

MARKETING & BUSINESS RECRUITMENT

Adam Hammes, *Executive Director*

info@iowaSBF.org, (515) 491-0706



IOWA SUSTAINABLE
BUSINESS FORUM

Population

39.5 m | 3.15 m

Businesses

922. k | 81.5 k

¢/kWh

15.1 | 9.18



OVERVIEW

- Our 4-Year Timeline
 - Our Recruitment Tools
 - Our Results
- Our Future Plans

2014-15





PIONEER

HyVee
EMPLOYEE OWNED



meredith





PIONEER

HyVee
EMPLOYEE OWNED



Urbandale



UnityPoint Health



Clive

Des Moines Pleasant Hill



meredith



Avon Lake



Cumming

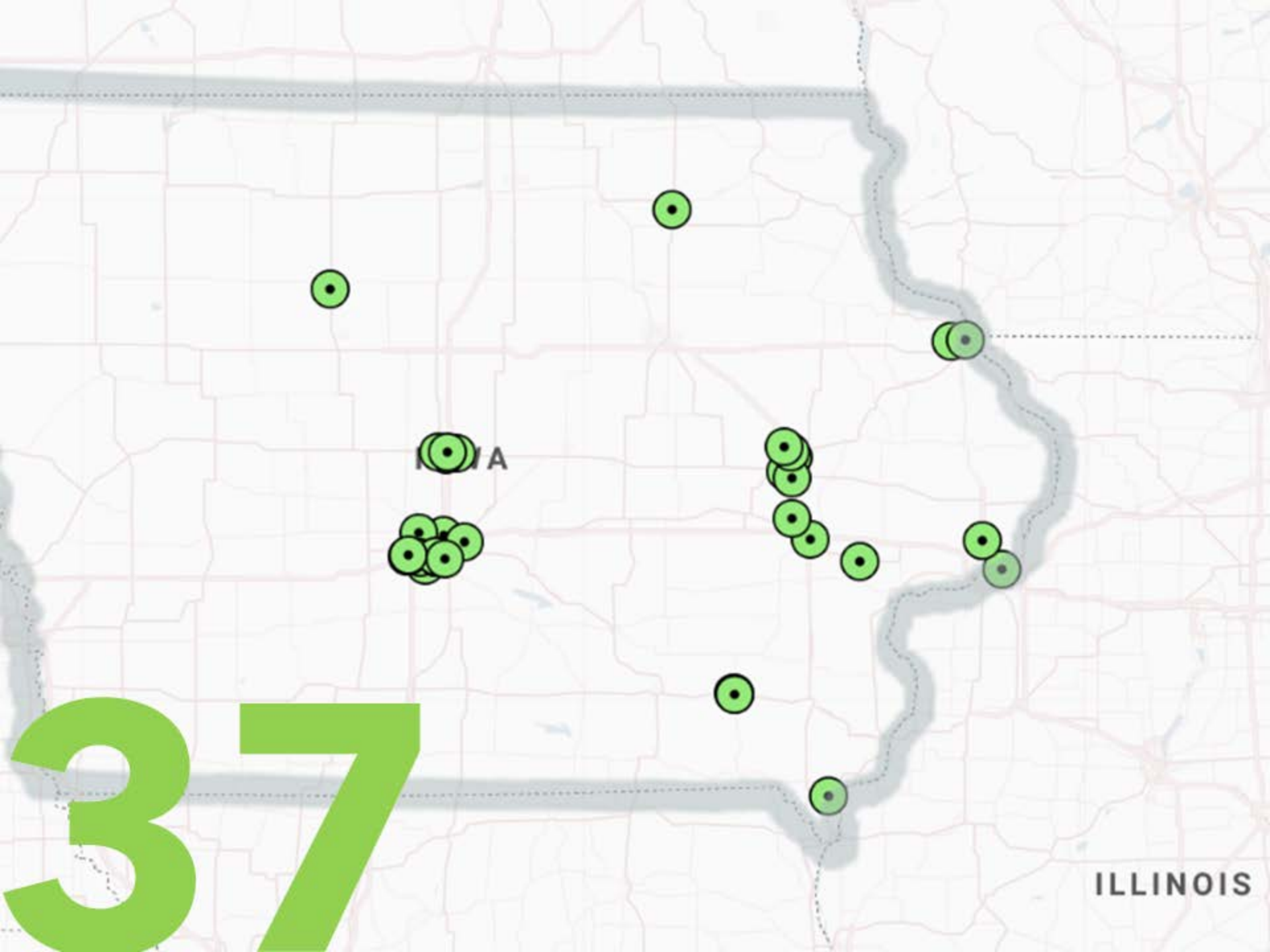
Norwalk

Carlisle

Runn

Hartford





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ILLINOIS

LAUNCH TOOLS

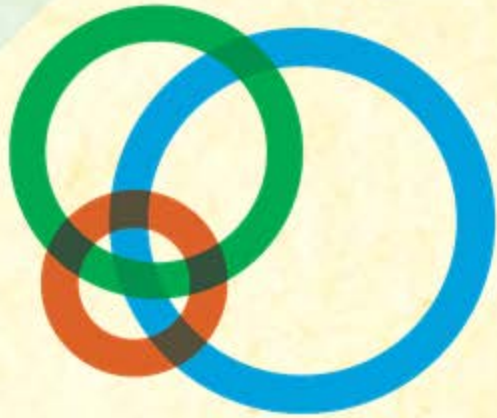
1. CIRAS (MEP) \$5,000 sponsorship for study
2. Professional network recommendations
3. Media attention – search “News”
4. 37 confidential interviews with Iowa companies
5. Kick-off event to share results at Kemin
6. Articles & bylaws template from ILC (501c6)
7. Dues leaned on \$5,000 Founding Members
8. If we got 4, CIRAS (MEP) would match \$20,000

Founding Members



Business Members





IOWA SUSTAINABLE
BUSINESS FORUM

MISSION - 501c6

We connect Iowa businesses to continuously improve practices that positively impact people, planet, and profits.



Ryan Witt

Barilla



Laurie Counsel

Cummins



Principal



Renee Davlin

Principal Financial Group



IOWA SUSTAINABLE
BUSINESS FORUM



Adam Hammes

Iowa Sustainable Business Forum



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Sustainability Roundtable
Wednesday, June 3rd, 2015
Noon - 3:00 PM

(Lunch is being served)



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FINANCIAL PROJECTIONS

Cash+ Day 1: Scaling with Membership

	'14-15	'15-16	'16-17	'17-18	'18-19	'19-20
#E Events	2					
#M Members	8					
\$R Revenues	41.6k					

2014-15 TOOLS

1. Local videographer to record talks
2. SurveyMonkey to members and non-members for future programming (types and topics)
