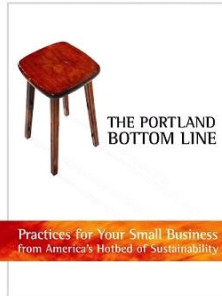


Contribute to "The Portland Bottom Line"



To show my appreciation for your subscription to *The Sign*, here's an advance invitation to **become a contributor of "The Portland Bottom Line: Practices for Your Small Business from America's Hotbed of Sustainability"** (the open call is going out next week).

Many tout Portland, Oregon, as an authority on sustainability. Progressive urbanism and land-use. Alternative transportation. Environmental policy. Livability. But what about business? **How**

do local companies measure up on sustainability? What cutting-edge sustainable practices have proven to work in Portland's small businesses?

Co-edited by yours truly and [Megan Strand](#), "The Portland Bottom Line: Practices for Your Small Business from America's Hotbed of Sustainability" is a **collaborative exploration of sustainable practices for small businesses. More than 150 small-business people from Portland share their experiences with sustainability in their companies.** Each short essay highlights one actionable idea, valuable practice, practical tip, or actionable advice with demonstrated triple bottom line impact that any small business can implement tomorrow.

"The Portland Bottom Line" explores how small businesses can effectively and efficiently shift toward sustainability and thrive. Contributions highlight **how small businesses can innovate to put people before profit, be good to the ecosystem, and prosper.** Every page presents specific benefits that sustainability brings to small business operations, community, and the environment.

Contributors will collectively choose a local community organization which supports the launch and growth of small businesses or social ventures to receive 100% of net profit from the sales of "The Portland Bottom Line".

Look for "The Portland Bottom Line" in November 2010 at your favorite online bookseller.

To learn more, subscribe to updates, and submit a chapter, go to PortlandBottomLine.com.

* Cover by [Kelly Quashnie](#) of [Studio Cue](#).

Sustainable Marketing Blog love Or some light reading for April's end

- [ReVisioning Value 2010: Keynote sticks and provokes](#) - Summary of Dan Pallota's morning presentation.
- [Experiential is sustainable](#) - Material purchases are unsatisfying, experiences make us happy.
- [Purpose is the new black](#) - Why you need a Why.
- [Save the kittens: Move from presentation to conversation](#) - How PowerPoint kills kittens and what you can do about it.
- [Recycle your marketing communications](#) - Duh!



Most importantly, [subscribe](#) to the RSS feed! It won't save any kittens, but you'll always be up to speed with what's happening on the Sustainable Marketing Blog.

"The Sign" today

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[Beyond 2020](#)

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Beyond 2020

The Beyond 2020 Sustainability Unconference is in one week!

Join us to discuss and take action around "[Collaboration for Sustainable Business](#)"

May 6th, 5-8 at KEEN

[Register online](#) now to get in for \$25; the pay-at-the-door price is \$30. Includes up to 16 sessions, great conversation, even better company, light snacks, and beer/wine.

If you register online and bring a friend, s/he will pay at the door the same price as you (\$25).

Pay Now



Quick links

- * [Semiosis Home](#)
- * [Beyond 2020](#)
- * [Portland Bottom Line](#)

Cool tool: XMind



Are a visual learner and project manager? Use [XMind](#) to brainstorm and create cool mindmaps.

I've been using XMind to work on "[The Portland Bottom Line](#)". Try it, the free version

Peter, share *The Sign!*

Know people who would enjoy *The Sign*? Or someone who would make a valuable contributor to "The Portland Bottom Line"? Forward this email to your contacts using the handy Forward email link below. Thanks!

Sincerely,

Peter Korchnak
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