271.6677</td>
<td>rcc-bgm.com</td>
<td></td>
</tr>
<tr>
<td>Brookview School</td>
<td>Benton Harbor / 269.925.3544</td>
<td>brookviewschool.org</td>
<td></td>
</tr>
<tr>
<td>Building Performance Team</td>
<td>Grand Rapids / 616.450.8653</td>
<td>buildingperformanceteam.com</td>
<td></td>
</tr>
<tr>
<td>Calvin College</td>
<td>Grand Rapids / 616.526.6000</td>
<td>calvin.edu</td>
<td></td>
</tr>
<tr>
<td>Cardno</td>
<td>West Olive / 616.502.1638</td>
<td>cardno.com</td>
<td></td>
</tr>
<tr>
<td>Cascade Engineering</td>
<td>Grand Rapids / 616.975.4800</td>
<td>cascadeng.com</td>
<td></td>
</tr>
<tr>
<td>Catalyst Partners</td>
<td>Grand Rapids / 616.454.1111</td>
<td>catalyst-partners.com</td>
<td></td>
</tr>
<tr>
<td>Chemical Bank</td>
<td>St. Joseph / 269.934.1034</td>
<td>chemicalbankmi.com</td>
<td></td>
</tr>
<tr>
<td>Chikaming Township</td>
<td>Harbert / 269.469.1676</td>
<td>chikamingtownship.org</td>
<td></td>
</tr>
<tr>
<td>Chillin’ It! Event Water Solutions</td>
<td>St. Joseph / 269.944.7985</td>
<td>chilliniteventwater.com</td>
<td></td>
</tr>
<tr>
<td>Citizens’ Climate Lobby</td>
<td>Grand Rapids / 616.446.3921</td>
<td>citizensclimatelobby.org/chapters/MI_Grand_Rapids/</td>
<td></td>
</tr>
<tr>
<td>City of Bridgman</td>
<td>Bridgman / 269.506.2780</td>
<td>bridgman.org</td>
<td></td>
</tr>
<tr>
<td>City of Grand Rapids</td>
<td>Grand Rapids / 616.456.3689</td>
<td>grcity.us</td>
<td></td>
</tr>
<tr>
<td>Company</td>
<td>Location</td>
<td>Phone Number</td>
<td>Website</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>-------------------</td>
<td>---------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>Green Giftz</td>
<td>Grand Rapids</td>
<td>616.735.1000</td>
<td>greengiftz.com</td>
</tr>
<tr>
<td>GreenHome Institute</td>
<td>Grand Rapids</td>
<td>616.458.6733</td>
<td>alliances.org</td>
</tr>
<tr>
<td>Green Michigan.org</td>
<td>Grand Rapids</td>
<td>616.638.0670</td>
<td>greenmichigan.org</td>
</tr>
<tr>
<td>GreenSpan Construction</td>
<td>Benton Harbor</td>
<td>269.325.9949</td>
<td></td>
</tr>
<tr>
<td>GZA GeoEnvironmental, Inc.</td>
<td>Grand Rapids</td>
<td>616.956.6123</td>
<td>gza.com</td>
</tr>
<tr>
<td>Habitat for Humanity Kent County</td>
<td>Grand Rapids</td>
<td>616.774.2431</td>
<td>habitatkent.org</td>
</tr>
<tr>
<td>Harbor Country Chamber of Commerce</td>
<td>Three Oaks</td>
<td>269.469.5409</td>
<td>harborcountry.org</td>
</tr>
<tr>
<td>Haworth Inc.</td>
<td>Holland</td>
<td>616.393.3000</td>
<td>haworth.com</td>
</tr>
<tr>
<td>Herman Miller, Inc.</td>
<td>Zeeland</td>
<td>616.654.3000</td>
<td>hermanmiller.com</td>
</tr>
<tr>
<td>Holland Board of Public Works</td>
<td>Holland</td>
<td>616.355.1658</td>
<td>hollandbpw.com</td>
</tr>
<tr>
<td>Home Depot</td>
<td>Benton Harbor</td>
<td>269.926.2173</td>
<td>homedepot.com</td>
</tr>
<tr>
<td>Homes2Love Real Estate</td>
<td>Berrien Springs</td>
<td>269.473.1234</td>
<td>dixiewong.com</td>
</tr>
<tr>
<td>IDa Design</td>
<td>Zeeland</td>
<td>616.748.1572</td>
<td>idadesign.com</td>
</tr>
<tr>
<td>Indiana Michigan Power (AEP)</td>
<td>Benton Harbor</td>
<td>269.934.6149</td>
<td>aep.com</td>
</tr>
<tr>
<td>Indiana University - South Bend</td>
<td>South Bend, IN</td>
