

100 Friends of Cascadia

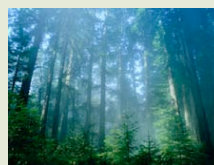
‘Genius has boldness in it...begin it now!’

— Goethe

Goethe once said that “Genius has boldness in it..... begin it now”. In some ways this could be the new motto for the Cascadia Region Green Building Council. As all environmental indicators are now pointing, we have little time in which to make significant change to the way we live, build and operate our homes, offices and places of recreation if we are going to evade a major ecological crisis. Climate change looms on the horizon and it is the makers of the built environment that are most responsible and most capable of significant change which could yet dampen the effects of global warming and other threats. As David Suzuki recently said, “we have scant more than 3,000 days to decide the future of our civilization”. It is a sobering statement. For our part, Cascadia hopes to be an organization of significant change - one that creates posi-

tive change out of all proportion to the size of our organization and with a strategic focus that looks to find

7,000 individuals in our supporting companies and agencies. United we can make incredible things happen.



Cascadia is committed to four over-arching issues: climate change, the rise of persistent toxic chemicals, habitat loss and equity.

ways to skip over incrementalism to revolutionary shifts in the way the built environment is built and maintained. We are a young organization but with a big heart, a talented board and staff and an army of close to

2007 marks a year of new beginnings for the organization - new staff, new programs and new alignment - in many ways a preparation for some incredibly bold initiatives that will be launched fully in 2007. We are rein-

venting ourselves as we hope to reinvent our industry. We’ve started this transformation where one always should - by looking inward and clarifying our core values and focusing in on the signal issues that will govern our action. We have made a commitment to four overarching issues: climate change, the rise of persistent toxic chemicals, habitat loss and equity. It will frame and shape everything we do from this point forward.

So please join us in our efforts as our partner, and as our friend.

-Jason F. McLennan, CEO Cascadia Region Green Building Council

2007 Cascadia Year in Preview

This year, 2007, will be one of momentum building to solidify Cascadia as the PREMIER sustainable development organization in Oregon, Washington and British Columbia. It will be a year of deep collaboration to leverage resources, it will be a year of capacity building, and it will be a year where Cascadia poises itself to change the face of sustainable development as we know it.

Transformational Programs. Programs are our lifeblood. 2007 Cascadia programs available to our target audience will be streamlined into clusters or multiple 'series' to maximize and leverage resources. The series offerings will be organized around common threads, such as Living Buildings, Living Communities, and Cascadia Signal Issues. These timely issues will be carried out through multiple delivery mechanisms such as interactive workshops, exemplary conferences, visionary lectures, inspiring competitions and tools for providing desired outcomes. A comprehensive regional effort is underway, along with the launch of our first annual regional 'unconference' Living Future. Living Future 07 will attract the leading minds from around the Cascadia bioregion to address climate change and a path to a future of Living Buildings.

Fostering a Culture of Collaboration. Exceptional programs are created, marketed and leveraged ONLY through strong partnerships between staff and our branch volunteers, members and partners throughout the region. In 2007, Cascadia will leverage resources and maximize our efforts through:

- Supporting active and effective branches and volunteers through leadership and continued development,
- Increasing our organizational capacity to create branches in all acceptable markets,
- Creating and implementing a community engagement plan carried out by board, staff and branch leaders,
- Celebrating and creating a media splash for LEED and Living Building project teams
- Continuing to map political and influential organizations and individuals as a part of the Strategic Collaboration Initiative, and target our efforts accordingly.

Building Organizational Capacity. 2007 is a year of expansion! Our eight branches, talented 8 full-time and 3 part-time staff, and visionary Board are working to create change in our built environment. With your organization's strong foundation of support as a Friend of Cascadia, we can continue to maintain our reputation as THE prominent green building umbrella organization across the region.

Thank you for your support! We couldn't do what we do without you!

Marni Kahn, WA State Director, Gina Franzosa, OR State Director, Jessica Woolliams, BC Director, Brandon Smith, COO, Jason F. McLennan, CEO



Become a Friend of the Cascadia Region Green Building Council!

Not only will we help you market your programs and services, we'll improve your position in the marketplace. Through our powerful 100 Friends of Cascadia Program, we'll connect you with your peers who share your goals for a sustainable future. 100 Friends of Cascadia will help you:

- boost your revenues
- grow your client base
- increase your market penetration
- reduce your cost of media outreach
- save on exemplary educational offerings

Our program is simple - we collaborate with the "best in class" partners whose values align with Cascadia's to address the ongoing and continually evolving needs of the green building and sustainable communities marketplace in Washington, Oregon and British Columbia. As a cross-border advocacy organization we bring a unique perspective to green building by taking a bioregional approach to problem solving.

Since 1999, the Cascadia Region Green Building Council has been the premier green building organization in the Cascadia bioregion concerned with making change in the built environment for positive environmental impact. We are a proven leader in influencing state sustainable development policy and offer innovative, creative programs, tools and services designed to make significant change out of all proportion to our size, by acting as a lever for organizations in both the private and public sectors. Our members and 100 Friends include:

- architects, engineers, landscape architects, interior designers, indoor environmental quality specialists, green building specialists
- municipalities, state government, policy and decision makers
- contractors, developers, utilities, building owners and facility managers
- lenders, real estate professionals, appraisers
- industry associations, non-profits, and more!

