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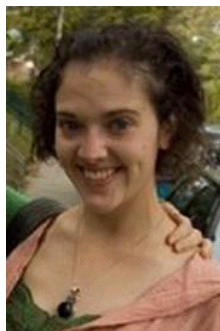
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## Profile: Sara Garrett, motiveSpace Coalition

### *Neighbors building neighborhoods, or Portland as a wiki city*



As Executive Director of [motiveSpace Coalition](#), whose board I recently joined, Sara Garrett has a vision: Neighbors help improve their city. "We all should be able to feel proud about helping to build our neighborhoods."

Growing up in North Portland, Sara saw a huge discrepancy between her neighborhood, which had a dearth of "safe places to hang out" and her downtown Lincoln High School, with its flower pots and trimmed lawns. It was that experience that started her on the

career path of urban renewal and development.

"I've always known I wanted to be a builder, but one who does good. I started in architecture the way I start with everything - by going all out."

[Continue reading.](#)

## Invitation: "ReVisioning Value (ReVV) 2010: The Intersection of Purpose and Profit"

### *Presented by Springboard Innovation*

Semiosis Communications is a proud [community partner](#) of the ReVisioning Value (ReVV) 2010 conference.



Dan Pallotta, Founder of Pallotta Teamworks, is now confirmed as ReVisioning Value's featured keynote!

ReVV 2010 will bring together leaders from the varied fields of impact investing and social innovation to share how new models for both are increasing the flow of capital to the creation of a more just and sustainable world.

The one day conference is followed by a day of hands-on workshops and strategic action roundtables designed to help participants apply the ideas offered at the conference to their own organizations and to create real tools and strategies as an outcome.

### CONFERENCE DAY (Learn and Connect)

Date: MONDAY, APRIL 26th

- 8:30am - 5:00pm - Conference Sessions
- 5:00pm - 7:00 pm - Awards and Networking Cocktail Reception

Place: The Gerding Theater at the Armory, 128 NW 11th Avenue, Portland, Oregon

### WORKSHOP AND ACTION DAY (Understand and Apply)

Date: TUESDAY, APRIL 27th

- 9:00am - 12 noon - In-Depth Workshops
- 1:00 p.m. - 4:00pm - Strategic Action Roundtables (COMPLIMENTARY)

**The Sign** subscribers receive 20% off ReVV registration! Register online at [ReVisioningValue.org](http://ReVisioningValue.org) or call 503.226.2377. Use discount code: SEMIOSIS.

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## Sustainable Marketing Blog love, or Some light reading for March

- Email and your sustainable marketing mix, [Part 1](#) and [Part 2](#)
- [Summarizing the Sustainable Brands Boot Camp](#) - Missed the online course? Read this.
- [Once more unto the eco-labels breach](#) - More about those pesky eco-labels.

### Making marketing environmentally sustainable series

- [How to rethink marketing for the Planet bottom line](#)
- [A model for environmentally sustainable marketing](#)
- Measuring the environmental impact of marketing, [Part 1](#) and [Part 2](#)

Like a post? Disagree with something? Share your thoughts in post Comments! Any post, any time, any opinion. Conversation is what it's all about!

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

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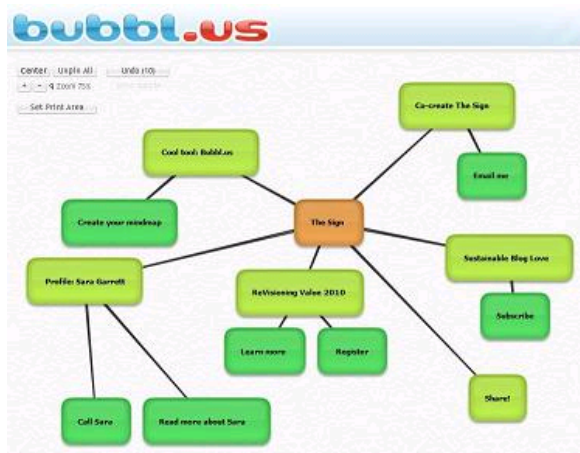
## Cool tool: Bubbl.us

Are you a visual brainstormer? Bubbl.us is a free tool that "lets you brainstorm online" with, you guessed it, bubbles. You can

- Create colorful mind maps online
- Share and work with friends
- Embed your mind map in your blog or website
- Email and print your mind map
- Save your mind map as an image

It's so simple, intuitive, and fun, any description would just ruin the experience. [Try it out for yourself.](#)

For example, here's one possible mind map of this issue of *The Sign* ([full-view version here](#) or click on the image):



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## Co-create *The Sign*!

This is the 25th issue of *The Sign* e-newsletter. Yay!

Would you share your experience so far? What has worked? What would you like to see in future editions? What kind of content? What topics? What does an ideal e-newsletter look

like to you? Anything goes, there is no wrong answer. Please hit Reply to share.

Thank you for the feedback and your continued readership!

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## 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  
[Semiosis Communications](#)

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