

Business Sustainability = Asset Management

By Erv Klaas

Albert Einstein said "We can't solve problems by using the same kind of thinking we used when we created them."

Businesses around the world, large and small, have routinely engaged in the practice of asset management. When the language of sustainability first began to get traction a decade or so ago, business CEOs were skeptical and even hostile to the concept. But many soon realized that sustainability was a new and better way of thinking about asset management. CEOs who practice asset management understand the terms economic or manufactured capital, natural capital, and human or social capital. These are equivalent to the three aspects of sustainability: economy (good jobs, fair wages, security, fair trade), environment (zero pollution and waste, recycling, conservation), and social equity (good health, education, good working conditions, social justice).

Today, as businesses address the challenges of the financial crisis, sustainability is increasingly recognized as a source of cost efficiencies and revenue growth. Additionally, many companies view sustainability as a critical element in new market growth as they look toward economic recovery.

Sustainability was defined by the UN Brundtland Commission in 1987 as "Meeting the needs of the present generation without compromising the ability of future generations to meet their own needs." Similar versions of this definition are now used widely around the world. An African delegate to the UN's World Summit on Sustainable Development in Johannesburg in 2002 expressed it in just four words, "Enough For All Forever."
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1000 Friends of Iowa is a statewide non-profit organization founded in 1998 based in Des Moines, Iowa.

1000 Friends of Iowa promotes responsible development that

- Conserves and protects our agricultural and natural resources
- Revitalizes our neighborhoods, towns and cities, and
- Improves the quality of life for future generations

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Get to Know...

You probably recognize their names, but how much do you know about those who serve on the **1000 Friends of Iowa Board of Directors**? We want you to become acquainted with the people you've entrusted with leading our member supported organization. In the coming Land Use Bulletin issues, we'll feature one or two board members as a way to help you know more about them, and thank them for their work on the board.



Mary Brubaker

Mary has lived in Des Moines all of her life, and has been a familiar face on Iowa televisions for 40 years.

From 1967-1995 she worked as Producer, News Reporter, and Talk Show Host at KCCI-TV (CBS affiliate) in Des Moines. Her work included the shows MIDDAY, TIMECAPSULE, and STRAIGHT TALK, as well as 25 years with the MDA TELETHONS.

A life-long community activist, she has served on more than two dozen civic boards and commissions. Her work has garnered her numerous civic awards, including the YWCA Woman of Achievement (1988), Muscular Dystrophy Association Hall of Fame, Drake University Community Service Award and the Very Special Arts Iowa Volunteer Award.

Mary had friends and associates involved in the founding of 1000 Friends of Iowa and early days of the organization's operation and read an article in CityView honoring 1000 Friends co-founder LaVon Griffieon. She became a board member to help advance the organization's public exposure and because she felt the work was vital to the environmental and agricultural health of our state. With radio and television experience, her skills have been extremely helpful.

*"City folks, like me, need to spread the news and take responsibility for saving our farmland and increasing our efforts to make the ecology of Iowa safe, healthy and prosperous. I believe EVERY Iowan should be involved in 1000 Friends of Iowa because it's a link to a more prosperous, educated, livable, healthy and wholesome state of the union. No one should ever think they can't be helpful in some way. The clock is ticking on our environmental deadline and it will take ALL citizens, regardless of political, personal or social differences to save our state's resources. There is a domino effect for good or bad and we need to make our's the good kind. I would like to see every thoughtful citizen of the state become a member of this organization and make it **10,000** Friends of Iowa. It is affordable and necessary." Mary Brubaker*

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Sustainable development in the business world is often called the “triple-bottom line” or “corporate social responsibility” (CSR). CSR is the commitment of business to contribute to sustainable economic development by working with employees, their families, the local community and society at large to improve their quality of life. Consideration of future generations is an integral part of sustainable development.

**“Unless somebody leads,
nobody will.”**

*Ray Anderson
Founder and Chairman of Interface, Inc.*

According to a UN survey of 766 worldwide CEOs, and published in a report titled *A New Era of Sustainability*, (June, 2010), 80% of the CEOs surveyed said

that the 2008 economic downturn raised the importance of sustainability and 96% believe that sustainability issues should be fully integrated into the strategy and operations of a company (up from 72% in 2007).

