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The Natural Step Network  
2009 Annual Report is  
available [HERE](#)

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## EVENTS

TNS/Illahee Breakfast  
Lester Brown, Plan B 4.0  
**almost sold out!**  
Portland, November 11

TNS Strategic Sustainability for  
Leaders - Level 1  
**a few seats left!**  
Chicago, November 18-20

TNS Framework Workshop  
**new 1/2 day option available!**  
Portland, December 3

TNS Breakfast  
Implementing Lasting Change:  
Taipei  
Portland, December 10

## Converting Climate Action Day to Every Day Action A Letter From Regina Hauser, Executive Director

The recent Climate Action Day sponsored by 350.org highlighted an important issue for me. As the day approached I was inspired by the creativity of people around the world, and how they chose to call attention to climate change and the upcoming Copenhagen climate negotiations. At the same time, I couldn't help but feel a little cynical, with reports from Washington, Beijing, and New Delhi indicating that the international community isn't likely to agree on much of anything.

I imagine most of us experience this dilemma, and feel there is little we can do to affect national policies, to say nothing of global policies. We also know that there is no single answer - we can't stop climate change with compact fluorescent light bulbs alone. So what the heck do we do?

### Everything we can.

Seriously, we do everything we can, every day. Some days we can do a lot, some days we may not be able to do anything. Here we approach every day as an opportunity to introduce more people to the concepts of The Natural Step Framework. It is a powerful tool for helping people understand the systems within which we operate, and for guiding decision making. Used with organizational and other frameworks, the Natural Step Framework can energize and inspire sustained strategies toward sustainability.

It is reaffirming to see the enthusiasm of the recent participants in our Portland and Seattle trainings. Organizational and community training results have been similar. They're fired up and ready to go, ready to initiate the ABCD process and envision their own sustainability victories. Have you done the same? If you haven't put the Framework into action, you are missing opportunities to take effective steps toward fighting climate change, natural resource depletion and social injustice. The systems approach isn't a quick and easy fix, but it can help you do more every day.



For local news coverage of the South Bend conference, see [here](#)



## What's That Rumble in the Midwest?

A report from Heidi Speight, TNS Training Director

Interest in sustainability is growing apace in the Midwest region of the United States, and [South Bend, Indiana](#) is vying to be the center of influence and opportunity. David Cook, Executive Ambassador for The Natural Step International, and I were invited to lead a training in South Bend at the end of October. "Sustainability and Innovation: The Natural Step to Prosperity" was organized by the [IU South Bend Center for a Sustainable Future](#), and by all accounts the two-day conference was a tremendous success. More than 120 attendees came from across the region, representing a wide range of industry and government sectors.

South Bend Mayor Steve Luecke started the proceedings on a humorous note: "What a wonderful turnout today - I think what this says to us is that sustainability and the environment is not just for the wackos anymore!" Workshop participants received an overview of The Natural Step, engaged in interactive exercises, and were inspired by stories of what companies in their own backyard are accomplishing. They also learned about organizations like Organically Grown Company, Sustainable Twin Ports, City of Madison, SERA Architects, Rohm and Haas, Scandic Hotels and Nike.

South Bend is home to Indiana University South Bend as well as Notre Dame. It is located in a rich agricultural region, and is the leading producer of non-citrus fruits in the world. I learned that the region has the capacity to grow 70% of all the edible species cultivated in the United States, yet only 4% of the food consumed there is locally produced – which speaks to tremendous opportunities for sustainable development! Throughout our stay David and I met a host of amazing, energized business leaders, students, local activists, teachers and community planners. All of them had wonderful stories to share about their own sustainability efforts, and are excited about this effort to join forces and create a regional movement.

One sponsor of the conference was the family-owned business [Transformations](#), manufacturers of renewable furniture that can be easily disassembled and re-upholstered. Another sponsor, ecological services firm [JFNew](#), grew out of consulting efforts to help busi-



For a List of Our Current Founding and Sustaining Members, [click here](#)

## NEW MEMBERS

### Organizational

360GREEN

The Fiddlehead Group

Green Team Spirit

LEAP

Oregon College of Oriental Medicine

Partners for a Sustainable

Washington County Community

### Individuals

Collette Crenshaw

Neil Drobny

Gary Gunsalus

Jeff Leinaweaver

David Malone

Terry O'Connor

Steve Martin

Helena Nissen

Thomas Poupard

Zbig Skiba

Amber Smith

nesses gain wetlands permits; they now work with businesses to facilitate habitat restoration, and have established a native plant nursery. Recently they helped The Huron River Watershed Council design and build a rain garden to replace the Briarcliff Drive street stub, and what used to be a large vacant patch of asphalt is now a 5000 sq ft rain garden and city park.

