Entrepreneur Magazine reports that studies show . . .

“the greener the business, the greener the bottom line”

Be part of a sustainable Ojai Valley
why embrace sustainable practices?

gain a competitive edge responding to customer demand

save money on water, energy & waste reduction

improve productivity & employee wellness

engage new customers & increase loyalty

protect & preserve limited natural resources

manage risk by creating a healthy, safe business environment

feel good about advancing a green, sustainable, and resilient Ojai Valley!

A Neilson Wire survey shows...

66% of consumers prefer to buy products & services from companies that have implemented programs that give back to society, and 46% are willing to pay extra for products & services from socially responsible companies.

sustainable practices = survival of the fittest!
Triple Bottom Line

**Profit** is the economic value created by the organization after deducting the cost of all inputs, including people & planet. It is the real economic impact the organization has on its economic environment at a local and planetary level.

**People** pertains to fair and beneficial business practices toward labor and the community.

**Planet** refers to sustainable environmental practices to protect the Natural Capital that comes from our ecosystem.

Source: People Planet Profit by Peter Fisk. Find out more at www.theGeniusWorks.com

Your membership donation will help to build a **LOCAL MATTERS** campaign.

Keeping **MORE** profits circulating in our local economy is **SUSTAINABLE**.
<table>
<thead>
<tr>
<th>Sustainable Business Leader</th>
<th>Business Membership Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$10,000</strong></td>
<td>Business Leader Membership require a 50% ‘yes’ or ‘in progress’ of the Sustainable Business Practices Checklist and a finished or in progress Written Sustainability Plan.</td>
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<tr>
<td><strong>$5,000</strong></td>
<td>Logo on OVG website home page &amp; in monthly eNews</td>
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<tr>
<td><strong>$2,500</strong></td>
<td>Waste Management &amp; Resource Recovery Assessment &amp; Support</td>
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<tr>
<td><strong>$1,500</strong></td>
<td>Energy Efficiency Assessment &amp; Support</td>
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<tr>
<td><strong>$600</strong></td>
<td>Water Conservation Assessment &amp; Support</td>
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<tr>
<td><strong>$300</strong></td>
<td>Major annual event sponsor benefits &amp; recognition</td>
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<tr>
<td>Platinum Level</td>
<td>Recognized sponsor for OVG Green Gift Basket at Earth Day (or similar)</td>
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<tr>
<td>Gold Level</td>
<td>Complimentary table space at events, as appropriate</td>
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<tr>
<td>Silver Level</td>
<td>Profile article in monthly Newsletter</td>
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<tr>
<td>Green Level</td>
<td>Tickets to applicable programs and events</td>
</tr>
<tr>
<td><strong>$100 VALUE</strong></td>
<td>Logo on applicable ‘Local Matters’ campaign material</td>
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<tr>
<td><strong>$50 VALUE</strong></td>
<td>Reciprocal link to websites &amp; use of OVG business membership logo</td>
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<tr>
<td>4 times</td>
<td>Included in ‘Green Products &amp; Services Coupon Collection,’ if appropriate</td>
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<tr>
<td>3 times</td>
<td>Sustainable Business Practices Resource Guide &amp; Checklist</td>
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<tr>
<td>2 times</td>
<td>Recognition in Annual Report &amp; Annual “Thank You” Ads</td>
</tr>
<tr>
<td>1 time</td>
<td>All Business Memberships support our ‘Local Matters’ Campaign.</td>
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## BUSINESS SUPPORTER

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<thead>
<tr>
<th>BUSINESS SUPPORTER</th>
<th>BUSINESS MEMBERSHIP BENEFITS</th>
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<tbody>
<tr>
<td><strong>$500</strong></td>
<td><strong>$250</strong></td>
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**Ojai Valley Green Coalition**

offers you easy tools for creating

*goodwill ❖ good business practices ❖ good investing*

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we are happy to help your organization

**shift to sustainability!**

**MAILING ADDRESS**
206 N. Signal St., Suite S
Ojai, CA 93023

**Visit Us At**
OVG C Resource Center
206 N. Signal Street
Suite S
Ojai, CA 93023

**HOURS:**
Wed. - Fri. 12 to 5 p.m.
(805) 669-8445

OVG C is a 501(C)(3)
nonprofit organization
Ojai Valley business owners will tell you...

“Being a Green Business is essential in today’s world!”

“Green is good. We must do our part to preserve the world’s resources!”

It’s exciting and refreshing to know that as local business owners we can do more than help our customers with their purchases. We can work together and partner with the Ojai Valley Green Coalition to promote smart environmentally-friendly advice and healthy habits.

“We strive to be Green Everyday!”

In our business, organic and green go hand in hand. Our goal is to help our clients choose organic and learn sustainable practices. The Sustainable Business Practices and Sustainability Plan, supported by the OVGC, lets our community know we lead by example.

I feel everyone - from small local merchants to large corporations - has an obligation to do their part to protect the world’s resources. We are proud to support The Ojai Valley Green Coalition and are pleased and honored to work locally in promoting green practices.
YES! Our organization wants to be a Sustainable Business Leader

$10,000  $5,000  $2,500  $1,500  $600  $300

Bill us monthly  Bill us quarterly

YES! Our organization wants to be a Business Supporter

$500  $250  $100

Paying by

Check (payable to OVGC - mail to OVGC, 206 N. Signal St., Suite S
Ojai, CA 93023)

Credit card (please consider OVGC incurs a 2.5% fee)
(credit card information will be securely processed through PayPal with Visa,
Mastercard, American Express, or Discover)

CARD #

EXPIRES

NAME ON CARD

SECURITY CODE

BILLING STREET ADDRESS

CITY / STATE / ZIPCODE

To join online please go to www.OjaiValleyGreenCoalition.org
Questions? email membership@ojaivalleygreencoalition.org

OVGC is a 501(C)(3) nonprofit organization
envision

your organization, suppliers, customers, and community doing business together while considering the requirements of the earth’s living systems in all design and operating decisions . . .

- envision not taking more from the earth than it can sustainably provide, and not returning to the earth more than it can sustainably absorb.

- envision analyzing the life-cycle operating costs and impacts of our facilities, operations and products/services, as well as their initial costs.

- envision working to eliminate “waste” of all kinds from our operations, and to find safe, productive uses for any “non-product” that we are not yet able to eliminate.

- envision designing our facilities, operations and products/services to be ever more efficient, ever less dependent on materials and activities that poison, degrade or encroach on living systems, and ever more supportive of these design approaches.

- envision taking responsibility for the safety of our products/services in their intended use.

- envision taking responsibility for the safe “end of life” recovery and reuse or recycling of our products.

- envision treating employees, customers, suppliers and stakeholders fairly, honestly and respectfully.

- envision taking responsibility for the safety of our activities for employees and communities.

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