In an article in *Business Week* (January 2009), Ursula Burns, president of Xerox, said: “Green solutions and sustainable strategies are smart business—for everyone. The greener we get, the more we can reduce costs and boost efficiency. The more we reduce costs, the more productive a business can become and the better we can weather the maladies of the global business market.”

Learn more about Business Sustainability:

“The New Sustainability Advantage” by Bob Willard, <http://sustainabilityadvantage.com/>

Ray Anderson on Business Sustainability, <http://www.youtube.com/watch?v=4bAdsJCHGyU>

*Excerpt from Article Posted on Environmental Working Group Agricultural Magazine titled “**Plowed Under**” by **Scott Faber***

“As Congress struggles to complete work on the 2012 farm bill, legislators should make conservation compliance a condition of receiving crop insurance subsidies, place limits on who can receive subsidies and how much they can receive, and reject cuts to voluntary conservation programs. Simple reform to crop insurance subsidies could generate enough savings to avoid cuts to federal nutrition assistance and conservation programs.”

To read the full article, visit:

<http://www.ewg.org/agmag/2012/08/plowed-under/>

“If You Preserve It, They Will Come” Historic Preservation in Iowa

1000 Friends of Iowa 2012 Annual Meeting

Date: November 10, 2012

Time: 9:00 AM – 5:00 PM

Location: Historic Park Inn Hotel Ballroom

7 West State Street, Mason City, IA 50401

641-422-0015

1000 Friends of Iowa will hold our Annual Meeting on Saturday, November 10, 2012 in the Ballroom of The Historic Park Inn Hotel in Mason City, IA. Register TODAY for the jam-packed meeting including three guided tours, our 2012 Best Development Awards Ceremony and an Iowa grown lunch catered by Ralph's Garden Café! Registration is \$60 for members, \$50 for additional attendees, \$85 for non-members (with a one year membership included) and \$35 for students. The cost of registration includes the three guided tours, lunch and the 2012 Best Development Awards Ceremony.

The Historic Park Inn Hotel is the last remaining hotel in the world designed and built by Frank Lloyd Wright and is listed on the National Registry of Historic Places. The newly restored boutique hotel, conference center and lounge won our Best Development Award last year under the Renovated Commercial/Small City category.



We hope members will take advantage of the many comforts and amenities of The Historic Park Inn Hotel on Friday, November 9th, or Saturday, November 10th after the meeting adjourns. If you plan to arrive Friday evening, please join us for conversation and refreshments in the Ladies' Lounge on the 2nd floor. Get to know board members, other attendees, share your ideas and experience the beautiful, restored Historic Park Inn!

When making your reservation, be sure to mention you will be attending the 1000 Friends Annual Meeting. Space is limited! Reserve your room TODAY! For additional information about the hotel, area attractions and to make reservations visit <http://www.stoneycreekinn.com/hotel/travel/masoncity-parkinn/home.do> or call 641-422-0015.

Presentations and Tours

- **Pat Schultz**, Executive Director of Wright on the Park, History and Story Behind the Park Inn Hotel
- **Scott Borcharding**, Berglund & Cram Architects, Mason City, "Park Inn Hotel Restoration Project"
- **Guided Tour** of The Historic Park Inn Hotel
- **Doug Adamson**, Ceremony Honoring the 2012 Best Development Awards Recipients
- **Susan Fisher**, MCPL Board Member & **Mary Markwalter**, MCPL Library Director, "Mason City Public Library Restoration Project"
- Walk "Cultural Crescent" through historic Rock Glen (Prairie School homes) to Architectural Interpretive Center
- **Joanne Hardinger**, AIC Director, Tour of Frank Lloyd Wright Stockman House

REGISTER TODAY FOR

1000 FRIENDS OF IOWA'S 2012 ANNUAL MEETING!

Use the registration form provided on page 7, or visit www.1000friendsofiowa.org to register for the 2012 Annual Meeting TODAY!

