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## SPRING CALENDAR

### MARCH

- 15 *UnCommon Sense* Registration Deadline  
*see page 8 for details*

### APRIL

- 22-24 *UnCommon Sense* workshop and Growlers class graduation  
Chico Hot Springs - Pray, MT  
*see page 6 for details*

### MAY

- 24-26 YBP Annual Conference  
Jackson Lake Lodge  
Grand Teton National Park, WY  
*see page 7 for details*

## *UnCommon Sense* Continues to Make Sense

Program participants cash in with strategies for sustainability

In the two years since the Growlers – the third *UnCommon Sense* class – began their sustainability journey with YBP, these 10 businesses have accomplished a laudable collection of on-the-ground changes. We thought we'd give you an opportunity to hear from the *UnCommon Sense* participants about what this program has done for them.

### GROWLERS CLASS – APRIL 2010 GRADUATION CTA – Billings, Montana



"Since the CTA Billings office enrolled in the *UnCommon Sense* program, we have been able to monitor and document our water and energy savings and step up our recycling program. In 2009, the CTA Billings office was awarded the USGBC LEED for Existing Buildings: Operations and Maintenance Gold rating. The CTA Billings office also earned the Energy Star Award in 2008 for its energy savings strategies including the use of an efficient evaporative cooling tower, automated building system, efficient lighting and use of day lighting. CTA now has long-term goals to continue on our path to sustainability while positively influencing our clients, consultants, employees and community."

—Russ Jensen, architect

### Greenspace Landscaping – Bozeman, Montana



"From 2008 to 2009 we have decreased our waste going to the landfill by 62%. We have cut our propane use by 21%, and in that same year had an 18% decrease in our Northwest energy power bill. This power bill decrease is pretty remarkable as we doubled the square footage of our office last summer! We have measured that we recycled almost 4,000 cubic yards of topsoil last year!"

—Scott Urban, general manager

### Billings School District – Billings, Montana

Total utility savings through the district's Energy Conservation Program:

\$360,761: 12.35% savings from July '08-June '09

\$230,474: 17.55% savings from July '09-Dec '09



*UnCommon Sense* participants check out exactly what they throw away – and what it costs them.

### Plan One Architects – Driggs, Idaho

"Using the product tracking spreadsheets supplied by *UnCommon Sense*, Plan One has been tracking purchases of paper, toner and ink since 2008. Comparing the spreadsheets for 2008 and 2009, we have seen a \$1,500 decrease in expenses for those products. I no longer take boxes of paper to recycle twice a month as I once did. Now, I visit the recycling center once every four to six weeks, and with less office paper. Less use + less waste = better bottom line. It is all the encouragement we need to keep going!"

—Sharon Guenther, office manager

### Harmony Design and Engineering – Driggs, Idaho



"So often when we think of 'green,' we think recycling and riding our bikes. But there is so much more to sustainability and the *UnCommon Sense* program has encouraged us as a business and as individuals to examine our daily lives and has supported us in making long-term changes that will really make a difference. Thanks to Heather and all the YBP staff & volunteers!"

—Jennifer Zung, owner

### Yellowstone Association – Yellowstone National Park, Wyoming

"Our remote location...proves challenging when it comes to energy efficiencies. The *UnCommon Sense* program allows us to connect with a network of peers and share our common experience

(Continued on page 8)



## YELLOWSTONE BUSINESS PARTNERSHIP

PO Box 7337, Bozeman, Montana 59771-7337

Bozeman 406 522 7809 ph | 406 522 9155 fx  
Idaho Falls 208 528 0269 ph | 208 524 7736 fx  
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## MESSAGE FROM THE BOARD CHAIR

The only thing that matters  
is our members' experience

Dave Stauffer, YBP Chair

My eyes were opened to something very important as I toured the Buffalo Bill Historical Center in February.

This is not saying anything profound or unusual. The BBHC, in Cody, WY, is a world-class assembly of five museums, which author James Michener called, without exaggeration, the "Smithsonian of the West." So I'm surely only one of many thousands, perhaps millions, who've had an eye-opening experience in touring the Historical Center.

But here's what may make my experience different from that of so many others: It happened in the basement boiler room of the BBHC.

I was one of about two dozen people lucky enough to be given a tour of the BBHC's behind-the-scenes infrastructure, as part of the YBP board of directors reception hosted by the Historical Center on February 2. (How appropriate to be underground on Groundhog Day!)

