



Business leadership for sustainable companies,  
prosperous communities and thriving eco-systems  
in the Northwest and beyond.





## Leadership

NBIS members are committed to aligning their business practices with the values that sustain prosperous companies, thriving ecosystems and valued quality of life. They are developing profitable management practices that encourage innovation, engage employees, reduce risk, and meet the needs and expectations of customers.

## Innovation

NBIS members are seizing the opportunities to innovate in response to current economic pressures and changing customer and stakeholder expectations. They are developing new products and services, reducing their environmental impacts, rethinking their purpose and creatively engaging with the communities in which they do business. The results are evident as these companies take the lead in their industries.

## Best Practices

NBIS provides a forum for local, national, and international experts to share best practices and innovative approaches. The Accelerating Sustainability series offers Keystone events, workshops and professional roundtables for peer learning and practical instruction.

## Expert Tools and Resources

NBIS is a one-stop-resource for access to the best new ideas, practical tools and expertise. NBIS Green Team Coaching and Sustainability Consulting services offer streamlined assistance in developing strategies that fit the individual company and industry. NBIS partners with government agencies and academic institutions to provide additional cost-effective technical resources and support. As a hub of sustainable business, NBIS connects people with the resources they need to accelerate their sustainability and advance their business.

## Regional Collaboration

NBIS regional programs engage businesses in collaborative partnerships across industries that foster creative approaches to common problems. Through collaboration across sectors, businesses can participate effectively in issues affecting our region providing the economic engines for innovation and stewardship of our natural resources and valued quality of life. NBIS business members are part of the solution, not part of the problem!

# membership

## Join NBIS

Your business membership will bring you access to NBIS' programs and resources and to the network of companies and professionals working to advance sustainability in their organizations.

### When you join NBIS, you receive the following:

- Welcome meeting with NBIS co-directors, Karl Ostrom, Ph.D. and Mary Rose, M.Div., to discuss your company's sustainability goals and achievements. In this meeting, you'll identify new opportunities and options for gaining the benefit of your membership and your sustainability efforts.
- Discounts on NBIS Forums and Workshops for up to five members of your staff\*
- Access to regional and national sustainability projects and leaders
- Listing in NBIS Member section of website with logo and company description
- Featured profile on the NBIS website—an opportunity to showcase your business to an audience interested in knowing about sustainable companies, products and services
- Sidebar ad on the NBIS website cycled throughout the year—NBIS event promotions and newsletter drive traffic to the website on a regular basis
- Invitations to peer roundtables and networking events
- Opportunity to host an NBIS EcoHour at your place of business
- Opportunities to speak at NBIS forums and workshops as appropriate to the topic

## Business Leadership for Sustainability

NBIS is Unique— we combine the resources and services of a membership organization with expertise in organizational change and in-depth knowledge of sustainability management. You can take advantage of these opportunities by becoming a member. You'll receive visibility, discounts and access to our leadership network and expertise.





## Accelerate your Sustainability

NBIS provides consultative and coaching services to support your team in accelerating sustainability – we'll meet you at your point of readiness and help you fine-tune your strategic approach, engage employees, establish benchmarks and tracking systems to measure your impacts and increase performance.

### Options include:

- **Introductory presentation and discussion with your team** – what is Sustainability, how is it different from Green, what is the leading edge in your industry, what are your goals, challenges and opportunities?
- **Sustainability Assessment and Benchmarking** – facilitated assessment that benchmarks your progress and highlights opportunities. This is the foundation for a strategic approach to sustainability and for reporting to your stakeholders and customers.
- **Sustainability Planning Workshop** – turn your assessment and your achievements to date into a strategic plan for your company to guide decision-making and measure impacts and ROI.
- **Coaching** – support for your staff on sustainability projects and initiatives; guidance, planning assistance and access to experts and resources.
- **Project Specific Expertise** – NBIS draws upon a broad range of experts to support and assist professionals in their sustainability endeavors.
- **Telling your Story & Stakeholder Engagement** – building on your sustainability planning and implementation foundation, you can tell your story. NBIS links you to resources in marketing and sustainability reporting to help you capture the full benefit of your initiatives.

# Leadership Opportunities

NBIS promotes business leadership for action toward lasting environmental, social, and economic prosperity. The business community, with its energy, pragmatism and creativity, is an indispensable partner for creating new possibilities. NBIS members provide inspiration, examples and regional leadership for in-depth solutions to the challenges we face. Whether yours is a global firm or a locally focused enterprise, you are part of the community of leadership for change.

## Through NBIS you can:

- Mentor others
- Showcase your pioneering programs and initiatives
- Participate in collaborative approaches to addressing common challenges
- Strengthen your engagement with the pressing issues of our times—global warming, resource depletion, social equity, sustainable cities and communities and economic restructuring.



NBIS' **Salmon-Safe Urban Initiative** offers assessment and recognition to urban landowners for landscape and stormwater management practices that reduce impact on salmon and our urban watersheds. The program is supported by the Puget Sound Partnership, King Conservation District and the National Fish and Wildlife Foundation.

