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Thank you for your support and business this year. I wish you a joyous holiday season and a successful 2010!

Peter Korchnak  
Semiosis Communications

## Sustainability unconference Beyond 2020 returns

The sustainability unconference [Beyond2020](#) returns with the theme "**Growing the choir: Engaging business leaders in sustainability**".

[Join us](#) from **5 to 8 PM on Thursday, January 21st, 2010** at the **Olympic Mills Commerce Center, 107 SE Washington St, Portland, Oregon**, to offer and share solutions for expanding the sustainable business community.

Why this theme? The sustainability conversations at Beyond 2020 and elsewhere in Portland tend to be productive and reinforce the community spirit. Often, though, they feel like "preaching to the choir", as one [Beyond2020](#) participant said. In order for sustainability to become the default way of doing business, the community of business leaders who value the planet and people as well as profit needs to grow.

Who could we be talking to besides ourselves? What is the best way to engage business leaders who hold different values (for example, profit over planet)? How do people shift from a focus on narrowly defined self-interest to valuing community and environmental goals? What are the obstacles for adopting sustainability in business and how do we overcome them? How can we make sustainability more comprehensible, appealing, and inclusive? What immediate and long-term actions can we agree to take to grow the choir?

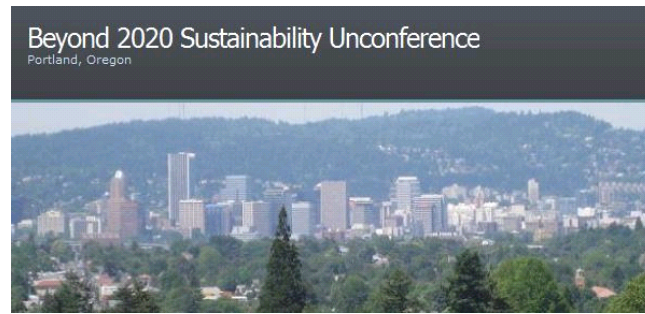
Come to the next [Beyond2020](#) to find out. [Early-bird registration](#) lasts only until January 5th, 2010!

### Event details

*Time: Thursday, January 21st, 5-8 PM*

*Location, courtesy of Beam Development: Olympic Mills Commerce Center, 107 SE Washington St., Portland, Oregon*

**Registration:** Early-bird \$19 until January 5th, 2010



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## Sustainable Marketing Blog love, or Some light holiday reading

- [Green as a luxury? Premium pricing and conspicuous consumption](#) - Why green is a luxury and how to make it the new normal.
- [The \(un\)sustainability of pop-up retail: Downtown Portland](#) - Pop-up is not what it's cracked up to be.
- [Choice or no choice: Is that really the question?](#) - Choices are good for you, and so is not choosing.
- [Objections? Play into them!](#) - They're inevitable, so might as well.
- [Positioning from the systems-thinking perspective](#) - My take on the art of positioning; reprinted in [Sustainable Brands Weekly](#)
- [Why I don't buy Buy Nothing Day](#) - Did you?
- [The Velvet Revolution and the power of symbols](#) - Sustainability has a symbol problem; can we fix it?
- [Applying the product evolution model to sustainable marketing](#) - Green is croc. This theory says so.
- [Effective and meaningful networking: Venture beyond your tribe](#) - Get out of your comfort zone to cultivate social capital
- [How to communicate rate increases](#) - You *can* raise your rates in a recession. Learn how.

Share your thoughts with comments! Any post, any time, any opinion. Conversation is what it's all about!



- [Book reviews](#)
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## Event invitations

### ***Sustainability unconference Beyond2020***

- \* Thursday, January 21st, 2010, 5-8 PM
- \* Olympic Mills Commerce Center, 107 SE Washington St., Portland, Oregon
- \* [PortlandBeyond2020.com](#)
- \* See the separate article in this edition of *The Sign*.

### ***Beyond green: How to make your marketing environmentally sustainable***

- \* Mercy Corps Northwest marketing seminar
- \* Your product is green. Your operations are green. Is your marketing green, too? Though marketing gets overlooked in discussions about business sustainability, it can and should be a sustainable practice in itself. In this presentation, we'll explore a five-step approach to greening your marketing and look into

ways to make any small business marketing program more environmentally sustainable.  
\* Monday, February 8th, 6-7:30 PM  
\* 43 SW Naito, Portland, Oregon  
\* \$5 for Mercy Corps NW clients, \$10 for community members  
\* [RSVP to Anu Samarajiva](#)

### *How to green your marketing*

\* [Greenergy2030 GreenCamp](#)  
\* 40th Earth Day, 4/24/2010  
\* Cityplace, Dallas, Texas

### *Full calendar of upcoming events.*

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## **Peter, please share *The Sign!***

Did you enjoy this edition of *The Sign*? Share it with your friends and colleagues by clicking the "Forward email" link below. Thanks!

Enjoy your holidays. I will, too, and the Semiosis Communications office will be closed December 22nd - 29th.

Sincerely,

Peter Korchnak  
[Semiosis Communications](#)

PS: Season's Greetings image credit - [Grzegorz Lobinski](#).

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