

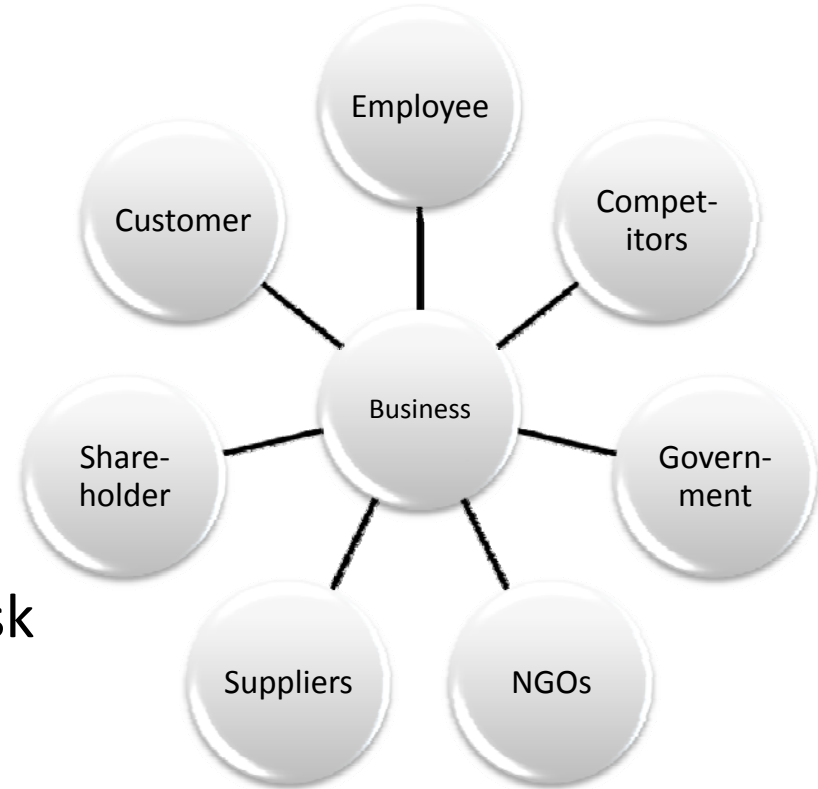


# Why Implement a Sustainability Plan

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- Save More
- Make More
- Attract More
- Put Less at Risk



- Better future for children & grandchildren

# Why Implement a Sustainability Plan



## Business

- Reduce expenses through energy efficiencies, waste reductions, transportation improvements, etc.
- Market place differentiation: maintain /acquire market share
- Minimize risk associated with energy price increases
- Spur innovation

## Employees

- Current Employees: Provides motivation and assists with retention
- Prospective Employees: Assists with attracting quality talent
- College Graduates: Environmental and social responsibility more critical

## Competition

- Encountering same benefits, risks, and influences
- May be lobbying government for greener /stringent legislation

# Why Implement a Sustainability Plan



## Customers

- Requiring Green Products
- Seeking out Green Products
- Avoiding Non Green Products

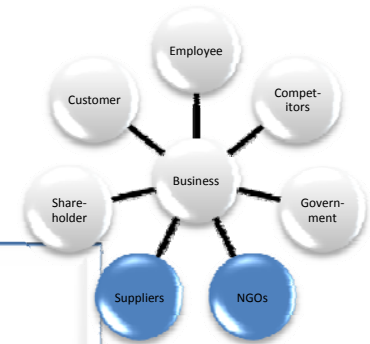
## Government

- Federal Legislation:
  - Consolidated Appropriations Act of 2008 – Mandatory GHG Registry
  - Pending Legislation: Cap & Trade and Significant Carbon Reduction Goals
- State Legislation: Ex. California: Other States are Following
- Local Legislation: Expedited and Reduced Cost Permits for Green Project

## Shareholders

- Prevalence of Green Indexes: Dow Jones Sustainability Index
- Increase in Capital Flowing to Green Technology

# Why Implement a Sustainability Plan



## Non Governmental Organizations (NGO)

- Lobbying Government for Change
- Teaming up with Corporations to Endorse Specific Brands
- USGBC: Waiving Registration Fees for Platinum Buildings

## Suppliers

- Encountering the Same Benefits, Risks, and Influences
- Change Product Mix

# Thank You!

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