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Partnership highlight: Mercy Corps Northwest

Helping microbusinesses do better marketing



Since May 2008 I've been providing monthly marketing seminars at [Mercy Corps Northwest](#), which assists low-income individuals in starting or expanding a small

business. The agency recently moved to the new Mercy Corps International global headquarters building in downtown Portland - what an opportune time to reflect on the collaboration! What's more, a new team is working on solidifying the education element of Mercy Corps Northwest's services.

According to Anu Samarajiva, an AmeriCorps VISTA volunteer responsible for the program, "We're working to make our education program more consistent - tying the work of our volunteers, who provide targeted seminars on business topics, with our Foundations Business Planning Course, which covers business basics."

[Read more about the Mercy Corps Northwest - Semiosis Communications partnership.](#)

Sustainable Marketing Blog love

- [What you do is not interesting, say what you love](#) - What do you love?
- [Loving your customers means never having to say you're sorry](#) - Instead of apologizing if you did nothing wrong, be helpful.
- [How to use education to attract customers](#) - Those who want customers to come to them, teach.
- The 5Ws of buying local, [Part 1](#) and [Part 2](#) - Buy local sounds straightforward; it's anything but.
- [How to generate word of mouth with launch events: Ecoroofs Everywhere](#)
- [Portland sustainable businesses, share your story!](#) - Yes, free marketing on the Sustainable Marketing Blog.

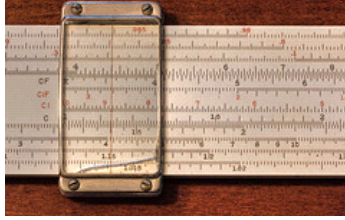
You have opinions, right? Share your thoughts on the Sustainable Marketing Blog with comments! Any post, any time, any opinion. I look forward to your contribution.

- [Book reviews](#)
- [Guest posts](#) - Latest by Beth Meredith.
- [Blogging elsewhere](#) - Content from the Sustainable Marketing Blog republished on the *3BL Media Blog*, *Sustainable Life Media*, and now also in French!



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Most discussed blog post: "Challenge: What is the one rule of sustainability?"



sustainable marketing consultancy Semiosis Communications, I consulted with a friend who has an MBA and is running a [small business](#). My main concern was that even though I had a degree in business and marketing, I had no

experience running my own business in the United States. She said it was easy: the only thing to always keep in mind is, "Revenues must exceed expenses".

Before becoming a university building facilities manager, my uncle Frank had owned a landscaping business for more than 20 years. He said landscaping is easy: the only thing you have to remember is, "Green side up".

I may be stretching it a bit here, but it seems that in guiding human relations all major religions share one rule human relations, which is a variation of, "Love thy neighbor as thyself."

These are what I call "the one rule": an entire body of knowledge and experience in a field or discipline boiled down to five or less words that express its essence. I've been thinking for a while what the one rule of sustainability could be. I thought it would be more fun to pinpoint it through crowdsourcing.

So I hereby issue a challenge to you, dear Sustainable Marketing Blog reader:

What is the one rule of sustainability?

As with the above examples, the one rule must contain five words or less and express the irreducible essence of sustainability. After I collect a dozen great responses, I'll create a poll and submit the rules to a vote. The winner gets the cred of coining the one rule of sustainability.

Happy rule crafting!

[Read the submissions, including on LinkedIn Groups, and contribute yours!](#)

Event invitations

How to maximize your community involvement with PR

- * [Entrepreneurs Foundation of the Northwest](#) lunch workshop (EFNW members only; guest passes available, see below)
- * With Renee Spears of Rose City Mortgage
- * Tuesday, October 27th, 12- 1:15
- * Perkins Coie, 1120 NW Couch St, Portland, Oregon
- * Guest passes still available: Be among the first five people to email me for a free guest pass to this event. Lunch and conversation included.

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](#)

SAVE THE DATE: Sustainability unConference

Beyond2020 #2

- * Thursday, January 24th, 2010
- * Olympic Mills Commerce Center, 107 SE Washington St., Portland, Oregon
- * PortlandBeyond2020.com

Sustainabilizing your marketing

- * Greenergy2030 GreenCamp
- * 40th Earth Day, 4/24/2010
- * Cityplace, Dallas, Texas

[Full calendar of upcoming events.](#)

Cool tool: Google Reader



I recommend [Google Reader](#) to manage your RSS feed subscriptions. I use it to manage mine, all 296 of them.

The tool enables me to read news sites, blogs, LinkedIn discussions, calendar postings, and searches in a single window or tab - instead of having to go to each site separately to see if new content is available, all the new content comes to me in a single stream!

You can order the feed by oldest or newest, view each subscription separately, bookmark articles, and use Google Reader as a search engine. You can share items with your contacts directly inside the Reader or via email.

Sign up for Google Reader with your Gmail account. Then, on your favorite websites look for the RSS feed icon. Click on it, follow the prompts, and voila, you subscribed to the site. All the new articles or posts will come to you from now on in your Reader.



- Unsure about RSS? Watch the ["RSS in Plain English"](#) video.
- Take a [tour of Google Reader](#).

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 [brew-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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