<td>574.299.3371</td>
<td>isub.edu</td>
</tr>
<tr>
<td>Intertek</td>
<td>Kentwood</td>
<td>616.656.7401</td>
<td>intertek.com</td>
</tr>
<tr>
<td>J.B.H. Strategies</td>
<td>St. Joseph</td>
<td>269.921.5471</td>
<td></td>
</tr>
<tr>
<td>Jones Lang LaSalle</td>
<td>Benton Harbor</td>
<td>269.923.7265</td>
<td>us.jll.com</td>
</tr>
<tr>
<td>JR Automation Technologies, LLC</td>
<td>Holland</td>
<td>616.399.2168</td>
<td>jrauto.com</td>
</tr>
<tr>
<td>Junior Achievement of the Michigan</td>
<td>Great Lakes</td>
<td>616.575.9080</td>
<td>juniorachievement.org/web/ja-mgl</td>
</tr>
<tr>
<td>Kaminski Farms</td>
<td>Three Oaks</td>
<td>269.756.7457</td>
<td>kaminskifarms.com</td>
</tr>
<tr>
<td>Keen Studio</td>
<td>Grand Rapids</td>
<td>616.443.7497</td>
<td>keenstudio.com</td>
</tr>
<tr>
<td>Kent County Dept. of Public Works</td>
<td>Grand Rapids</td>
<td>616.336.3694</td>
<td>accessKent.com</td>
</tr>
<tr>
<td>Kentwood Office Furniture</td>
<td>Grand Rapids</td>
<td>616.957.2320</td>
<td>kentwoodoffice.com</td>
</tr>
<tr>
<td>Kerry Rowe Design</td>
<td>Grand Rapids</td>
<td>616.295.2369</td>
<td></td>
</tr>
<tr>
<td>Key Green Solutions</td>
<td>Grand Rapids</td>
<td>616.551.0955</td>
<td>keygreensolutions.com</td>
</tr>
<tr>
<td>Krasl Art Center</td>
<td>St. Joseph</td>
<td>269.983.0271</td>
<td>krasl.org</td>
</tr>
<tr>
<td>KSS Enterprises</td>
<td>Kalamazoo</td>
<td>269.760.5702</td>
<td>kssenterprises.com</td>
</tr>
<tr>
<td>Lake Michigan College</td>
<td>Benton Harbor</td>
<td>269.927.8602</td>
<td>lakemichigancollege.edu</td>
</tr>
<tr>
<td>Lakeland HealthCare</td>
<td>St. Joseph</td>
<td>269.983.8283</td>
<td>lakelandregional.org</td>
</tr>
<tr>
<td>Lean Living LLC</td>
<td>Grand Rapids</td>
<td>616.520.8400</td>
<td></td>
</tr>
<tr>
<td>Lean &amp; Green Michigan</td>
<td>Detroit</td>
<td>313.444.1474</td>
<td>leanandgreenmi.com</td>
</tr>
<tr>
<td>Lehman &amp; Lehman, Inc.</td>
<td>Mishawaka, IN</td>
<td>574.257.0255</td>
<td>lehmanandlehman.com</td>
</tr>
<tr>
<td>Life Cycle Property Management</td>
<td>Grand Rapids</td>
<td>616.293.5731</td>
<td>lifecyclepm.com</td>
</tr>
<tr>
<td>The Livery Brewing Company</td>
<td>Benton Harbor</td>
<td>269.757.3659</td>
<td>liverybrew.com</td>
</tr>
<tr>
<td>Local First of West Michigan</td>
<td>Grand Rapids</td>
<td>616.808.3788</td>
<td>localfirst.com</td>
</tr>
<tr>
<td>Mackinaw Power</td>
<td>Lowell</td>
<td>616.897.1305</td>
<td>mackinawpower.com</td>
</tr>
<tr>
<td>Market Technologies</td>
<td>Charlevoix</td>
<td>231.547.6090</td>
<td>mktec.com</td>
</tr>
<tr>
<td>Meals on Wheels of SW Michigan</td>
<td>Benton Harbor</td>
<td>269.925.0137</td>
<td>snsmeals.org</td>
</tr>
<tr>
<td>Meijer</td>
<td>Grand Rapids</td>
<td>616.735.7101</td>
<td>meijer.com</td>
</tr>
<tr>
<td>Mercantile Bank of Michigan</td>
<td>Grand Rapids</td>
<td>616.726.1601</td>
<td>mercbank.com</td>
</tr>
<tr>
<td>Mercy Health Saint Mary's</td>
<td>Grand Rapids</td>
<td>616.685.6322</td>
<td>mercyhealthsaintmarys.com</td>
</tr>
<tr>
<td>Metro Health Hospital</td>
<td>Wyoming</td>
<td>616.252.7200</td>
<td>metrohealth.net</td>
</tr>
</tbody>
</table>
Michiana Recycling & Disposal  
Niles / 269.684.0900  
michianarecyclinganddisposal.com

