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Profile: Taylor Watkins, Watkins & Associates / Greensight Value

Greening the real estate appraisal industry

How does an English major set out to green the real estate appraisal industry?



- a) He falls into it.
- b) His family and friends inspire him.
- c) A series of lights go on.
- d) Right things happen and right people appear at the right time.
- e) He wants to live sustainably, do what he does best, and earn a living doing it.

The correct answer: [Find out here!](#)

Sustainable Marketing Blog love

- [The tyranny of nonprofit rates: Why I charge nonprofits and businesses the same](#)
- [What do you care about? On communicating community involvement](#) - "People don't care how much you know until they know how much you care."
- [Where are the trees? How to keep misleading claims out of your marketing](#) - Say only what you can prove.
- [How Walmart makes your business more sustainable](#) - Before you determine who you are as a business, you need to know who you are not.
- [Rice, beans, and marketing strategy](#) - What's on your marketing menu?

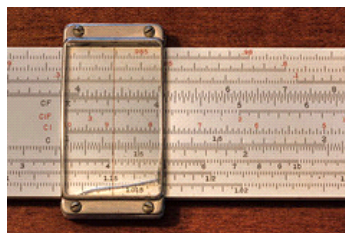
You have opinions, right? Share your thoughts on the Sustainable Marketing Blog with comments! Any post, any time, any opinion. I look forward to your contribution.



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Report: The one rule of sustainability challenge



On October 7th, I issued a **challenge**: coin the one rule of sustainability, i.e. express in five words or less the irreducible essence of sustainability as a simple principle. My plan was to collect a dozen or so responses and create a poll. I tweeted the challenge a

couple of times and posted it in 12 LinkedIn Groups related to sustainability.

What happened next exceeded my expectations. The challenge really took off: thanks to the LinkedIn postings, the original post garnered 21 unique comments, and the LinkedIn discussions generated 102 unique comments there (and counting), from the U.S. and other countries.

Which means I won't be creating a poll, after all. All the entries were unique and valuable, and most expressed sustainability in their own way. A few themes did emerge:

- time, e.g. "Sustainability = longevity"
- input-output, e.g. "Give back what you take."
- triple bottom line, e.g. "Good for profits, people, planet."
- waste, e.g. "Waste less"
- limits, e.g. "Live within the Planet's limits"
- impact, e.g. "Do no harm"

Judging by the range of responses, my rule of sustainability would have to be, "Foster diversity" - in inputs and outputs, in the triple bottom line, and in ways to reduce waste, minimize impact and live within our natural limits.

In a true postmodern fashion, there is no single truth, no single definition, no single rule. What do you think?

[Read the full report](#), which includes comments (you can still contribute yours!), links to entries, and a Wordle cloud of all the submissions.

Event invitations

Marketing on a shoestring: Growing a sustainable small business on a tight budget

- * Mercy Corps Northwest marketing seminar
- * Marketing a small business is hard work. How can you use the resources you have to grow your sustainable small business effectively and efficiently? This seminar will explore a handful of valuable ways to market yourself without breaking the bank.
- * Monday, November 16th, 6-7:30 PM
- * 43 SW Naito, Portland, Oregon
- * \$5 for Mercy Corps NW clients, \$10 for community members
- * [RSVP to Anu Samarajiva](#)

Sustainability unConference Beyond2020 #2

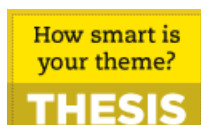
- * Thursday, January 21st, 2010, 5-8 PM
- * Olympic Mills Commerce Center, 107 SE Washington St., Portland, Oregon
- * [PortlandBeyond2020.com](#)

How to green your marketing

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

Full calendar of upcoming events.

Cool tool: Thesis



I already highlighted [WordPress](#) as a cool tool. To develop the new [Semiosis Communications WordPress site](#) I purchased for \$87 the premium theme Thesis, by DIY Themes.

How good is your support?

The level of customization and support [Thesis](#) offers is unheard of in any of the free WordPress themes. With a free theme, your site will look like other sites with that theme and you won't be able to make changes to it. With [Thesis](#), you can do whatever you want out of the box (though there is no box, really). And your website will be as unique as you and your company.

- [Thesis showcase](#)

My new site cost me only the price of [Thesis](#) and the time to customize it. I did it all myself, and so can you. If you don't have a budget for a custom built theme and you have the time and willingness to learn, [Thesis](#) is for you.

I am so convinced that Thesis is the future of web design for solopreneurs, micro-entrepreneurs, and small businesses, that I signed up to be a [Thesis](#) affiliate. If you buy Thesis before the end of 2009, I will donate 100% of the commission to the nonprofit of your choice.

Peter, please don't keep *The Sign* to yourself!

According to massage therapist Sarah Ryan of [Catalyst Hands](#), *The Sign* is "a newsletter that's packed full of goodies, like a delicious oven-baked chocolate chip cookie with nuts." (I wonder, would it go well with the [bite-sized consulting](#) session?)

Do you know anyone with a sweet tooth? Pass *The Sign* on by following the "Forward email" link below.

Thanks for sharing *The Sign* with your colleagues and friends!

Sincerely,

Peter Korchnak
[Semiosis Communications](#)

[Forward email!](#)

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