



CASCADIA REGION GREEN BUILDING COUNCIL

A CHAPTER OF THE US & CANADA GREEN BUILDING COUNCILS

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You, our cherished Friend of Cascadia, have done it again! You've contributed to yet another exciting year of demonstrated results in the green building movement. And we want to thank you!

Since 1999, the Cascadia Region Green Building Council has been the premier green building organization in the Pacific Northwest 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. And this is all through your support as a Friend of Cascadia.

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 continue as an organization of significant change - one that creates positive change out of all proportion to the size of our organization and with a strategic focus that looks to find ways to skip over incrementalism to revolutionary shifts in the way the built environment is built and maintained.

As you know, we are a young organization but with a big heart, a talented board and staff and an army of close to 7,000 individuals in our supporting companies and agencies. United we can make incredible things happen. 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 reinventing ourselves as we hope to reinvent our industry. We've started this transformation where one always should - by looking inward.

So this year, we want to introduce you to our new 100 Friends benefits package. As a part of our introspection, and at no additional cost to you, we have refined our program to include (see attached for specific level benefits):

- Complimentary Cascadia individual memberships
- Use of logo or phrase 'Supporter of Cascadia'
- Logo or name on Cascadia in 'Moving Logo' PowerPoint at all events including Living Future annual conference, published in four publications, on Cascadia website and listed in annual report
- Complimentary regional conference passes
- Staff consultations

- Complimentary annual networking meeting
- Opportunity to sponsor special events such as Living Future annual conference

Cascadia has redefined what it means to be a Friend of Cascadia, and would like to invite you to join with us in celebration, and support the next highest level of achievement. Please consider ‘upping’ your 100 Friends contribution to the next highest level. Cascadia will continue to help you market your programs and services and improve your visibility as a leader in the marketplace. 100 Friends of Cascadia will continue to help you:

- Boost your revenues
- Grow your client base
- Increase your market penetration
- Reduce your cost of media outreach
- Save on exemplary educational offerings
- Open the door to key decision makers

And while you are thinking about it, let us tell you more about why we need your help.

From this point forward, everything we say and do will be framed by focusing in on our four signal issues that will govern our action: climate change, the rise of persistent toxic chemicals, habitat loss and social equity. To address these issues in bold, rather than incremental ways, Cascadia has created our first annual, regional conference, in partnership with the American Institute Architects Committee on the Environment. Living Future 07, held in conjunction with AIA Seattle COTE’s What Makes it GREEN? is a two and a half day ‘unconference’ designed to create exciting dialogue that will attract leading minds to North America to address climate change and the path to the future of Living Buildings.

In addition to our 100 Friends of Cascadia program, we’ve created one more exciting way for your company to achieve visibility - sponsorship of our first annual regional Living Future conference.

Imagine a building that is designed to operate as elegantly and efficiently as a flower. Now imagine sponsoring a conference that begins to define a true measure of sustainability, and a path to get there. In addition to the conference recognition 100 Friends of Cascadia receive such as logo/name placement and free conference tickets, please consider sponsoring the conference breakout sessions to receive (see attached for specific level benefits):

- Additional logo/name placement for specific breakout sessions of your choice includes ‘Moving Logo’ PowerPoint, exclusive posters, Living Future website placement (above and beyond 100 Friends)
- Free ad placement within the Living Future conference program
- Complimentary Living Future Tickets

So now, more than ever, we are asking for your support as our partner, and as our friend. We want to hear from you! To up your level in our 100 Friends of Cascadia program or sponsor Cascadia’s Living Future conference please contact Marni Kahn at marni@cascadiagbc.org or call (206) 223-2028.

Our future depends on it. Thank you for your continued support!

Living Future 07 Annual Regional Conference attendees will include decision makers and thought leaders representing:

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!