The tour was led by BBHC Facilities Supervisor Paul Brock, who frankly declared to us, "I'm a mechanical guy, not a sustainable guy." Yet here was Paul, relating to his tour group the many ways in which the BBHC's recently launched sustainability efforts were already contributing to bottom-line results. Paul estimated 2009 savings that could amount to as much as \$50,000 (he noted that the precise source of each dollar saved is difficult to pinpoint).

It was on hearing Paul's catalog of savings that my eyes were opened to this immutable fact: The only thing that matters to the long-term survival of any company or organization is the experience of its customers or members.

The BBHC has been an active and generous member of YBP since YBP's earliest days, and BBHC had launched its concerted sustainability program in part by having participated in our *UnCommon Sense* program. According to an article in the Center's publication, *Points West*:

It was [YBP] that invited the Center to join *UnCommon Sense*. ... Although Historical

Center staff already worked toward making operations as efficient as possible, ... "There were certainly things we could learn about how to operate more efficiently and reinforce doing the right things," [Public Relations Director Lee] Haines explains. "As much as anything, the program is about thinking differently. It offers the opportunity to think more broadly, or about something you hadn't considered before." Executive Director Bruce Eldredge actively supported involvement, and the Center joined *UnCommon Sense* in April 2008.

But at the moment I joined Paul's tour of the Historical Center's deepest recesses that evening of February 2, my mind wasn't on the BBHC's *UnCommon Sense* experience. Instead, I was mentally preoccupied with YBP's finances, grinding over every dollar and decimal. Which of our programs were doing best at bringing in revenue during this miserable recession? Should we raise our program fees? Lower them? Raise or lower annual member investments? Pay more attention to funding from individual donors or from grants? Grinding and grinding – as you may have done as a leader of your company or organization.

Paul's tour brought the grinding to a dead stop and opened my eyes to something I should never for a minute lose sight of: Take care of the customer or member, and the finances take care of themselves. Deliver value to customers or members, and they'll value your offerings. It's not that details and other concerns shouldn't be on the leader's mind. It's that all of those things should be examined from the perspective that serving customers or members is paramount.

We often hear about things a leader should do to be more effective. But we hear much less about what he or she shouldn't do – for example, never losing sight of the organization's ultimate reason for being. In YBP's case, that reason is to inspire and lead businesses in ensuring a sustainable



### New YBP Office in Driggs

Come visit our new Driggs office! We are in the Harmony Design and Engineering building at 110 E Little Avenue, on the southeast corner of 1st Street and Little Avenue/Ski Hill Road. Come in through the back entrance with the sliding glass doors. We share a space with Teton Valley Trails and Pathways.

future – socially, environmentally and economically – for Greater Yellowstone. YBP does this through offering programs like *UnCommon Sense* that help members save tens of thousands of dollars annually, as they become more sustainable and contribute to the sustainability of the region. If I, as chair, help keep YBP focused on delivering this sort of benefit to our members, while helping them feel connected to the bigger picture of the well-being of Greater Yellowstone, YBP is more likely to thrive.

I can think of no better model in this effort than the BBHC itself, where, as the *Points West* article observes, “Thinking green’ is now part of the culture of the institution and permeates all that we do.”

You can read two articles about the BBHC’s sustainability successes on YBP’s website: “*UnCommon Sense* guides ‘Going Green,’” written for the *Center’s Points West*, and “*A new focus on sustainability*,” which first appeared in the *Powell (WY) Tribune*.



## Buffalo Bill Historical Center & *UnCommon Sense*

The Buffalo Bill Historical Center in Cody, Wyoming, not only saves Western artifacts for future generations, they’re saving the Earth! The Center is a YBP member and participant in *UnCommon Sense*, YBP’s business sustainability leadership program. Press coverage of BBHC’s sustainability efforts include these quotes from Paul Brock, BBHC facilities manager:

“As a museum, we’re charged with keeping artifacts in our collections good forever; we’re keeping things good for our grandkids’ grandkids. Really, sustainability is about your grandkids’ grandkids and the Earth – keeping it good for them.”

“We’ve saved \$10,000 a year in the restaurant by not purchasing disposable stuff. We use all washable, reusable dishes. In the old days, we would go through 50,000 trash bags a year. We’ve cut it to 5,000. Every employee is responsible for their own trash, and they take it out when necessary – not every day.”

“It’s really fascinating that a sustainable-practice program can have an employee benefit. When people realize they can make a difference and have a voice, especially with things they’re passionate about, they can bring it to the workplace. The energy level is incredible.”

## LINX: FAQ about the region’s new transportation cooperative

### What is a blended cooperative?

A cooperative is a business owned and controlled by those who use its services. In a cooperative, member-users finance and operate the business for their mutual benefit. Control is democratic, with membership control on a one member, one vote basis. Earnings are distributed according to patronage provided by the members or retained in the business for overall member benefit. Cooperatives pay all property and sales taxes required of other business corporations. A blended cooperative consists of user members and provider members.

