Epson Portland finds green possibilities throughout operations
page 20

Full Sail Brewing emphasizes energy and water efficiency
page 21

Stahlbush Island Farms builds biogas plant
page 22

PGE, PacifiCorp divided on cap-and-trade system for carbon emissions
page 11

Dry cleaners slowly migrate toward less risky solvents
page 18

Unico builds green offices for Element Power
page 16

Duncan Wyse builds pathway for Oregon’s green economy
page 23
In the ever-evolving world of business sustainability, the concept can mean many different things to many types of companies. But for OSU business professor Zhaohui Wu, any definition of sustainable business begins with the same word: essential.

“This is not an ideology-driven issue. This is the future,” said Wu, director of the Sustainable Business Initiative at Oregon State University’s College of Business.

Wu’s research in food supply chains offers powerful examples of how the goal of sustainability has local businesses looking well beyond their next annual budget. Restaurant chain Burgerville USA and grocer New Seasons Market both provide some strong examples of how a determined retailer can pull together multiple vendors committed to sustainability.

“The new generation of consumer wants sustainability, the work force wants sustainability and our natural resources are shrinking,” he said. “So the question becomes, ‘How can businesses confront the challenges and find the competitive advantage?’”

Wu, an associate professor of supply-chain management, has seen large and small businesses from several industries work to apply the concept of sustainability.

‘We’re working actively to connect our eaters with where our food really comes from and the true stories behind our ingredients.’

Alison Dennis
Burgerville’s supply chain director

Many businesses begin by creating more efficiency within their company walls. Examples include areas such as materials usage or energy management. More challenging, he said, are the sustainability efforts businesses seek in their supply chains.

Wu found that the sustainability practices of Vancouver-based Burgerville have actually led to its food-supply chain becoming a star in the company’s marketing and advertising themes.

Burgerville’s practices include partnering with local and regional farmers, ranchers and producers that share the company’s “fresh, local and sustainable” values. Even seasonal ingredients, such as the chain’s pumpkin mix for milkshakes and smoothies, are grown, harvested and processed by Willamette Valley businesses that use certified sustainability methods.

“We’re working actively to connect our eaters with where our food really comes from and the true stories behind our ingredients.”
The challenges are great.
So is the opportunity.
—Tom Rask

COMPLEX ENERGY PROJECTS NEED
EXCEPTIONAL LEGAL COUNSEL.

Kell, Alterman & Runstein's Energy Practice Group knows the intricacies of the energy market and provides sound legal solutions. Managing partner Tom Rask and Martha Sharp, the firm's resident environmental and energy lawyer, can guide you seamlessly through the web of siting, permitting and construction, as well as the many other legal issues surrounding renewable energy projects.

Energy law is just one of the areas practiced and supported by Kell, Alterman & Runstein. Our 18 attorneys continue a proud tradition begun by Gus J. Solomon when he founded the firm in 1929. While seasoned and experienced, we remain progressive and more passionate than ever about meeting our clients' needs.

KELL ALTERMAN & RUNSTEIN LLP

Attorneys
Eight decades of progressive thinking.

Portland & Hillsboro, OR 503.222.3531 www.kelrun.com
Duncan Wyse evangelizes a sustainable bottom line

Association executive gathers biz leaders to strategize

BY ANDY JEGGERS
BUSINESS JOURNAL STAFF WRITER

Before Duncan Wyse began spreading the word, few Oregon business operators realized that sustainability could boost their bottom lines.

Wyse, president of the Oregon Business Council, was there front and center in early 2006 when Michael Porter, a Harvard Business School professor and business development expert, told a stunned Oregon Business Plan audience that a commitment to operating responsibly might serve as Oregon’s most prominent brand. Porter told leaders that sustainability was not only an asset. It might be one of the region’s biggest strengths.

Wyse, whose group researches and compiles data business leaders use to formulate the business plan, realized that when Oregonians travel the world, they’re asked about sustainability:

“Porter’s speech was a defining moment,” Wyse said. “He said, ‘What you’re doing is great but you need to be more distinct about what makes Oregon special.’ Sustainability is a defining feature here. And we spent the whole next year thinking about how it would play into the business plan.”

By the following December, Wyse had enlisted such players as Steve Pratt, ESCO Corp.’s CEO, to help shape strategies that capitalize on Oregon’s green sectors. The business plan presented that year included suggestions to build a signature research center for bio-economy and sustainable technologies with an eye toward connecting university research with clusters. Three years later, planning on the Oregon Sustainability Center in the Portland State University district has begun.

The 2006 plan also called on government leaders to create a “consolidated pro-sustainability agenda on land use, transportation and permitting.” Mayor Sam Adams unveiled an economic development plan earlier this year that not only incorporates sustainability into those segments, it hopes to develop a green industry cluster that provides a full menu of environmental services.

The plan also demanded that a “sustainable business practices” program be added at an Oregon business school. The University of Oregon did just that two years later.

“People began gravitating to sustainability across so many fields,” Wyse said. “It became clear that it could help some of the more traditional industries, such as forestry, agriculture and manufacturing, as well as some of the emerging sectors like sports apparel. We began to see lead-

Our impact: Drink it up.

"I'm using fiber-optic cables to pinpoint where snow melt from the Cascades is coming into streams and rivers. With this data, we can develop models to predict how climate change could affect our water resources. I'm powered by orange.

Travis Roth '09
College of Science

POWEREDBYORANGE.COM

many didn’t understand what the term actually means. Many believed it applied only to a pro-environment stance. Today, businesses recognize that sustainability can have a “triple bottom line” in that it can positively affect the environment, people and the economy.

“As our reputation grows, there’s a whole series of products associated with the green movement of which we’re taking advantage,” Wyse said.

Examples include forest products that promote healthy timber harvesting, such as those embraced by The Collins Companies, a Portland-based wood products business. In 2007, the Forest Stewardship Council certified a new 16.6 million small diameter Collins sawmill in Lakeview that processes small logs.

Thinning the forest contributes to environmental health and creates jobs at the Collins mill. Wyse said.

“It’s turned into a win for everybody.”