3. SurveyMonkey to all attendees of events
4. Logo design and marketing facilitation
5. Website design with landing page and directory



4



ISBF

WEBINAR

"Sustainability Master Planing"



Henry Doorly Zoo

Stephanie Huettner, Ass. General Curator



Verdis Group

Daniel Lawse, Chief Century Thinker

April 27th, 2016



1:00:03

...lll ⚙ :: vimeo

Founding Members



Business Members



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FINANCIAL PROJECTIONS

Cash+ Day 1: Scaling with Membership

	'14-15	'15-16	'16-17	'17-18	'18-19	'19-20
#E Events	2	8				
#M Members	8	13				
\$R Revenues	41.6k	45.7k				

2015-16 TOOLS

1. 2 speakers and lunch prior to roundtable
2. Roundtable fee for non-members
3. Free webinar software tool, AnyMeeting
4. Free webinars: intro ISBF, outro invitation
5. Online library with videos and notes
6. Member benefits PDF with testimonials
7. Business members invite peer professionals
8. Executive director emails, calls and coffees

2016-17

4



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WEBINAR

"EV Workplace Charging"

Iowa Clean Cities Coalition
Stephanie Weisenbach, Coordinator



Darrel Carter
Sprint, Real Estate Manager

July 27th, 2016



00:00

📶 ⚙️ ⏮️ vimeo



IOWA SUSTAINABLE
BUSINESS FORUM

MEMBER BENEFITS

COST SAVINGS

As an industry leader, Frontier still aw a payback from our ISBF membership immediately. Networking at a quarterly roundtable, we were able to find a recycling solution that saved us almost **\$20,000**.



Seth Petchers
Sustainable Supply
Chain Manager

FRONTIER™
NATURAL PRODUCTS CO-OP

JOIN

www.iowaSBF.org



IOWA SUSTAINABLE
BUSINESS FORUM

MEMBER BENEFITS

INDUSTRY LEADERSHIP

ISBF offers a chance to **share our successes** with other Iowa businesses. West Liberty Foods is proud of earning zero-landfill certification, and we enjoy teaching others how we did it because that helps the whole state.