### Why hasn’t this already been done?

In order for the Linx to succeed, a significant up-front investment in technology, marketing, and staff is required. Without the ARRA grant of \$535,000 through the Idaho Transportation Department, it is unlikely that the co-op feasibility study and pilot phase would have been conducted. In the absence of federal funding, 20+ investors would have had to make a \$30,000

investment to study and launch the co-op.

### Why do we need another bus system?

Linx is not a transportation system. It is a partnership between existing providers, investors and riders to leverage existing resources to better connect our region. Linx offers mobility management services, helps providers reduce costs and employ service improving technology applications, and promotes increased ridership through effective promotion.

### Is it sustainable?

The feasibility study outlined numerous income streams that should support ongoing operations for Linx. It was important to make sure that Linx itself did not compete with its members for their existing funding sources. During the pilot phase and system build-out, the ITD investment will allow Linx to develop the revenue streams and working capital that will be sufficient to allow it to operate as a free-standing business from 2011 forward.

### What are the benefits of Linx?

**Economic development.** Facilitating the convenient and affordable movement of people around the region will only help bolster the economic viability of the communities in the region.

**Freedom of choice.** Linx will make information about existing private and public transportation providers readily available in one convenient online location.

**Improving Mobility.** The public involvement process used to conduct the feasibility study uncovered many gaps in existing mobility services that limit where residents are able to go, and what they are able to do. The temporal and physical gaps have been prioritized by their demand potential. Linx members will create, for the first time, an integrated and coordinated system for transportation throughout the Greater Yellowstone region that closes these gaps and improves mobility.

**Reducing traffic congestion and carbon emissions.** Maintaining air quality and reducing traffic congestion will help preserve what is so special about the Greater Yellowstone ecosystem. With over 3 million visitors each year, the region needs to offer viable alternatives to driving a private vehicle.

## LINX 2010 PROGRESS TO DATE

**JAN 5** Feasibility study submitted to ITD.

**JAN 7** Presented feasibility study and plans for pilot phase with IWAY Districts 5 & 6.

**JAN 12** Conducted webinar with 66 feasibility study steering committee participants to wrap up feasibility study phase and explain next steps.

**JAN 26** Founders’ meeting in West Yellowstone. Elected board of directors, adopted Linx as the co-op name and selected logo. Incorporation papers filed in Idaho.

**FEB 3** Linx board signed administrative services agreement with YBP to manage the co-op through the year 2010.

**FEB 22** Bids accepted for Linx website development and ITS (Intelligent Transportation System) components.

## LINX UPCOMING:

**MAY 24-26** Demonstration of Linx services in the form of transportation for the YBP annual conference at Jackson Lake Lodge. See YBP website and Facebook page for more info in April.

## LINX MEMBERSHIP

### FOUNDING MEMBERS (as of 3-1):

Aura Soma Lava; Grand Targhee Resort; Karst Stage; Partners for Prosperity; New Beginnings for Eastern Idaho, Inc.; Rimrock Trailways; Salt Lake Express; TRPTA; Wyoming Services for Independent Living; plus seven individual memberships

### FOUNDING BOARD OF DIRECTORS:

Dave Ogden, President - Targhee Regional Public Transportation Authority  
Tom Price, Vice President - Salt Lake Express  
Ken Bullock, Treasurer - Partners for Prosperity  
Steve Coffman, Karst Stage - Business Development  
Gina McIlwraith, Grand Teton Lodge Company  
Bob Cunningham, Wyoming Services for Independent Living

## YBP MEMBER PROFILE: Blanchford Landscape Contractors- Bozeman, Montana

**Blanchford Landscape Contractors** has been a member of YBP since 2005. Blanchford staff have been directly involved with our programs, served as volunteers on the YBP board of directors and volunteered for the *UnCommon Sense* leadership team. The following is a conversation with owner Andy Blanchford and Stacy Kersens, grounds and garden services manager.

### *What inspired you to get involved in landscaping?*

**Andy:** For me, it was when I was in college. I started a degree program in marketing, and after the first year I realized pretty quickly it would not be my thing. I come from a farming background and learned about a landscape contracting program at Penn State University and immediately transferred. This was as close to agriculture as I thought I could get and make a living at it. Of course, it also tied in with the outdoors and natural rhythms of the planet, which is really important to me.

