

# Making a Profit While Making a Difference: Practical Business Opportunities in a Changing World

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**Mark Aalfs** works in the field of conservation and renewable energy at Tacoma Public Utilities' Energy Services Department. He manages the green power program – EverGreen Options, and facilitates customers' interconnection of solar electric systems to the electricity grid. LEED certified, Mark also advises commercial customers on green building and related conservation topics. As a founding Board member of Sustainable Seattle, Mark contributed to the "Indicators of Sustainable Community" reports published in the 1990s. As an advocate of international solar development, he has served on the Board of Solar Cookers International, based in Sacramento. Mark received a BA from Antioch College and an MS from the University of Washington School of Engineering.

**Jackie Aitchison** is Administrative Director of the Washington State Farmers Market Association. She became involved with farmers markets while serving on the Poulsbo City Council, where she was a member of the Community Services Committee and was the liaison to the community group developing a farmers market for the City of Poulsbo. After completing her tenure on the council, she was hired as the market manager for the Poulsbo Farmers Market in 2004. The market will be celebrating its fifth anniversary this market season, having grown and become a key component of the community under Jackie's leadership. In July 2007 the Washington State Farmers Market Association hired Jackie as their Administrative Director. Jackie has lived all but 10 years of her life in Kitsap County. She is a member of the Daughters of the Pioneers of Washington and the Kitsap Regional Library Board of Trustees. She is also a WSU master gardener and thoroughly enjoys being a grandmother.

**Mark Brady** is the Director of the Puget Sound Clean Cities Coalition, which works to reduce petroleum use in the transportation sector. The Coalition promotes various alternatives to petroleum including biodiesel, electricity, ethanol and natural gas. The Coalition also promotes activities to extend the use of petroleum, such as hybrid vehicles, plug-in hybrids, idle reduction and increased fuel economy. Mr. Brady provides technical and regulatory assistance to Coalition members and the public and conducts outreach and education activities. He has masters and bachelors degrees in engineering and experience in regulatory analysis and minimizing environmental impacts.

**Vicki Bushnell** is the Education and Communications Coordinator for the Kitsap County Public Works Solid Waste Division, where she is responsible for developing community outreach through print media, public events, publications, and the Internet, and is a member of the Department of Emergency Management's Communications team during crisis events. She also coordinates the county's Waste Wi\$e Kitsap in-house waste reduction and recycling program, which has won seven consecutive national awards from the Environmental Protection Agency, including four as Local Government Partner of the Year. She brings an extensive background providing technical assistance to businesses from her tenure as the Green Works Coordinator, helping businesses implement programs to reduce their environmental footprint and providing training to their employees. In addition, she has also served as the Kitsap mercury reduction coordinator and is currently the Kitsap business sector lead on the E3 Washington environmental education program, a regional initiative to develop a comprehensive statewide environmental education plan for all residents of Washington State.

**Art Castle** has been the Executive Vice President of the Home Builders Association of Kitsap County for the past 14 years. Under his tenure, the association has grown from 315 to nearly 600 member companies, and the staff has grown from two employees to five and a half. Mr. Castle was instrumental in initiating the "Build A Better Kitsap" program (now named Built Green®), a market-based environmentally friendly building program, in 1997. He is a member of the American Society of Association Executives and the National Association of Home Builders Executive Officers Council. He also serves as Secretary of the Kitsap Home Builders Foundation, which completed a major retrofit of the HBA office site in 2007 as a Low Impact Development Showcase and is currently managing a Low Impact Development grant to assist in developing LID standards for Kitsap County and its four cities. Mr. Castle has received 17 prestigious Association Excellence Awards from the National Association of Home Builders Executive Officers Council and a Building Industry Association Executive professional designation from the National Association of Home Builders. He is a graduate of Florida International University.

