

## *Plan for your Business's Success:*

# A Workshop on How to Incorporate Sustainability Metrics, Indicators and Initiatives into your Business Plan

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- 8:50 am      **Welcome:**      Joseph Hauth, Puget Sound Industrial Excellence Center
- 9:00am      **Key Note Speaker:** DeAnna Poling, Regional President for the Pacific Northwest at One PacificCoast Bank
- 9:15am      **Evaluating the need for a Sustainable Business Plan**  
Stephanie Gowing, Sustainable Business Coordinator at ECOSS  
Steve Gerritson, Vice President at Enterprise Seattle  
Matt O’Laughlin, Sr. Ski Design Engineer and Chair of Sustainability Action Team at K2 Sports
- 10:00am      **Designing a Sustainable Business Plan**  
Kevin Wilhelm, CEO at Sustainable Business Consulting  
Burt Hammer CEO at Hydrovolts, Inc.
- 10:40am      **Implementing a Sustainable Business Plan**  
Elliott Zimmermann, Industrial Programs at Seattle City light  
Candy Castellanos, Waste Diversion Project Manager & Sustainability Team leader, CleanScapes
- 11:20am      **Reviewing and Revaluating your Sustainable Business Plan**  
Dave R. Meyer, ValueStream Performance Advisors  
Yale Wong, CEO at General Biodiesel



**DeAnna Poling**  
**Regional President at OnePacific Coast Bank**

DeAnna Poling is the Regional President for the Pacific Northwest region of One PacificCoast Bank, FSB, an FDIC-insured Certified Development Financial Institution.

As a member of the bank's senior management team, DeAnna oversees all business development activities for Washington and Oregon as well as playing a key role in the strategic development of the overall bank. She has more than 25 years of commercial banking experience, working with a variety of industry areas and many years of non-profit leadership roles. DeAnna holds a BS in Finance from the University of Montana and an MBA from Seattle University.

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**Steven Gerritson**

**Vice President at EnterpriseSeattle**

enterpriseSeattle is a non-profit, public-private partnership that has been designated by the Washington State Department of Commerce as the economic development council for King County. Our mission is to build a world-class economy in King County and its 39 cities. Now in our 40th year, the organization provides confidential, one-on-one consulting services, free of charge, to businesses seeking to establish or expand in, or relocate to, the central Puget Sound region. EnterpriseSeattle supports export promotion, cluster development, and foreign direct investment.

Stephen Gerritson is the founder and manager of the Clean Energy and Technology practice at enterpriseSeattle. He has worked with more than 400 clean-technology companies in the Puget Sound region, providing pro bono business consulting assistance and advice on fundraising, commercialization, organizational development, and other topics. He has organized and led international trade delegations, hosted visits from other countries, and advised foreign firms on the mechanics of setting up operations in Washington State. Mr. Gerritson holds a BA from the University of Massachusetts and an MPA from the Woodrow Wilson School at Princeton University.

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**Stephanie Gowing**

**Sustainable Business Coordinator at ECOSS**

Stephanie Gowing is a sustainable business coordinator at ECOSS. In this capacity she is responsible for assisting businesses with energy and water conservation, waste reduction, and helping small to medium size businesses implement sustainable practices into their business plans. Stephanie provides technical support and education on Seattle Climate Partnership's carbon footprint calculator and assists businesses with locating financing, rebates and incentives that help conserve resources. Prior to joining

ECOSS, Stephanie directed a joint green business program through the Tacoma-Pierce County Chamber and City of Tacoma. From 2004-2009 Stephanie worked as a project coordinator at an environmental consulting firm, in Lakewood WA. She has a BA and a M.ES in environmental planning and policy. Stephanie is a LEED AP and a Certified Sustainable Building Advisor.

ECOSS is a nonprofit organization that encourages urban redevelopment and a healthy environment by providing education, resources and technical assistance to diverse businesses and communities in the Puget Sound region. ECOSS services are free and confidential.

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### **Matt O'Laughlin**

### **Sr. Design Engineer at K2 Skis**

Matt O'Laughlin is a Sr. Design Engineer at K2 Skis, the ski industry's #1 brand and leading innovator, and Chair of the Sustainability Action Team at K2 Sports. He has 9 years of experience in product development, including the areas of research, design, prototyping, testing and production, among others. Despite his busy career creating and testing skis, Matt combines his problem solving skills and love for the outdoors by leading the cross-functional Sustainability Action Team at K2. The team focuses on K2's business processes and product designs to improve the company's impact on the environment that fosters its business. K2 recently finished its benchmark Seattle carbon footprint, global shipping carbon footprint, beta testing of the Eco Index and will soon complete its first corporate sustainability report. Matt recently joined the Outdoor Industry Association's Eco Working Group to further his education and drive sustainability within the outdoor industry.

Almost 50 years ago, K2 was born as America's ski company on Vashon Island in Washington State's Puget Sound. Renamed K2 Sports in 2003, the company today has an international portfolio of 16 world renowned brands and over 40 consumer product categories. K2 Sports global headquarters are located in Seattle, Washington and we have international offices located in Canada, Germany, Japan, Korea, Hong Kong and Norway, employing 459 people.