**Stacy:** Originally I got into gardening pretty young at 16. I had to get a job and liked plants and flowers, so I started applying at nurseries. Then I moved up to grounds crews in college. Regardless, I knew I wanted to stay outside as a job, so my first job after college was as a landscaper, and I've been doing that ever since.

### *How did Blanchford Landscape Contractors get started?*

**Andy:** I was working for another company in Bozeman. After a couple of years with them it became obvious that I wasn't philosophically a good fit with that company. I forged ahead on my own in 1997 and was fortunate in that most of my clientele that I'd developed with the other company came with me in my new endeavor.

### *What is your main scope of work?*

**Andy:** Well, we have a lot of them. To keep it simple, it's all things outdoors for residential clients. We do some commercial work but mostly residential: landscape design/build, grounds and garden services, irrigation installation and irrigation services, snow removal and a little bit of holiday décor in the Big Sky market.

**Stacy:** Add a little bit of vegetable gardening in there, too.

### *What are some examples of favorite projects you've done, or some favorite places to work?*

**Andy:** Hmmm...there are so many good ones that we've been lucky to work on. One of the favorites, because of the complexity and variety, is with a long term client in the Gallatin Canyon. We've



been working with them for the past six or seven years. It's a very natural setting and the requests have been to keep it that way as much as possible. We've been able to enhance the setting and spend time becoming intimate with it. We were able to work on another project that was part of a LEED platinum home, and the goal there was to get the LEED points and we did. It was a different priority but the project turned out well.

Another favorite is the natural playground we did at Learning Circle Montessori Elementary School. It's exciting, almost more rewarding seeing the kids get so excited about the space we've created for them, creating an educational space that will help kids learn about the value of nature and the outdoors, and help balance out the effects of all this technology on them. It was a really fun, collaborative process working with the committee and a group of super dedicated parents. It was one of the nicest groups of clients I've ever had. They were wonderful to work with.

**Stacy:** My favorite is anything with containers. I love doing the containers, particularly in public areas. And flowers, all kinds of flowers. My favorite project was a really small condominium that had a small backyard where the owner wanted to incorporate flowers and vegetables. We made it a beautiful setting for her, and she was also able to grow some of her own food.

### *How and why did you first get involved with Yellowstone Business Partnership?*

**Andy:** A phone call from Jan started it all. When she first came to Bozeman in 2005, she was making the rounds to drum up support and interest. What got me was this idea that YBP was a chamber of commerce focusing on sustainable business practices, not just generating leads. This seemed like an amazing value to be able to network with like-minded folks.

**Stacy:** For me, I started on the sustainability crew at Blanchford. When they joined the *UnCommon Sense* program as a participant, I was one of the people involved with working on that.

**Andy:** *UnCommon Sense* really launched us into YBP. It was really a no-brainer.

### *Describe your involvement with the UnCommon Sense program.*

**Andy:** We were in the pilot class, the first graduating class: Janny B and the Sustainers. It sure opened our eyes to what we could do or needed to do to become more sustainable, and I think the big value in it for us was the network and the peer support through the process. I don't think we were able to create the amazing bottom line results like some have, partly because we're a different type of business, but it's kept us on the curve in terms of sustainability and kept us aware of the improvements that we need to make.

**Stacy:** It also definitely helped us getting the basics down. We'd been working on it for a long time, like with the recycling, but it was really slow. *UnCommon Sense* really helped create some deadlines and helped us get things done. It's a good line of accountability, with other people watching as we go through.

**Andy:** Also, the two-year timeframe allows that action to be taken – instead of going to a five-day seminar and getting your head filled with a lot of great ideas, and half of them slipping out before you even get home.

**Stacy:** I've also been on the Leadership Team since Blanchford graduated. I am a learning team advisor for the Growlers, who will graduate in April, and will be an advisor for the next class starting in April.

### *How is Blanchford Landscape Contractors currently engaged in sustainable operations?*

**Andy:** Our strongest sustainability push—where we can make the most difference—is influencing our clients and helping them to make a difference. We already run drip irrigation onsite at the nursery. We can have a much greater influence by encouraging people to use less water in their landscaping projects.

**Stacy:** I've also noticed a big difference in what our salespeople are offering to the customers: smaller lawns, focus on saving water and energy, and informing the customers about conservation. They've really made an effort to educate the clientele.

After the *UnCommon Sense* program, we did change our review process and are really incor-



Blanchford collaborated with parents to design this natural playground at Learning Circle Montessori Elementary School in Bozeman, Montana.

porating that inside-the-walls social sustainability aspect.

**Andy:** Yes, that's been a very positive change for the business. We're doing OK on the recycling. We had a big push for plastics recycling in the nursery, but then we had all this plastic collected and no place to get rid of it.