The conference and summit meetings that flanked it were all great opportunities to bring local leaders together to discuss a forward-thinking vision for the region. Along with the initiatives noted in this article, Mike Keen, Natural Step Network member and Director of the Center for a Sustainable Future, is putting a tremendous amount of effort into organizing what is poised to become a regional sustainability effort in Michiana. We at The Natural Step Network are happy to support all of them in their journey.

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## Strong Members Make a Strong Network

Holly Brunk, Membership and Services Coordinator

Members are the lifeblood of the Natural Step Network, supplying the funding, inspiration, and leadership that are so critical to maintaining a vibrant community. Our members represent a wide variety of organizations in regards to industry sector, size, and service model, as well as an impressive number of individual sustainability professionals. As the Network's influence spreads across the nation, we are welcoming new members from Washington, Texas, Indiana, Wisconsin, Colorado, New York, Illinois, Connecticut, California, Minnesota and Arizona, just to drop a few names.

As our membership grows, we are acutely reminded of the basic human need for connection, to share success stories and challenges, engage with peers, and continue as lifelong learners. In that spirit, we'd like to offer a few suggestions for making the most of your membership.

**The squeaky member gets the grease.** At The Natural Step Network HQ we have a lot on our plates. We like to reach out to our members whenever we can, and we find the members that get the most of their memberships are those who are also actively reaching



out to us and to the rest of the Network community.

**Call us!** We love to talk and we're here for you. Have a question about your strategy? Looking for a resource? Wondering who might offer a service or perspective that can benefit you? Call us. We know people and we know resources and if we don't have the right answer, we have a fabulous Network of folks who will.

**Connect online** on the member's social networking site [www.TransformAgents.org](http://www.TransformAgents.org). You'll find relevant resources, discussions, articles, event listings, conversations and over 130 (and growing!) sustainability focused professionals here.

**Attend events** for quality educational and networking opportunities. We host webinars, online discussions, in-person presentations and peer learning groups. Have an idea of what you'd love to participate in? Let us know!

**Learn** about a number of subjects relevant to sustainability and of course, the Framework. Take advantage of your discounts for 1 day Framework workshops, Learning Academy courses, webinars (free to members!) and online discussions.

**Partner.** You are a member of a community of leaders and innovators. Check out the list of fellow members. Who do you want to partner with, learn from or inform? Let us know how we can help connect you.

**Join and renew.** Your financial support is crucial, especially now, in keeping the Network alive and vibrant. Your membership allows us to provide programming, online services and support to an ever-increasing and diverse membership across the country.

We feel fortunate every day to be engaged in the work of sustainability, and are eager to help you reach your professional and personal goals. Please let us know how we can help you!



The Natural Step Network is pleased to announce our partnership with the ReDirect Guide - Portland/Vancouver's Sustainable Business Directory. Going into its tenth annual edition, the ReDirect Guide is proud to promote and connect the natural business community in print, in person and online. Through our partnership, Natural Step Members can now receive a free basic listing and tagline that reads "Member of The Natural Step Network" with the purchase of any ReDirect Guide promotional package. Become a member of the ReDirect community and be a part of a new ecological economy. For more information please visit their site at: [www.ReDirectGuide.com](http://www.ReDirectGuide.com).

## Sustainability for Leaders Fellowship Program Announced

The Natural Step Network USA has launched a new initiative to raise \$100,000 in support of our educational mission. The Sustainability for Leaders Fellowship Fund will enable 100 fellows to participate in a 12-month educational program and to disseminate practical information to an additional 5000 members of their organizations, supply chains and communities.

The fundraising phase has begun and should conclude by the end of this calendar year. Our plan is to solicit applications for fellows as soon as we have reached 50% of our funding goal. Applicants will be screened and selected early in 2010 and the program will begin before the end of March 2010.

"This program applies our mission to real issues and situations. It capitalizes on the opportunities emerging within the economy, while addressing growing needs within our communities," says Chas Martin, Marketing and Communications Director.

The Fellowship Program is based on our observation that numerous individuals and organizations are still struggling financially, and that training budgets cannot support the kind of education that is now more critical than ever. Our position is that organizations and the communities in which they operate directly benefit from the influence of trained sustainability leaders, and therefore should support these activities financially for their own enduring health and viability.

Please read the [Fellowship Fund prospectus](#) to learn how to participate as a community steward. Requirements and applications for fellowships will be available soon. [Add your name to our list](#) for an alert when we open the application process.