Michele Boney
Director, Environmental
Health & Safety

WLF

*West Liberty
Foods.*

JOIN

www.iowaSBF.org



IOWA SUSTAINABLE
BUSINESS FORUM

MEMBER BENEFITS

BUSINESS NETWORK

Principal met a connection at an ISBF roundtable, and we were able to schedule a visit to a cafeteria sustainability program at another Iowa business. Because of ISBF, we had a **direct contact** and learned from their program.



Michele Fritz
Real Estate Asset
Manager

 **Principal™**

JOIN

www.iowaSBF.org

Founding Members



Business Members



Good. Responsibly.®



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FINANCIAL PROJECTIONS

Cash+ Day 1: Scaling with Membership

	'14-15	'15-16	'16-17	'17-18	'18-19	'19-20
#E Events	2	8	13			
#M Members	8	13	18			
\$R Revenues	41.6k	45.7k	31.8k			

2016-17 TOOLS

1. Only 1 speaker (current event) at roundtable
2. No more roundtable videographer
3. CIRAS began hosting with GoToWebinar
4. Two-day strategic plan facilitation with board
5. Updated mission/vision
6. Expo booth materials: tablecloth and 3 stands
7. Organized video library into 7 categories



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SOLAR PHOTOVOLTAIC SYSTEMS



Frontier Co-op
Cody Glassford, Process Engineer



Eco Lips
Steve Shriver, CEO

October 3rd, 2018



00:02



vimeo



Blog

2018



SEP 20, 2018

Sustainability Initiatives Hold the Key to Winning the Talent War for Iowa Companies

Leading companies who operate in vibrant communities, while finding profitable ways to take care of their people and the planet, can improve financial performance—including winning the war for talent.



APR 19, 2018

How Leading Iowa Companies Profit from Environmental and Social Responsibility

Both social and environmental initiatives can have a payback—if you approach them correctly.

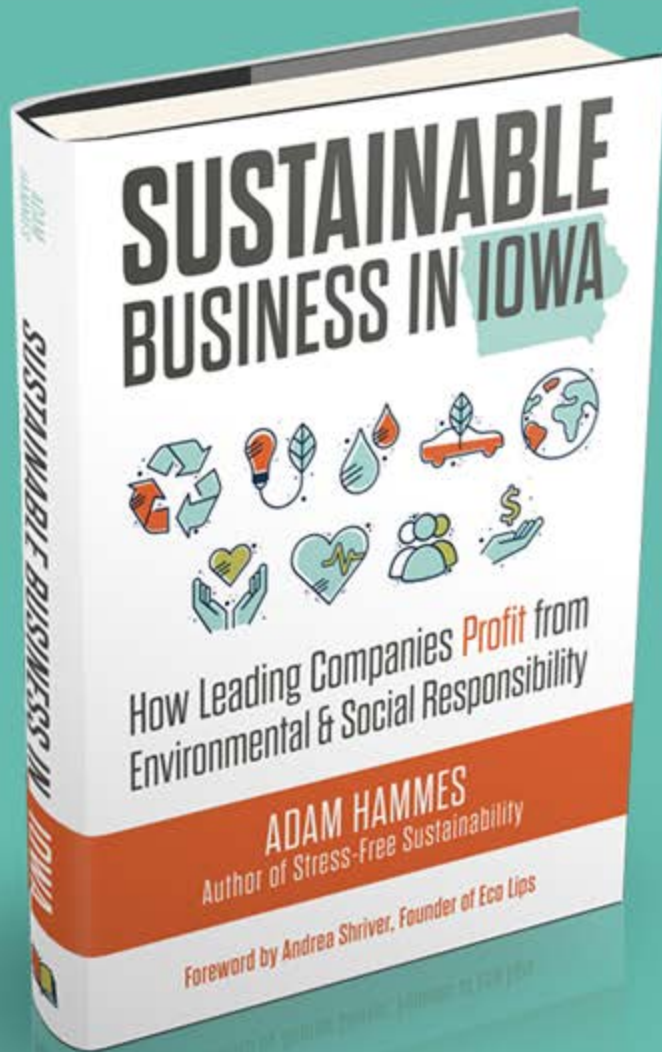
News

[Press Releases](#)[Voice of Iowa Business](#)[Business Record Iowa](#)[Monday Memo](#)[Legislative News](#)[Blog](#)

Yearly Archives

[2018](#)[2017](#)[2016](#)