**Andy, you recently joined YBP's board of directors. What led to that decision?**

**Andy:** Because I believe so strongly in the organization, this was an opportunity to give something back and to make a difference, and it was also the opportunity to be around and learn from some really smart people. It's expanded my network, and I've learned a lot.

**What is the best piece of advice you can give to folks in the region who are interested in sustainability?**

**Andy:** Take some action, do something. Go to Green drinks, be around like-minded people and stay in that network. More specific to construction, doing a veggie garden in the landscape and having that concrete evidence of what works and what doesn't.

**Stacy:** Join *UnCommon Sense!* Keep reading books, get informed. Stay engaged.

**What aspects of the landscaping industry do you feel are most critical for this region?**

**Andy:** The thing that comes to mind immediately is conventional lawn

care...with the 100% weed-free, aesthetic, large turf areas. It requires an extensive amount of chemicals to keep those lawns green and weed free. So much of our economy and well being is based on clean fresh water, and the lawns can eat up those resources quickly.

A positive aspect is the exact opposite. We can continue to teach people about the aesthetic of drought-tolerant landscapes and offer organics or alternatives to traditional methods.

**Stacy:** In the industry in general, not necessarily our customers but more folks that are do-it-yourselfers, I see a real move toward vegetable gardening in people's yards.

**What is your hope for the future of the Greater Yellowstone region?**

**Andy:** First and foremost I hope that we don't ruin it. On a more positive note, we can enhance and improve the region through greater awareness and better business practices. That's where the difference can be made, in addition to regulatory approaches; change can be positively affected by business.

**Stacy:** I hope that we preserve what's great about it; make it accessible for folks, attractive for tourists to come. What YBP is doing for transportation; that's a huge step. 🌱



## YBP Welcomes Chris Larson, Technology Specialist for Linx

Chris Larson moved to Teton Valley along with his wife, Cathy, in 2005 after spending many years skiing in the Tetons, visiting friends and building a house. A long-time software developer, he graduated from the University of Utah with a computer science degree and a PhD in powder skiing from Alta. His career has included such diverse domains as ski-area planning, orthopedic pre-op planning, clinical medical records, cable TV systems, and most recently snow, avalanche and weather websites for the Tetons and other Western mountain areas.

Chris and Cathy moved here from Park City to enjoy a more relaxed lifestyle. However, between raising their young son, Nils, and being involved in many aspects of the community and the great outdoor opportunities, that hasn't worked out so well.

His background and expertise play an important role in his work on the Linx project, which has a critical technology component. 🌱



## 7<sup>th</sup> Annual YBP Conference

May 24-26, 2010

Jackson Lake Lodge  
Grand Teton  
National Park

## RE-ENVISIONING WINTER:

Making the Most of Greater Yellowstone's Longest Season

Gain new winter perspectives from the scientists & naturalists, writers & photographers, and adventurers & entrepreneurs who have called this place home.

### KEYNOTE SPEAKER

Gary Ferguson

of Red Lodge, Montana

author of

*The Great Divide: The Rocky Mountains in the American Mind*

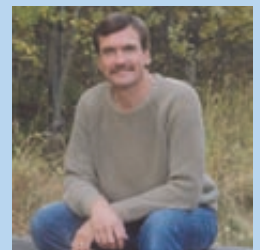


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## Join YBP on Earth Day to Celebrate the Growlers *UnCommon Sense* Graduation

After two years of dissecting their operations and trying to figure out how they can do things better, the Growlers class will come together one last time to celebrate their successes and graduate from the *UnCommon Sense* program. During the graduation ceremony, each business will present their successes and challenges through the program and outline plans for continuing their journey post-graduation.

The 2010 *UnCommon Sense* graduation ceremony and banquet will be held at Chico Hot Springs in Pray, Montana, on Saturday, April 24.

The event's keynote speaker, Brian Back, is the founding editor and publisher for *Sustainable Industries Journal*.

As one of the first business journalists in the United States to pioneer a beat in "sustainability," Brian has been a leading expert in topics such as clean energy, green building, environmental technology and other green business sectors. He has researched, written and spoken extensively on economic impacts and trends – including the role of media – in these intersecting and rapidly evolving industries.

Brian began his career as a reporter for the *Atlanta Journal-Constitution*, where he covered growth and sprawl trends in one of the fastest-growing cities in the United States. While working as a reporter and columnist for *The Business Journal* in Portland, Brian pushed his editors to develop a new beat in sustainable industries, an emerging concept among a handful of innovators on the West Coast. His work has appeared in leading magazines, websites, newspapers and trade journals. Today Brian serves as president and owner of Sustainable Industries, and he is a member of the Social Venture Network.

