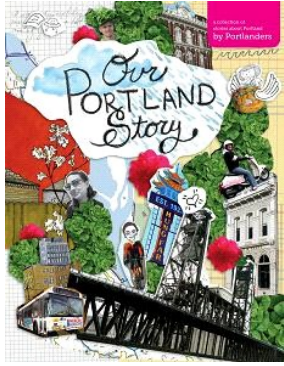


I crowdsource, you crowdsource, we Portlanders crowdsource

"Our Portland Story" and your coffee table



In researching additional ways to engage potential contributors and future readers of "[The Portland Bottom Line](#)", I stumbled upon "[Our Portland Story](#)".

It's "part coffee-table book, part yearbook, and part insider's travel guide", collecting "*stories about Portland by Portlanders*".

According to the project's curator, Melissa Delzio, "[s]tories submitted for consideration included historical reflections of Portland's past, accounts of a memorable tattoo, observations

from a Portland bus ride, and the story of a scooter-riding mom wearing pink".

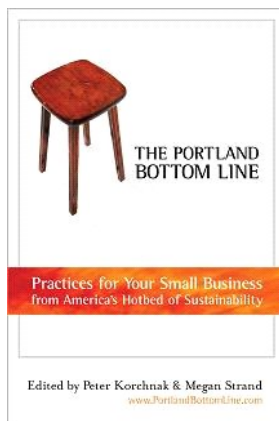
In addition to crowdsourcing copy for "[Our Portland Story](#)", Melissa, who is a local graphic designer, also crowdsourced the book's design. More than 70 Portland designers each created a backdrop for the stories in the book. "Our Portland Story" will be published in July 2010.

Last week I chatted with Melissa about her project and we swapped experiences and tips. Unsurprisingly, crowdsourced business books and crowdsourced art projects have a lot in common on the back end. Three commonalities, out of several:

- [Continue reading >](#)
- Read about crowdsourcing on crowdsourced [Wikipedia >](#)

Share your story in "The Portland Bottom Line"

Co-author this collaborative book about business sustainability!



Share your company's story in "**The Portland Bottom Line: Practices for Your Small Business from America's Hotbed of Sustainability**"! The call for contributors is still open.

Out in November 2010 and divided into sections along the triple bottom line, the book is a collection of 150 short, 400-word chapters by Portland's small-business people, each sharing a sustainable practice they successfully implemented in their or their client's business. The book explores how small businesses can effectively and efficiently shift toward sustainability and thrive.

The book is also a community benefit project: Contributors will collectively choose a local nonprofit, which supports the launch and growth of sustainable ventures, to receive 100% of profit from the sales of "The Portland Bottom Line".

Everything about the project is at [PortlandBottomLine.com](#). Or email me with questions.

- [Go to "The Portland Bottom Line" >](#)

In this issue

["Our Portland Story"](#)

["The Portland Bottom Line"](#)

[Blog love](#)

[Mini Beyond 2020s](#)

Beyond 2020 goes small

Mini-Beyond 2020 is a small-group gathering to continue and expand the discussion from the previous quarterly unconference and to preview the next.

* **Thursday, June 10th, 4:30-6 pm // Lucky Lab Brew Pub, 915 SE Hawthorne**

* Thursday, July 8th, 4:30-6 pm // Amnesia Brewing, 832 NE Beech (at Mississippi)

- No agenda, no schedule
- No registration, no fee
- No host bar

[Read more >](#)

Quick links

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

- Read more about crowdsourcing on "[The Portland Bottom Line](#)" >

Sustainable Marketing Blog love

Or light reading for June

- [The \(un\)metrics of sustainable marketing](#) -
- [Do-It-Yourself collateral? Make some!](#) - It can work, here's how.
- [Use crowdsourcing for social and environmental sustainability](#) - Excerpt of my article in Sustainable Business Oregon, a Portland Business Journal
- [Turn your business into relational infrastructure](#) - Be the hub. Connect people.
- [Are you relevant?](#) - Good question for your daily consideration.
- [To build or not to build a brand community?](#) - Yes, if the brand community is an expression of your brand, not a sales tool.
- [What's your passion project?](#) - Mine are the [Beyond 2020 Unconference](#) and "[The Portland Bottom Line](#)", what are yours.
- [Marketing as the way out of business funk](#) - Do more, not less when things start to turn sour.



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Peter, share *The Sign!*

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Sincerely,

Peter Korchnak
[Semiosis Communications](#)

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