**Bill Evans** is a former Tacoma City Council Member and Deputy Mayor. He was elected to the Tacoma City Council in 1999 and served two terms before returning to his business as the sole proprietor of the Pacific Northwest Shop in the proctor neighborhood. Mr. Evans worked with Cottage Industry co-ops in Peru and Bolivia in the early 70's with his then new spouse Ann, who is from County Galway, Ireland. When they returned to Seattle, he taught Spanish and sold Folk Art from South America and Africa at the Pike Place Market. They moved to Tacoma in 1975 and opened a retail shop at Old City Hall in downtown Tacoma. They are now in their 33rd year in business in Tacoma. During that time, Mr. Evans organized and/or joined groups that would help revitalize and build community, including the Proctor Farmers' Market, Business District Association, Housing Advocacy, and the Children's Museum. He is also active in the "BUY/GO LOCAL" movement.

**Jacob Fey** is the Director of the Washington State University Extension Energy Program. He has more than 30 years of experience directing and implementing conservation in our region, serving in management roles for the Washington State Energy Office, the City of Tacoma, and on many boards. At Tacoma Power, Jacob oversaw the development and implementation of a comprehensive conservation program for new and existing residential, commercial and industrial facilities, resulting in the acquisition of 40 average megawatts at a cost of approximately \$120 million. He served as President of the Electric League, Chair of the Board of the Northwest Energy Efficiency Alliance, and Chair of the Tacoma Public Utilities Board. He is currently a member of the Tacoma City Council. He has a Bachelor of Arts in Political Science from the University of Washington and a Master of Public Administration from the University of Puget Sound.

**Michelle Long** is the Executive Director of Sustainable Connections, a Bellingham-based membership organization of more than 600 local, independent Northwest Washington businesses working to transform and model an economy built on sustainable practices. Programs include a highly successful Think Local First campaign that has altered the purchasing behaviors of three in five local households, Food & Farming, Green Building, Energy, and Sustainable Business Development. Elected officials have called the organization the community's most important economic development organization, environmental groups have awarded it their Business Hero award, and the general community has chosen it as their 'favorite non-profit' in an annual poll. The organization has been written up extensively in books and in the national media, including a recent NPR Marketplace story that called Bellingham the "epicenter of a new economic model." Ms. Long is the co-author of "Local First: A How to Guide," teaches workshops on creating effective networks of sustainable businesses, and is a regular keynote speaker. Ms. Long is Chair of the Board of the [Business Alliance for Local Living Economies, \(BALLE\)](#), an alliance of almost 60 business networks similar to Sustainable Connections, and is on the board of the [Sightline Institute](#).

**Kelsey Marshall** is the co-founder of Grounds for Change, which started as a tiny roastery on Bainbridge Island and has grown into a much larger facility in Poulsbo that roasts well over 100,000 pounds of coffee annually. Grounds for Change roasts 100 percent Fair Trade, Organic coffee in small batches to ensure the freshest coffee possible. All Grounds for Change coffee is Fair Trade Certified by TransFair USA, and its Organic Certification meets the stringent Organic Processor Standards enforced by the federal government and the Washington State Department of Agriculture. The vast majority of their coffee is also Shade Grown, which ensures healthy habitat for migratory birds. In 2005, Kelsey was selected by a panel of judges for the Kitsap Business Journal as one of Kitsap County's "40 Under 40," an award that recognizes "outstanding young business individuals" in the county.

**Dennis McLerran** is the Executive Director of the Puget Sound Clean Air Agency, the regional air quality agency for King, Kitsap, Pierce and Snohomish counties. He has led the Agency in developing a number of national award-winning programs, including Diesel Solutions, a broad-based voluntary diesel retrofit and clean fuels program; the Puget Sound voluntary summer clean gasoline program; and developing legislation creating the Washington State Clean School Bus program, making \$5 million per year available to clean up 9,000 school buses. He currently serves as Co-Chair of the Mobile Sources and Fuels Committee of the National Association of Clean Air Agencies and is a past President and Board member. He is a member of US EPA's Clean Air Act Advisory Committee and the Mobile Source Technical Review Subcommittee, Governor Gregoire's Climate Advisory Team, and the West Coast Collaborative, which promotes promoting retrofitting of diesel engines. Mr. McLerran is a past recipient of the Municipal League of King County's Public Employee of the Year award and a past Chair of the Land Use and Environmental Law Section of the Washington State Bar.