The 2010 *UnCommon Sense* graduation presentations and banquet are open to the public. Attending the graduates' presentations and graduation ceremony is free; the banquet costs approx \$35 with RSVP required. For more info or to RSVP, contact YBP Sustainability Programs Manager Heather Higinbotham Burdette at 406-600-6617, [hburdette@yellowstonebusiness.org](mailto:hburdette@yellowstonebusiness.org).



## Planning for the Region's Future Well-Being

Jan Brown, YBP Executive Director



Six years after writing our first strategic plan, I find myself in very familiar territory as YBP embarks on its second long-term planning process. All of the players have changed as not a single member of the 2004 board of directors is still serving in 2010. We have accomplished much of what the first board intended by achieving these project goals:

- **Develop environmental management principles and promote sustainable business practices for voluntary application across the region.** *UnCommon Sense: Business Leadership for a Sustainable Future*, was launched in 2005, with the third class set to graduate this April.
- **Promote high-performance building standards integrated with sustainable approaches to community development. Advance these standards in collaboration with developers, realtors and contractors across the Yellowstone-Teton region.** YBP received US Green Building Council support for the development of the *Greater Yellowstone Framework for Sustainable Development*, which is currently being tested by pilot projects in the region.
- **Annually report the status of the region's social, economic and natural assets, and monitor regional trends in community development and quality of life.** We started this process with *Turning On the Off-Season* and continue to conduct socioeconomic research as funding allows.

It is evident that YBP members engaged in these programs can readily explain what they have gained personally and how their businesses have benefited. However, even after six years, it still is difficult for many members and directors to state, much less explain, the exact YBP mission. Please trust that we're working on that.

At our planning session it was much easier for directors to reach consensus on our core values. As an organization, sustainability is our mantra and the backbone of all of our programs. Our leadership is recognized for its integrity and its commitment to collaboration in addressing complex cross-boundary challenges. YBP is known for getting things done and for being results oriented.

A quick analysis of active YBP members showed that 84% are businesses, 10% individuals, 4% organizations and 2% government. Membership has declined slightly due to the poor economy and a significant dues increase in 2009. However, response to our 2010 renewal mailing has been gratifying as many lapsed members have reaffirmed their YBP affiliation. This bodes well not only for our finances, but for building our programs and engaging our members in shaping YBP's strategic plan for the next five years.

This spring our Strategic Planning Committee will be interviewing a cross-section of our membership to give candid assessments of YBP performance and program outcomes. Even if you are not selected for an interview, you will be welcome to provide input online, in writing with your election ballot, and at our annual conference in May. The goal is to have a new strategic plan in place in October.

The biggest questions are still before us, of course. How do we inspire enough YBP businesses to embrace sustainable practices to really make a difference on the ground and in the community? How do we ensure that Linx is a success both in terms of the level of investment needed and that riders will decide to use Linx once it starts serving the region? What will it take in terms of all-season tourism and recreation to finally support year-round employment in our most vulnerable, yet beautiful communities? When a prudent level of construction activity returns to the region, will developments be green and sustainable?

The YBP Strategic Planning Committee will help answer these questions, and so can you. Watch for opportunities to contribute to the plan, and help us shape a sustainable future for Greater Yellowstone.

### YBP STRATEGIC PLANNING COMMITTEE

#### Current Board Members—

- Andy Blanchford, Bozeman, Montana
- Jack Brady, Layton, Utah
- Arthur Kull, Idaho Falls, Idaho
- Jennifer Lamb, Lander, Wyoming

#### Non-Board Members—

- Keith Rupert, Billings, Montana
- Tim O'Donoghue, Jackson, Wyoming

#### Facilitator—

- Sharon Patterson, EcoEdge, Boise, Idaho

YBP Staff— Jan Brown, Jeff Osgood,  
Heather Higinbotham Burdette

# YBP DONORS: November 2009 - January 2010

## \$5,000

Dwight Minton – Bozeman, MT  
 Van Dyke Technology Group, Inc – Bethesda, MD

## \$3,500

Idaho National Laboratory – Idaho Falls, ID

## \$2,500

Rick and Mary Lee Reese – Bozeman, MT

## \$2,000+

Montana DEQ – (*UnCommon Sense*)  
 Lynne and Gary Van Dyke – Bethesda, MD

## \$1,500

Kull Food Technologies LLC – Idaho Falls, ID

## \$1,000+

David Schaub – Bozeman, MT  
 Delaware North Companies Parks and Resorts  
 – Bozeman, MT