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### **Burt Hamner**

### **CEO at Hydrovolts, Inc.**

Burt Hamner is founder and CEO of Hydrovolts, Inc. The company makes micro-hydropower turbines for irrigation canals and other constructed water channels. Hydrovolts won the 2009 National Sustainability Award from the Cleantech Open business contest, and has won numerous other awards. The sustainability chapter of the Hydrovolts business plan is online at [www.hydrovolts.com](http://www.hydrovolts.com) in the Company section. Burt has 30+ years' experience with marine technology, environmental issues, international consulting and development. He studied marine sciences at Harvard and obtained a MBA and a Master of Marine Affairs degree from the University of Washington. Burt became a marine environmental manager for the US Army Corps of Engineers and an environmental planner for the Washington Department of Ecology. He has over 15 years of international experience consulting to the

US Agency for International Development on clean technology promotion in developing countries and was an MBA program professor in the Philippines and in Peru.

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**Kevin Wilhelm**

**CEO at Sustainable Business Consulting**

Kevin Wilhelm is the country's preeminent consultant on business sustainability and climate change. As CEO of Sustainable Business Consulting he leads clients in developing profitable and sustainable business strategies. Kevin draws on his fourteen years of corporate experience ranging from Fortune 500s to renewable energy start-ups to deliver practical solutions that benefit the bottom line.

Kevin is the author of Return on Sustainability: How Business Can Increase Profitability & Address Climate Change in an Uncertain Economy, a market-based call to action to stop global warming. He also chairs the Clean Energy Committee for the Greater Seattle Chamber of Commerce and writes a monthly column for Sustainable Industries. Kevin teaches sustainable business at the Bainbridge Graduate Institute and has been an adviser to City University-Seattle's Sustainable Business MBA program.

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**Elliott Zimmermann**

**Industrial Programs at Seattle City light**

Elliott Zimmermann works in the Industrial/Commercial Program of the Conservation Resources Division at Seattle City Light. He works with commercial businesses as well as with a number of large industrial facilities in the City Light service area. He's always looking for innovative ways to save electricity at industrial facilities.

Elliott has an MS degree in Civil Engineering from the University of Washington and an MA degree in Environmental Policy from the University of Minnesota. For more information about energy management analysts in the Conservation Division and the technical and financial assistance offered by City Light, please contact an [SCL Energy Advisor](#) at (206) 684-3800.

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**Candy Castellanos**

**Waste Diversion Project Manager and Sustainability  
Team Leader at CleanScapes**

Candy Castellanos came to CleanScapes in November 2009, bringing twelve years of extensive outreach, program and project management experience. At CleanScapes, Candy manages

education and outreach program development and implementation for Seattle-area residential, school and business customers. Prior to joining CleanScapes, Candy has worked as a consultant for Wilson Strategic Communications, developing public health education and outreach campaigns; as a Development Specialist for the Little Red School House, as the Program & Event Manager for the Northwest Burn Foundation, and as the Director of Education & Audubon Centers for Audubon Washington. In 2005 Candy was certified by the National Association for Interpretation (NAI) as an interpretive guide. She has also completed courses focused on community based social marketing, cultural competency, environmental justice and is a graduate of the King County Master Recycler Composter program.

CleanScapes began operations in October 1997 providing exterior cleaning and maintenance for Seattle's Historic Pioneer Square District. Today, we proudly provide solid waste collection, Keep-It Clean Services, and community programs in Seattle, Shoreline, Portland, and San Francisco. CleanScapes is the trusted partner for communities seeking to enhance residential and commercial vitality by providing innovative streetscape maintenance, recycling and solid waste services.

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**Dave R. Meyer**

**Founder and Principal at ValueStream Performance Advisors**

Dave Meyer is Founder and Principal of ValueStream Performance Advisors. Dave splits time between San Francisco, California and the Portland, Oregon area. His principal focus is to help organizations achieve environmental sustainability program excellence, leverage regulatory compliance risks, and optimize organizational effectiveness. Dave has over 30 years of progressive experience in environmental sustainability and green supply chain management, Environmental, Health and Safety Management Systems planning and implementation (over 35 successful ISO 14001 registrations since 1997), permitting and multi-media compliance and environmental liability auditing. Dave founded the Southern California EMS Practitioners Forum and cofounded the San Diego Regional Sustainability Partnership

ValueStream provides wrap-around environmental consulting, business improvement and sustainability consulting services. Our principal business objectives are to assist our clients in ideating sustainable business strategies and operational practices, creating effective metrics and successfully reporting return on investment. ValueStream advises and assists our clients and their stakeholders to understand and respond to key sustainability-related issues from concept to reality.

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**Yale Wong**

**CEO at General Biodiesel**

Yale is the CEO and founder of General Biodiesel. He is a successful entrepreneur who brings expertise, practical knowledge and seasoned strong business insights to the biofuels industry. In 2006, Yale and his wife Laura founded General Biodiesel with the vision and mission to “generate positive energy” within the local economy. Through his leadership, the company has successfully attracted sophisticated investors, repeatedly achieved progressive milestones, and executed the evolving mission of a dynamic enterprise in a competitive market. Previously Yale was the founder and CEO of Compass Communications Inc., one of the largest collocation broadband internet service providers in Washington.

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