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Profile: Amber Turner, GreenPDX / Living Room Realtors

Singing angels, green homes, and community connections



By her own admission, real estate was Amber Turner's love at first sight. "When a friend said to me, 'Amber, you'd make a great realtor', I heard angels singing. I knew real estate was what I had to do."

It almost didn't happen. Amber, a daughter of a principal real estate broker, never considered real estate to be an option. "I was totally blind to it growing up because it was right in front of me all the time."

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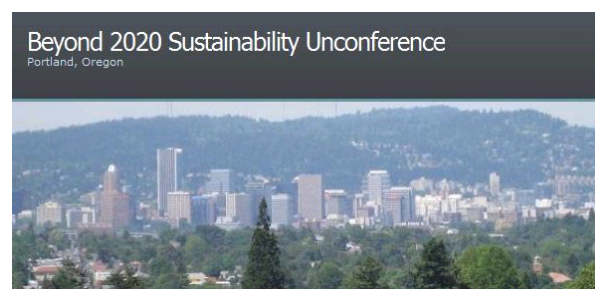
Report on the 2nd Beyond 2020 Sustainability Unconference

The second [Beyond 2020 Sustainability Unconference](#) took place Thursday, January 21st. Though as one of the co-organizers I'm hardly an objective observer, I must say Beyond 2020 it **turned out pretty awesome**. To paraphrase the head of the Olympic Committee, it was the best Beyond 2020 Sustainability Unconference of all time.

Consider: smooth proceedings, inspiring and empowering conversations, action pledges, good food/beer/wine, **30% higher attendance and 150% more sessions** than last time... As an organizer, what more can you wish for in an event like this one? We look forward to bringing Beyond 2020 to Portland and elsewhere **every calendar quarter**. We'll also be working on bringing the Beyond 2020 Sustainability Unconference to other communities around the U.S. and elsewhere.

Unconferences are a you-had-to-be-there experience. Indeed, this was the first open space experience for many participants. Judging by the feedback, a very enjoyable one and definitely not the last. As one first-time unconference participant said: "**The best unconference I've ever been to!**"

[Read more.](#)



Sustainable Marketing Blog love, or Some light reading for February

- [Crowds are us](#) - ...or are they?
- **Measuring the environmental impact of marketing, Part 1** and **Part 2** (read the combined post on Sustainable Life Media's [Sustainable Brands Weekly](#)) - It's time for some measurement.
- [Being first beats being best](#) - Here's why.

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



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Cool tools: Google Docs

You hate to do this during team projects: a document - text, spreadsheet, slideshow - requires input from one or more collaborators, and while chiseling it to the final form, tons of emails fly back and forth. The more collaborators, the more emails, versions, and confusion. There is another way: [Google Docs](#).

Google Docs is a suite of office tools, similar to Office or OpenOffice, except it's accessible via your internet browser. Every document is hosted online ("in the cloud") for easy access by any number of collaborators at any time, including simultaneously, and from anywhere with an internet connection. No more passing around and tracking edits - all the work is done in the shared document. It saves time and aggravation.

You need a Google account to start a Google Doc, whether it's Document, Spreadsheet, or Presentation. Each of these can be uploaded from a familiar *.doc, *.xls or *.ppt document. Depending on how you set it up, your collaborators may or may not need a Google account as well. Google Docs also includes Forms, which lets you set up and tabulate simple surveys.

I've been using Google Docs now for a while now. It's become my default way to work on shared documents. What about you? What's your experience?

Peter, sharing is good!

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

Sincerely,

Peter Korchnak
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