## \$500+

Big Sky Town Center – Bozeman, MT  
 Jack and Ruth Brown – Oceanside, CA  
 Lynne and Gary Van Dyke – Bethesda, MD  
 National Outdoor Leadership School – Lander, WY  
 Steve Shuel – Bozeman, MT

## \$250+

Bill and Pam Bryan – Bozeman, MT  
 Hawtin Jorgensen Architects – Jackson, WY  
 High Country Linen Service – Jackson, WY  
 Jack Brady, Architect – Layton, UT

Jackson Whole Grocer – Jackson, WY  
 Jonathan L. Foote & Assoc, Inc. – Bozeman, MT  
 Regional Development Alliance, Inc – Idaho Falls, ID  
 Rimrock Stages, Inc – Billings, MT  
 Salt Lake Express – Rexburg, ID  
 TF Ranch LLC – Firth, ID

## \$150+

Aura Soma Lava, Inc – Lava Hot Springs, ID  
 Beck Consulting – Red Lodge, MT  
 BOP Filter / Barriers – Idaho Falls, ID  
 Crown Creations Cabinetmakers – Livingston, MT  
 Current Transportation Solutions – Bozeman, MT  
 Davidson Builders, Inc. – Bozeman, MT  
 Dominick Building Services, A Wyoming LLC – Cody, WY  
 Grand Teton Floor & Window Coverings – Victor, ID  
 Hawtin Jorgensen Architects – Jackson, WY\*  
 Intrinsic Architecture, Inc. – Bozeman, MT  
 Mountain Home Montana Vacation Rentals – Bozeman, MT  
 Powell Valley Community Education – Powell, WY  
 RainMaker Coaching LLC – Jackson, WY  
 Yellowstone Safari Company – Bozeman, MT

## \$100+

Beartooth Nature Center - Red Lodge, MT  
 City of Bozeman – Bozeman, MT  
 Cody Country Chamber of Commerce – Cody, WY  
 Doug Powell – Idaho Falls, ID  
 Duncan and Eva Patten – Bozeman, MT  
 Harmony Design and Engineering, Inc. – Driggs, ID  
 Teton Valley Chamber of Commerce – Driggs, ID  
 The Murie Center – Moose, WY\*

## YBP 2010 Photo Contest: Winter in the Greater Yellowstone Region

Photography enthusiasts are invited to submit photos taken in the Greater Yellowstone region in three categories:

- Winter Landscape
- Winter Recreation
- Winter Wildlife

Deadline for entries: May 8, 2010

Winners of this juried contest will be announced and prizes awarded at the YBP Annual Conference on May 25 .

For details, entry info & submission guidelines, go to [www.yellowstonebusiness.org](http://www.yellowstonebusiness.org)

## \$20 - \$50

Lazy E-L Ranch – Roscoe, MT  
 Garth Taylor – Idaho Falls, ID\*

## In-Kind Contributions

Fall Line Design – Driggs, ID: YBP Newsletter Design

*\*new members  
 \*sustainability scholarship fund donations*

# Yes, I would like to join Yellowstone Business Partnership!

To join YBP, please complete this form and return with a check to: **YBP, PO Box 7337, Bozeman, MT 59771-7337**  
 –OR– Join online with a credit card: [www.yellowstonebusiness.org](http://www.yellowstonebusiness.org)

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_ # of Employees (FTE) \_\_\_\_\_

Phone \_\_\_\_\_ Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Business Website \_\_\_\_\_

**ANNUAL DUES:** All business members receive a decal, quarterly newsletters, online directory listing, 20% discount on events/publications, and 12 issues of the *Sustainable Industries Journal*. Associate members are not given a directory listing, but receive all other benefits.

Include the *Sustainable Industries Journal* with my membership:  Yes  No

### BUSINESS MEMBERS (minimum)

- Fewer than 10 employees ..... \$150
- 10-50 employees ..... \$250
- 51-100 employees ..... \$500
- 101-250 employees ..... \$1,000
- More than 250 employees ..... \$ \_\_\_\_\_

### ASSOCIATE MEMBERS (minimum)

- Individuals/small nonprofits (1-9 employees) ..... \$100
- Local governments/larger nonprofits ..... \$500
- Cities/counties greater than 50,000 people ..... \$1,000
- SUSTAINING MEMBER** ..... \$2,500

## *UnCommon Sense* (cont. from pg 1)

of operating in this region. We've learned about energy audits, efficient new technologies, alternative sources and more." —Rebecca Kreklau

*Yellowstone Association Institute operations manager*

### **Silver Star Communications – Driggs, Idaho**



"When we began the program, our company had started a few efforts around reducing energy and waste, but it was not a company-wide effort. Since then we have created a "green team" and incorporated a Corporate Social Responsibility statement into our mission. The *UnCommon Sense* program allowed us to organize ourselves and make a real commitment to improving our operations...I am confident that we would not have been able to impact change as we have without the structure of the *UnCommon Sense* program."