“If You Preserve It, They Will Come”

Historic Preservation in Iowa

1000 Friends of Iowa Annual Meeting Agenda

Date: Saturday, November 10, 2012

Time: 9:00 a.m. – 5:00 p.m.

Location: Historic Park Inn Hotel

7 West State Street, Mason City, Iowa 50401

- 9:00 — 9:15 a.m. Registration and Coffee, Ballroom
- 9:15 —9:30 a.m. Welcome by 1000 Friends of Iowa President Mary Ellen Miller
- 9:30 —10:00 a.m. History and Story Behind the Park Inn Hotel
Pat Schultz, Executive Director of Wright on the Park
- 10:00 – 10:45 a.m. “Park Inn Hotel Restoration Project”
Scott Borcharding, Berglund & Cram Architects, Mason City
- 10:45 – 11:00 a.m. Break
- 11:00 – 12:00 p.m. Guided Tour of the Historic Park Inn Hotel
- 12:00 – 1:00 p.m. Lunch and Annual Meeting
- 1:00 – 2:00 p.m. 2012 Best Development Awards
- 2:00 – 2:15 p.m. Break
- 2:15 – 2:30 p.m. Walk* “Cultural Crescent” to Mason City Public Library Commons
- 2:30 – 3:15 p.m. “Mason City Public Library Restoration Project”
Susan Fisher, MCPL Board Member & Mary Markwalter, MCPL Library Director
- 3:15 – 3:30 p.m. Walk* “Cultural Crescent” through historic Rock Glen (Prairie School homes)
- 3:30 – 4:00 p.m. Architectural Interpretive Center (Mason City Prairie School house models)
- 4:00 -5:00 p.m. Stockman House (only Wright designed middle class home actually built) Tour of
Stockman House led by Joanne Hardinger, AIC Director

*Our ability to walk will be weather dependent. Attendees are welcome to drive. Ample parking is available at the library, the Architectural Interpretive Center and the Stockman House.

“If You Preserve It, They Will Come”

Historic Preservation in Iowa

Saturday, November 10, 2012

9:00 a.m.— 5:00 p.m.

The Historic Park Inn Hotel

7 West State St., Mason City, IA 50401

Registrations must be received by October 26, 2012

Visit <http://www.stoneycreekinn.com/hotel/travel/masoncity-parkinn/home.do> or call 641-422-0015 to make your reservation at The Historic Park Inn Hotel. Space is limited so reserve your room today!

Registration

Registration is \$60 for members, \$50 for additional attendees. Registration for non-members is \$85 (includes one year membership) and \$35 for students. Registration includes three guided tours, an Iowa grown lunch catered by Ralph's Garden Café, and the 2012 Best Development Awards Ceremony.

Number of Attendees: _____ Amount Enclosed: \$ _____

Name _____ Phone _____ Address _____

City _____ State _____ ZIP _____

Email _____ @ _____

Confirmation will be emailed to all registered participants. Your email address will not be shared or sold.

Additional Attendees

If you need more room, please use the back of this form.

Name _____

Name _____

Please specify your lunch preference

All lunches are served with salad, bread and beverage

___ 12 oz Iowa Chop (Rockford Locker) served with a baked potato

___ 1/4 free range chicken (Elsbernd Farm, Mason City) served with Greek seasonings and rice

___ Fettuccine Alfredo with whole wheat pasta and a Portabella Mushroom

Please mail your registration and check payable to:

1000 Friends of Iowa

3850 Merle Hay Road, Suite 605

Des Moines, IA 50310-1300

If you prefer, you may also register online by credit card at www.1000friendsofiowa.org.

2012 Annual Meeting Details and Registration Information Inside!

Join us in Mason City November 10, 2012 at the only remaining hotel in the world designed by famed architect, Frank Lloyd Wright. 1000 Friends of Iowa's Annual Meeting will focus on historic preservation. Included in the day's activities are three educational tours highlighting the importance of maintaining and enhancing the infrastructure Iowa already has. This year's theme is "If You Preserve It, They Will Come".

Cost of registration includes the tours, 2012 Best Development Awards Ceremony and an Iowa grown lunch! Registrations must be received by October 26, 2012.