Michigan Department of Environmental Quality  
Lansing / 517.290.2723  
michigan.gov/deq

Michigan Energy Innovation Business Council  
Lansing / 517.853.2571  
mieibc.org

Michigan Energy Options  
East Lansing / 517.337.0422  
michiganenergyoptions.org

Michigan League of Conservation Voters Education Fund  
Grand Rapids / 616.459.6459  
michiganvcf.org

Michigan Works  
Benton Harbor / 269.932.8131  
miworks.org

Midwest Energy Group  
Kalamazoo / 616.928.8666  
midwesternenergygroup.com

Morgan & Morgan CPAs  
Grand Rapids / 616.776.6457  
morganscpas.com

Mull-It-Over Products  
Grandville / 616.730.2162  
mullitoverproducts.com

My Green Michigan  
mygreenmichigan.com

Natural Capital Partners  
Ada / 616.682.4881  
naturalcapitalpartners.com

New Soil  
Jenison / 616.748.1955  
new-soil.com

Nichols  
Spring Lake / 616.656.9720  
enichols.com

Occupant Care  
Ada / 616.901.0518  
occupantcare.com

Odom Re-Use  
Grawn / 616.784.8733  
odomreuse.com

OpEx Pros  
Grand Rapids / 810.869.2801  
opexpros.com

Organicle  
Grand Rapids / 616.855.3377  
organicle.org

Padnos  
Holland / 616.396.6521  
padnos.com

Parasol Solar  
St. Joseph / 844.727.2765  
parasol.com

Perrigo  
Allegan / 269.686.2564  
perrigo.com

PhycoTech, Inc.  
St. Joseph / 269.983.3654  
phyctech.com

Powell Construction  
St. Joseph / 269.556.1111  
powell-construction.com

Prism Science & Technology LLC  
St. Joseph / 269.983.5775  
prismtech.com

Progressive AE  
Grand Rapids / 616.361.2664  
progressiveae.com

Rapid Green Group  
Grandville / 616.791.4747  
rapidgreengroup.com

RecycleBoxBin  
Grand Rapids / 616.558.2515  
recycleboxbin.com

Red Arrow Cleaning  
St. Joseph / 269.408.1878  
redarrowcleaning.com

Repcolite Paints/Recoat Paint  
Holland / 616.396.1275  
recoatpaint.com

Republic Services  
Jenison / 616.662.6839  
republicservices.com

Restorative Lake Sciences LLC  
Spring Lake / 616.843.5636  
restorativelakesciences.com

Rhoades McKee  
Grand Rapids / 616.235.3500  
rhoadesmckee.com

Rockford Construction  
Grand Rapids / 616.285.6933  
rockfordconstruction.com

Sarett Nature Center  
Benton Harbor / 269.927.4832  
sarett.com

Schupan Recycling  
Grand Rapids / 616.245.5010  
schupanrec.com

Scooter Joe’s Wheel & Water Rental  
St. Joseph / 603.557.0546  
scootjoe.com

Solar Winds Power Systems  
Shelbyville / 616.635.7855  
thesolarwinds.com

Southwest Michigan Planning Commission  
Benton Harbor / 269.362.3300  
swmpc.org

SpartanNash  
Grand Rapids / 616.878.8625  
spartannash.com

Spectrum Health  
Grand Rapids / 888.989.7999  
spectrumhealth.org

St. Joseph Public Schools  
St. Joseph / 269.926.3103  
sjpublicschools.org

St. Joseph Charter Township  
St. Joseph / 269.429.7703  
sjct.org
Membership in West Michigan Sustainable Business Forum is on an annual, calendar year basis. Membership dues fund the vast majority of the forum’s work.

Members receive a profile page on wmsbf.org, access to special education and networking opportunities, the ability to promote events and happenings through our blog and newsletter, voting rights and more.

Dues are a donation tax deductible to the fullest extent of the law.

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Dues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>$100</td>
</tr>
<tr>
<td>3-10</td>
<td>$150</td>
</tr>
<tr>
<td>11-100</td>
<td>$300</td>
</tr>
<tr>
<td>101-1,000</td>
<td>$500</td>
</tr>
<tr>
<td>1,000 employees or more</td>
<td>$750</td>
</tr>
<tr>
<td>At large (no company affiliation)</td>
<td>$50</td>
</tr>
<tr>
<td>Student (of member university)</td>
<td>$0</td>
</tr>
<tr>
<td>Student (non-member university)</td>
<td>$20</td>
</tr>
</tbody>
</table>

At Large Members
Patricia Birkholz, Larry Buzas, Steven Dahlquist, Erik Daly, Kaylee Milanowski, Steven Noble, Brian Wolters, Leslie Yarhouse

Student Members
Madeline Burns, Dana Eardley, Rose Halle, William Huyge, Ryan Lutes, Taylor Maurer, Ricardo Navarrette Mendez, Craig Reiley, Robin Sterk
sustainability

circular economy

cclimate resiliency

social responsibility

West Michigan Sustainable Business Forum provides education, resources and opportunities for collaboration to novice and advanced sustainable business programs.

Regular WMSBF monthly membership meetings occur on the second Monday of most months, with additional conferences, workshops, tours, and mixers scheduled throughout the year in West and Southwest Michigan.

Learn more at: wmsbf.org

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

A 501(c)(3) non-profit organization. Our EIN Number is 26-3787387.