—Jennifer Brannen, marketing manager

### **NOT SO BIG CLASS**

#### **Jackson Whole Grocer – Jackson, Wyoming**

"Through the measures taught in the first year of the *UnCommon Sense* program we have been able to divert a waste stream by 50%, expand our community outreach program and formalize an internal social responsibility plan to help empow-

er our employees. The ability to share insights with other regional organizations has given us invaluable knowledge and friendships. We look forward to improving our energy and water efficiency over the next year in the course."

—Steve Michel, director of sustainability

### **Sanderson Stewart – Billings, Montana**



"*UnCommon Sense* has really helped our company move to the next level of sustainable business operations."

—Wendy Weaver, sustainability coordinator

### **Vertical Media – Jackson, Wyoming**

"As a new member in the program I have already benefited more from their advice, resources and information than I could have anywhere else. This program has given me the guidance to turn our everyday business operations and outlook for the future into a sustainable goal that has been supported company wide. In my opinion, YBP's *UnCommon Sense* is a great example of communities coming together to work for one common goal. By using each other as resources, businesses across Wyoming can lead by example as well. *UnCommon Sense* is just the tool that sustainably minded business leaders can use to change Wyoming's future."

—Carli Lyon, communications & events manager

## *UnCommon Sense* Plans April Workshops on Waste Management, Energy and Water Efficiencies

The *UnCommon Sense* spring workshop will be held April 22-24 at Chico Hot Springs Resort. Chico Hot Springs Resort is a 2009 graduate of the *UnCommon Sense* program with the Seekers class.

### **The Not So Big Class**

**ENERGY AND WATER EFFICIENCIES** with instructors Basil Barna of Wilderness Systems and Technologies and Gina MacIlwraith of Grand Teton Lodge Company. Guest instructors: Dan Stevenson, Assistant Director of Facilities, Montana State University, and Gary Gannon, TrueVue Solutions.

*Participants will learn how to complete baseline energy and water audits, create a system for tracking their usage, and identify potential areas for maximum efficiency improvements.*

### **The Fifth (yet-to-be-named) Class**

**LEADING THE WAY** with instructor Heather Higinbotham Burdette and the *UnCommon Sense* leadership team. Guest instructors: Brian Back of *Sustainable Industries Journal*, Jim Evanoff from Yellowstone National Park.

*Participants will look at how to effect change within their organizations, develop sustainability strategies and EMS systems, and internal working groups and communications strategies.*

**WASTE STREAM MANAGEMENT** with instructor Deb Friedel of Delaware North Company.

*Participants will be trained to understand the full scope of their waste stream, how to measure their waste stream, and how to make changes upstream and downstream to improve their waste management practices.*

Guest Speakers for both classes:

Dan Stevenson, Assistant Director of Facilities at MSU  
Jim Evanoff, Environmental Protection Specialist for Yellowstone National Park  
Brian Back, *Sustainable Industries Journal*



The Growlers will present what they've achieved through *UnCommon Sense* at their April 24 graduation. See page 6 sidebar for details.

## Join 5th Class of *UnCommon Sense!* Applications Due by MARCH 15

There is no better time to join YBP's *UnCommon Sense* and partner with businesses from around the region to tackle the often overwhelming topic of sustainable business operations. Businesses across the nation are recognizing that a healthy environment and strong communities are vital to their long-term prosperity. Here in Greater Yellowstone, an estimated 28,000 businesses have enormous potential to help shape a positive future for the region. By adopting sustainable practices, each business can help preserve the region's social and natural assets, strengthen their local economy and retain their most dedicated employees – all while enhancing their own triple bottom line.

*UnCommon Sense* is YBP's signature sustainability leadership program in its fifth year, with a proven track record for helping businesses save money while contributing to their community's social and environmental well-being. *UnCommon Sense* is designed for results, with group and one-on-one support tailored to individual business needs. It offers businesses a way to track changes and quantify savings, to understand if what they are doing is truly making a difference.

Only 20 businesses will be accepted into the next class. **The application period is open until March 15.** For more information or to apply, please visit [www.yellowstonebusiness.org](http://www.yellowstonebusiness.org) or call Heather Higinbotham Burdette at 406-600-6617.