

IN THE SIGN

- [* Profile](#)
- [* Beyond 2020](#)
- [* Blog love](#)
- [* Events](#)
- [* Share The Sign](#)

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- [* Home](#)
- [* About](#)
- [* Speaking](#)
- [* Community](#)
- [* Events](#)

Profile: Sarah Chenven, Innovative Change\$

Making change matter one dollar at a time



It takes a nonprofit career to take on payday lenders. Sarah Chenven, director of the newly formed nonprofit, [Innovative Change\\$](#), has worked with the underserved or marginalized all her life. Now she's applying her knowledge and experience in public service to the emerging community development financial institution that aims to change the landscape of lending to Portland metropolitan area's low-income community.

"[Innovative Change\\$](#) is a compelling, unique, and, yes, innovative initiative," Sarah said.

"It's a result of a number of brave people saying, let's fill this huge gap in the community. It's validating to be a part of such an effort."

[Continue reading.](#)

Sustainability unconference Beyond 2020 is this Thursday!

The next Beyond 2020 Sustainability Unconference is almost here. Join us this Thursday as sustainable business people will gather here in Portland, Oregon to discuss actionable ways of engaging other business leaders in sustainability.

As at all unconferences, the only things given ahead of time at Beyond 2020 are the structure and theme:

- **Structure.** At Beyond 2020, we will gather at the opening agenda-setting session. Those who wish to facilitate an unconference session come forward and post their session on a blank grid, in their preferred time slot. Once the unconference agenda is set, participants disperse to sessions according to their interests. After the sessions, everyone gathers again to debrief. [Read more about the format.](#)
- **Theme.** At Beyond 2020, we'll discuss "Growing the choir: Engaging business leaders in sustainability". The theme grew out of recognition that in order for sustainability to prevail as a business paradigm, the sustainable business community must grow. [Read more about the theme.](#) Other than that, all content (sessions) is participant-driven: you decide what the event is going to be about and you decide what sessions will be held. There is no agenda until you make one - because you should drive your event's content!

Join us! It's not too late to [register](#). We look forward to your participation.

If you can't make it, please let your friends and colleagues know by following the handy "Forward email!" link below. We appreciate your help.

Beyond 2020 details

- **Thursday, January 21st, 5-8 PM**
- **Olympic Mills Commerce Center, 107 SE Washington St., Portland, Oregon**
- Sponsors: Semiosis Communications (yours truly), Rose City Mortgage Specialists, Beam Development, CreateTheGoodLife.org, and a number of promotion sponsors



Sustainable Marketing Blog love, or Some light reading for January

- [Eco-labeling vs. greenwashing: What's right for you?](#) - Find out.
- [Eyeballs vs. hearts-and-minds marketing](#) - In case you're wondering what sustainable marketing is about.
- [Applying positive psychology in marketing](#) - Strength-based approaches and other wackiness.
- [Sustainable business as an end in itself: Extrinsic vs. intrinsic goals in marketing](#) - Sustainability for its own sake.
- [Management vs. employee-driven community involvement](#) - What works better?
- [Cause marketing and social sustainability](#), [Part 1](#) and [Part 2](#) - Cause marketing works if it's strategic.

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



- [Reviews](#)
- [RSS feed subscription](#)

Event invitations

Sustainability Unconference Beyond 2020

- * 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.](#)

Peter, sharing is good!

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Sincerely,

Peter Korchnak
[Semiosis Communications](#)

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