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5-STAR REVIEWS



*This book is a priceless resource
for companies of all sizes.*

**Andrea Shriver, Co-Founder
Raining Rose & Eco Lips**

FOUNDING MEMBERS



BUSINESS MEMBERS



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FINANCIAL PROJECTIONS

Cash+ Day 1: Scaling with Membership

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#E Events	2	8	13	14		
#M Members	8	13	18	23		
\$R Revenues	41.6k	45.7k	31.8k	46.7k		

2017-18 TOOLS

1. Replace every other roundtable with a tour
2. Iowa-ABI quarterly blog articles (CIRAS News)
3. Members assign videos for professional development (promoting as HR benefit)
4. Adam published sustainable business book with case studies 100% from Iowa companies
5. Free copy given to 42 business colleges and 32 largest chambers of commerce
6. Cut all webinar videos into 2 separate videos

TEAM

ISBF Staff



ADAM HAMMES
IOWA SUSTAINABLE
BUSINESS FORUM
Executive Director

ISBF Board Members



MICHELE BONEY
WEST LIBERTY FOODS
Director - Environmental
Health & Safety
PRESIDENT



ALICIA SIMMONS
FRONTIER CO-OP
Sustainability Manager
BOARD MEMBER



RUSS O'ROURKE
BARILLA AMERICA
EHS Manager
BOARD MEMBER



ERIC BIEDERMAN
CASEY'S GENERAL
STORES
Energy & Sustainability
Manager
VICE PRESIDENT



PAUL GORMLEY
IOWA STATE UNIVERSITY
- CIRAS
Green Manufacturing
Specialist
INTERIM SECRETARY



DAVE COLLINS
UNIVERSITY OF IOWA -
JPEC
Former Director
AT-LARGE MEMBER

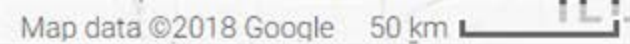
FOUNDING MEMBERS



BUSINESS MEMBERS



Terrain



☒ Yes

VALUE



Risk
Management



Cost
Savings



Talent &
Revenue

COST SAVINGS



As an industry leader, Frontier still saw an immediate payback from our ISBF membership. Networking at a quarterly roundtable, we were able to find a recycling solution that **saved us almost \$20,000.**

Seth Petchers

Sustainable Supply Chain Manager

FRONTIERTM
NATURAL PRODUCTS CO-OP



LIBRARY



Webinars
(57 Videos)



Roundtables
(14 Notes)



Tours
(2 Notes)



Directory (31)

INDUSTRY LEADERSHIP



“ISBF offers us a chance to **share our successes** with other Iowa businesses. West Liberty Foods is proud of earning Zero Landfill® certification, and we enjoy teaching others how we did it because that helps the whole state.

Michele Boney
Director, Environmental Health & Safety

WLF *West Liberty Foods®*

OVERALL MANAGEMENT

- Definition, Communication & Reporting **(14)**

ENVIRONMENTAL TOPICS

- Waste Reduction, Products & Packaging **(5)**
- Energy Efficiency & Renewable Generation **(14)**
- Water Conservation & Quality **(4)**
- Transport Efficiency & Renewable Fuels **(6)**

SOCIAL TOPICS

- Employee Safety, Health & Wellness **(7)**
- Culture, Recruitment & Retention **(8)**

BUSINESS NETWORK

A portrait of Michele Fritz, a woman with short brown hair, smiling, wearing a white top, a black band across the chest, a pearl necklace, and large hoop earrings.

“ Because of ISBF, Principal was able to make a direct contact at a roundtable and schedule a visit to tour the sustainability program of **another Iowa business we had been trying to reach.**

Michele Fritz
Real Estate Asset Manager



MEMBERSHIP DUES

Based on # Iowa Employees

- Founding Members – \$3,500
- 0 to 100 – \$250 (*and Academic Members*)
- 101 to 1,000 – \$500
- 1,001 to 5,000 – \$750
- 5,001 to 10,000 – \$1,000
- 10,001 or more – \$2,000
- ***Company membership (access for all staff)***

FINANCIAL PROJECTIONS

Cash+ Day 1: Scaling with Membership

	'14-15	'15-16	'16-17	'17-18	'18-19	'19-20
#E Events	2	8	13	14	15	15
#M Members	8	13	18	23	35	50
\$R Revenues	41.6k	45.7k	31.8k	46.7k	60k	80k

2018-19 TOOLS

1. Member testimonials from multiple positions within each company
2. **New membership PDF materials**
3. Direct mail campaign
4. **Partner with like-minded associations to bring professional training opportunities to Iowa**



THANK YOU

For More Info:

www.iowaSBF.org