**By-Product Synergy Northwest** is a unique collaboration of Northwest companies working together to develop strategies to reduce costs and waste through innovative collaboration. The project emphasizes overall waste reduction strategies and best practices, GHG reduction through more efficient use of materials, extending the useful life of materials and sourcing locally; and reduction of hazardous materials through materials substitution and process improvement. The project also sparks new business development. Members are posted on the NBIS website

Founded in 2003, NBIS' programs and services have informed and inspired hundreds of business professionals and helped to catalyze business leadership for sustainability in the Northwest. The NBIS Advisory Board includes practicing professionals with experience across business functions, as well as educators and partners.

NBIS Forums and Workshops have drawn upon the expertise of a broad range of companies, including: Boeing, Nordstrom, Starbucks, REI, Mithun, McKinstry, Nike, Sellen, Belt Collins, Cascade Designs, Genie Industries, Leader International, Expeditors, Port of Seattle, Pacific Market International, PCC Natural Markets, ShoreBank Pacific, Imperium, Timberland, Grays Harbor Paper, Ch2M Hill and many others.

## History

In 2004, NBIS convened a region-wide planning committee and coordinated the first business-focused sustainability conference in the region. Profitable Sustainability: the Future of Business, elevated business awareness of the opportunities and strategies associated with environmentally and socially responsible business management.

Co-Directors, **Karl Ostrom**, Ph.D., and **Mary Rose**, M.Div., have multidisciplinary backgrounds that inform their skills in support of sustainable business development. Their backgrounds include interdisciplinary project management, teaching, organizational development, large scale social change management, entrepreneurship, leadership development, and public relations.

## Sample topic areas:

- Eco-Entrepreneurs and Green Venture Capitalists
- Turning Waste into profit
- Renewable Energy Purchasing
- Product ingredients and labeling standards for export to European Union
- Codes of Conduct for Managing Supply Chain Vendors
- Metrics and Indicators for CSR Tracking and Reporting
- Natural Step Training
- Sustainable Procurement
- GHG measurement and reduction
- Life Cycle Assessment
- Sustainability in Product Design
- Energy efficiency for facilities managers
- CSR Reporting and Telling Your Story
- Sustainable Design and Innovation for the 2010 Winter Olympics in B.C.
- Stormwater management for Salmon-Safe Certification
- Green Business Boot Camps

# NBIS MEMBERSHIP CATEGORIES AND BENEFITS

| BENEFITS  | BUSINESS       |                  |                        | PARTNERS                               | INDIVIDUALS  |             |
|---|----------------|------------------|------------------------|--|--------------|-------------|
|   | 100+ Employees | 50-100 Employees | Less than 50 Employees | Government, Academic & Non-Profit Orgs | Individuals  | Students    |
| Member discounts for events   | ✓              | ✓                | ✓                      | ✓                                      | ✓            | ✓           |
| Access to members-only events and services                                    | ✓              | ✓                | ✓                      | ✓                                      | ✓            | ✓           |
| Opportunity to volunteer and network on NBIS committees                       | ✓              | ✓                | ✓                      | ✓                                      | ✓            | ✓           |
| Listing in NBIS Member Online Directory                                       | ✓              | ✓                | ✓                      | ✓                                      |              |             |
| Membership is in a company/org name   | ✓              | ✓                | ✓                      | ✓                                      |              |             |
| Featured Profile on NBIS website  | ✓              | ✓                | ✓                      | Additional Charge                      |              |             |
| Ad on NBIS website - cycled throughout the year                               | ✓              | ✓                | ✓                      |  |              |             |
| Opportunity to host NBIS EcoHour  | ✓              | ✓                | ✓                      | ✓                                      |              |             |
| Consultation on sustainability goals, opportunities and industry intelligence | 4 Hours        | 2 Hours          | 2 Hours                | 2 Hours                                | 1 Hour       |             |
| Number of individuals included with membership                                | 5              | 3                | 2                      | 2                                      | 1            | 1           |
| <b>Membership Dues</b>  | <b>\$1000</b>  | <b>\$600</b>     | <b>\$350</b>           | <b>\$250</b>                           | <b>\$100</b> | <b>\$40</b> |

NBIS helped us develop a practical business plan and provided expert-level resources to help our company go from zero to 60. The rewards of this work have been proven in the marketplace.

*-Carol Schreitmuehler, Director, Advanced Innovation, Pacific Market International*

Sustainability has evolved from being a moral imperative to being a business imperative.

*-Bob Willard, Author: The Sustainability Advantage*

NBIS, a non-profit organization, offers its business members access to a wealth of green and sustainable information. The organization is keen on making sure members avoid greenwashing by deepening their knowledge of sustainability and strengthening change management within their organizations. NBIS provides companies the opportunity to engage with significant issues through the workplace and link company practices to future readiness, innovation & profitability.

*-Jen Pennington, Rhizome Design & Images*



Photos by Robert J. Pennington/www.rhizomeimages.com



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