**Lorinda R. Rowledge, PhD** is the Provost and Executive Vice President for Academic Affairs at Bainbridge Graduate Institute, which offers a pioneering MBA in Sustainable Business. Ms. Rowledge's teaching, research and consulting focus is sustainable business strategy, innovation, and value stream management. She co-authored "Mapping the Journey: Case Studies in Implementing Sustainable Development Strategies," featuring global leaders in sustainable business. In her strategic consulting, Ms. Rowledge helps executives of global companies create vision and strategies for innovation and performance breakthrough. She brings expertise in sustainable business, customer focus, total quality management, process design, lean production, new product development and vitalized organizational culture to clients including AT&T Canada, Ballard Power Systems, Boeing, CPC, GlaxoSmithKline, Milliken, Nortel, Telus, US West and Weyerhaeuser. She is a co-founder of EKOS International and was managing partner in Deltapoint Corporation, a consulting and publishing firm with an international reputation in advanced Japanese management systems. she holds a PhD. in Organizational and Community Psychology.

**Bill Smith** has served as the Senior Environmental Specialist for the City of Tacoma's Solid Waste Management Division since July of 2001, where he oversees the Resource Conservation programs of the City, supervises two program assistants and leads the City's efforts in sustainability, green building and product stewardship. Prior to joining the City, he worked for eight years in the Waste Reduction and Recycling section of the King County Solid Waste Division. Mr. Smith worked with the local chapter of the Master Builders Association to bring a Green Building program to the City, initiated a residential demonstration project at the landfill called the EnviroHouse and is one of several staff working on the City's climate change initiative. He serves on the Advisory Council of the Puget Sound Clean Air Agency and is a member of the steering committee of the Northwest Product Stewardship Council and the local chapter of the United States Green Building Council. He also holds the Certified Recycling and Composting Manager designations from the Solid Waste Association of North America. The City's recycling and resource conservation programs received the Washington State Recycling Association's 2004 award for Best Government Recycling Program.

**Amy Warren** is a Communications Specialist for the Puget Sound Clean Air Agency where she plans, implements and manages marketing, education and outreach programs. She also serves on external task forces developing communication strategies, including the No Idle Zone vehicle-emission reduction program developed by the Northwest Air Quality Communicators Group and the City of Seattle's Green Ribbon Commission and Climate Action Now campaign. Prior to joining the agency, Ms. Warren was a consumer education specialist and publications editor for Safeco Corporation, where she also served as Public Relations liaison for the company's National Catastrophe Team, was the public information officer for South Seattle Community College and served as president for the Washington Association of Community and Technical Colleges Public Information Commission. She began her career in radio news at Seattle's KIRO 710, where her news team was awarded the Edward R. Murrow Award for spot news coverage from the Radio-Television News Directors Association. Ms. Warren earned a degree in broadcast communications from Western Washington University and a certificate in public relations from the University of Washington. She is also a trained Master Composter/Soilbuilder and volunteers her expertise at community events.

**Julia Zander** has worked as an environmental coordinator with Poulsbo-based Watson Furniture Group since 2003. After graduating from Colgate University with a degree in Environmental Geography, Julia became a field organizer for Northern Plains Resource Council, a non-profit conservation group in Montana. At Watson, Julia pushed for company leadership on environmental issues, including minimizing solid waste and implementing green programs. She achieved LEED accreditation in 2006 and spent a year working for O'Brien & Company, a green building consulting firm, while also managing projects for Watson. In her current position at Watson – Environmental Agitator – Julia is charged with finding and implementing real-world, sustainable solutions that make economic sense.