As a Friend of Cascadia you will receive the following benefits:

100 Friends of Cascadia Sponsorship Benefits

Living Level (\$25,000 +)



30 complimentary individual memberships for your organization

use of logo and phrase 'Supporter of Cascadia'

logo scaled to the size of donation on all Cascadia presentations, regional conference brochure and promotional products, as well as a live weblink on the Cascadia website

ad placement in four magazines from all three regions

four complimentary regional conference passes (includes keynote and VIP event)

full page ad in conference program

complimentary table for display of literature at conference

complimentary 1/2 day consultation with CEO

Platinum (\$10,000 +)



10 complimentary individual memberships for your organization

use of logo and phrase 'Supporter of Cascadia'

logo scaled to the size of donation on all Cascadia presentations, regional conference brochure and promotional products, as well as a live weblink on the Cascadia website

ad placement in four magazines from all three regions

two complimentary regional conference passes (includes keynote and VIP event)

complimentary table for display of literature at conference

complimentary 1 hour consultation with CEO

Gold (\$5,000 +)



5 complimentary individual memberships for your organization

use of logo and phrase 'Supporter of Cascadia'

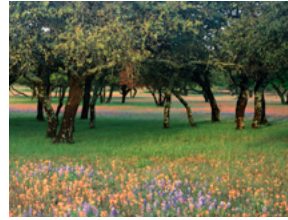
logo scaled to the size of donation on all Cascadia presentations, regional conference brochure and promotional products, as well as a live weblink on the Cascadia website

ad placement in four magazines from all three regions

one complimentary regional conference pass (includes keynote and VIP event)

complimentary 1 hour private staff consultation/presentation

Silver (\$2,000 +)



2 complimentary individual memberships for your organization

use of phrase 'Supporter of Cascadia'

logo scaled to the size of donation on all Cascadia presentations, name in regional conference brochure and name with live weblink on Cascadia website

ad placement in four magazines from all three regions

two complimentary conference keynote and VIP passes

Certified (\$1,000 +)



1 complimentary individual membership for your organization

use of phrase 'Supporter of Cascadia'

logo scaled to the size of donation on all Cascadia presentations, name in regional conference brochure and name on the Cascadia website

ad placement in four magazines from all three regions



All 100 Friends receive exclusive access to a biannual networking lunch meeting in your region, a listing in Cascadia's annual report as a sponsor, and an opportunity for additional event sponsorship such as Cascadia's annual regional conference!

In Appreciation

The Cascadia Region Green Building Council is the premier green building organization in the Pacific Northwest concerned with making change in the built environment for positive environmental impact. As a cross-border advocacy organization we bring a unique perspective to green building by taking a bioregional approach to problem solving. We endeavor to make significant change out of all proportion to our size, by acting as a lever for organizations in both the private and public sectors through creative programs, events and tools. Cascadia promotes the design, construction and operation of buildings in Oregon, Washington and British Columbia that are environmentally responsible, profitable and healthy places to live, work and learn.

Living (\$25,000 +)

The Russell Family Foundation, Meyer Memorial Trust, Mithun

Platinum (\$10,000 +)

Energy Trust of Oregon, Gerding/Edlen Development Company, WA State Department of Ecology

Gold (\$5,000 +)

Autodesk, BetterBricks, Building Green, Busby, Perkins + Will, Callison Architecture, City of Tacoma, City of Vancouver, Environmental Design

+ Construction Magazine, GBD Architects, Metro, Miller Paint, NBBJ, Nike, Realty Trust, Sparling, Stantec Engineering, Turner Construction, Windmill Development

Silver (\$2,000 +)

Abacus Engineered Systems, Ankrom Moisan, ARC Architects, Avista Utilities, BN Builders, Ecotone Publishing, Flack + Kurtz, GGLO, Green Building Services, Hargis Engineers, King County, Miller | Hull, Northwest Architectural Co., NW Construction Magazine, Opsis Architecture, Otak, PAE Consulting Engi-

neers, RAFN Company, SERA Architects, Shared Services BC, ShoreBank Pacific, Skanska, Structural Engineer/CE News, Thomas Hacker Architects, Wood/Harbinger, Zeck Butler Architects, Zimmer Gunsul Frasca

Certified (\$1,000 +)

AHBL, Antron, Arup, Ashforth Pacific, BLRB, BOORA, BRC Acoustics, Candela, CDi Engineers, Coffman Engineers, Coughlin Porter Lunden, DLR Group, Egis Certified, Environmental Building Supplies, Environmental Home Center, Fletcher Farr

Ayotte, Flexcar, Fortis Construction, Glacier NW, Group Mackenzie, Interface Engineering, Kearsley Construction, KPFF Consulting Engineers, LMN Architects, Lorig Associates LLC, Mahlum Architects, Notkin Mechanical Engineers, O'Brien & Company, Oregon State University – Construction Engineering Management, PACE Engineers, Paladino & Company, PBS Engineering, PCL Construction Services, Portico Group, Portland Office of Sustainable Development, Radiance Lighting Design, Read Jones Christoffersen,

Redside Development, Solaris Real Estate Group, Sellen Construction, SMR, Sunset Air, Sustainable Industries Journal, The Threshold Group, Unico, VIA Architecture, Walsh Construction

Volunteer Branches

Seattle, WA
Tacoma/Olympia, WA
Inland, WA
Portland, OR
Eugene, OR
Vancouver, BC
Victoria, BC
Kelowna, BC

CASCADIA REGION GREEN BUILDING COUNCIL

100 FRIENDS OF CASCADIA 2007

Cascadia Region Green Building Council

Natural Capital Center

721 NW 9th Avenue, Suite 280

Portland, OR 97209

Potential Friend of Cascadia