



AMERICAN  
SUSTAINABLE  
BUSINESS  
COUNCIL

*Prosperity  
today.*

That doesn't  
bankrupt tomorrow.

**JOIN US.**

American Sustainable Business Council (ASBC) supports America's new leaders: the business owners, entrepreneurs, executives, and investors who understand that sustainability is critical to our economy and our country. Our rapidly growing national alliance represents more than 200,000 businesses. The owners of these firms know that sustainable business is good business—and a sustainable economy is a prosperous and resilient one.



## PRINCIPLES OF SUSTAINABILITY

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The principles of a sustainable economy are being applied by savvy business leaders across the country, in both red states and blue. These interconnected principles include:

- ★ Opportunity for all to participate fully in the economy
- ★ Market-based competition with a level playing field for all businesses
- ★ Strategic investment in infrastructure and emerging technologies
- ★ Transparency and accountability of economic and political institutions
- ★ Stewardship of natural resources
- ★ Respect for workers and communities

American Sustainable Business Council is a 501(c)(4) entity, advocating for policy change through legislation and other means. The American Sustainable Business Institute is a non-profit, tax exempt 501(c)(3) entity, engaged mainly in research, education, and issue advocacy. Together, the two organizations form a growing and vibrant presence that spans all industries and sectors of business in the U.S. We provide an antidote to the outdated positions taken by some old-economy business organizations. We champion the sustainable policies and practices that will move American businesses and communities ahead. We are a powerful voice in Washington and a growing voice in our members' home states.

PROUD ASBC MEMBERS



1 MANDY CABOT, *Dansko* 2 JOHN ELDRIDGE, *Northwest Atlantic Marine Alliance* 3 JOHN REPLOGLE, *Seventh Generation*  
4 ERNEST JENNELS, *Mil-tek MidAtlantic Recycling & Waste Solutions, LLC* 5 MARYANNE HOWLAND, *Ibis Communications*  
6 JULIE RUBINER, *Eileen Fisher* 7 ROB MICHALAK, *Ben & Jerry's*

John Eldredge photo courtesy of Shareen Davis Photography; MaryAnne Howland photo courtesy of Bob Schatz

NIKHIL ARORA &  
ALEJANDRO VELEZ

*Co-founders  
Back to the Roots  
and ASBC Members*



## REDEFINING SUSTAINABILITY FOR TODAY'S ECONOMY.

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### A FORMULA THAT WORKS.

ASBC represents business organizations and companies that advocate for sustainability as the key to a new, robust and prosperous economy. We bring the voices of business leaders to the White House, Capitol Hill, state houses, and town halls to promote practices, policies and laws that will secure our future.

### SUSTAINABILITY IN BUSINESS.

Savvy business people today view sustainability from a broad perspective; it encompasses not only care for our environment, but also long-term economic progress based on breakthrough innovation, stronger communities, and more.

A sustainable economy is one that meets the needs of the present generation without impairing, in any way, the ability of future generations to meet their needs. It leads to greater prosperity while addressing the problems of surging inequality and environmental degradation.

True prosperity is impossible without full sustainability. A sustainable economy takes into account all forms of capital: financial, social, natural, and intellectual. It honors the triple bottom line of people, planet, and profit. It recognizes that investors are but one stakeholder among many, and seeks balanced decision-making in business enterprises and economic institutions. It calls for smart investment in education, research and infrastructure to provide a strong foundation for both businesses and communities.

### CHANGING COURSE.

Unfortunately, when it comes to sustainability, the economy has been on the wrong track. Signs of decline are everywhere: deteriorating infrastructure, overuse of natural resources, and too little investment in workers. But it doesn't need to be this way.

For the many companies we represent, sustainability provides the path forward for thriving, successful business and a healthier planet. The philosophy we endorse minimizes risk and opens up new opportunities to provide for future generations.

## Taking Bold Positions on Important Issues

American Sustainable Business Council believes that many diverse yet related issues must be addressed to build a truly sustainable economy. To this end, we create and manage a broad range of policy and educational initiatives. Our work provides strategic direction and supports ASBC's members as they engage thousands of business leaders across the nation.



### BUSINESS GROWTH AND INVESTMENT

ASBC presses for greater opportunities for all businesses—including small and medium business, micro-entrepreneurs and social enterprise—as crucial components of a diverse and resilient national economy. We seek to increase the availability of investment capital, strengthen procurement programs for these businesses, and eliminate barriers to entrepreneurship.



### TAX POLICY

We believe the tax code needs to foster a level playing field, so that all profitable companies, regardless of size, location, or industry contribute fairly to the cost of infrastructure and public services. The tax code should expand the opportunity for wealth creation by all Americans. It should reward those who invest and create jobs in America, rather than rewarding those who shift income, investment and jobs offshore.



### GOOD BUSINESS = GOOD WORKPLACE

ASBC recognizes a strong business case for providing a good working environment for employees. Policies like earned sick days, family medical leave, a fair minimum wage, and a healthy and safe workplace will reduce employee turnover, increase productivity, expand the middle class, and help businesses succeed.



### HEALTH CARE

Affordable, efficient health care is essential for a sustainable economy. ASBC supports improvements to the Affordable Care Act that will enhance competition, lower healthcare costs, foster transparency about costs, and encourage growth of workplace wellness and complementary medical practices.



### SUSTAINABLE ECONOMIC DEVELOPMENT

Long-term prosperity depends on active partnerships between the public, private and non-profit sectors. Public policies must encourage strategic investments in infrastructure, job creation, domestic manufacturing, strong communities and initiatives to increase employee ownership. ASBC works to support the economic, social and environmental benefits of sustainable development.



## ENERGY AND THE ENVIRONMENT

ASBC is a leading voice highlighting the climate challenge and the risk it poses to businesses. We advocate for policies that place a price on carbon, encourage clean energy, reduce subsidies for fossil fuels and protect natural resources. Without adequate regulations and full cost accounting, externalities—the silent costs of pollution—weaken the economy through lost productivity, infrastructure damage, increased healthcare costs, and destruction of natural assets.



## SAFER CHEMICALS AND PRODUCTS

Modernizing the laws and policies on toxic chemicals to bring cleaner and safer products to the marketplace will drive innovation and job creation. ASBC believes that policies and regulations should encourage companies to develop and utilize safer chemicals, promote green chemistry, eliminate chemicals known to cause harm, and provide greater transparency throughout supply chains. Doing so will increase consumer confidence, catalyze new market opportunities, and energize business.



## BETTER CORPORATE STRUCTURES

ASBC supports the adoption of entity structures that bolster the triple bottom line of profit, people and planet. Alternative forms such as benefit corporations, ESOP's and worker cooperatives enable a more dynamic and productive economy. These forms place investor rights in context with other important considerations such as transparency, employee participation, community engagement and environmental protection.



## FINANCIAL MARKETS

Excessive speculation by major financial institutions brought the U.S. economy to the brink of collapse. ASBC calls for policy solutions such as the Consumer Financial Protection Bureau, Dodd-Frank and a reinstatement of Glass-Steagall to increase transparency, limit consolidation, and prevent future meltdowns. We support credit unions, public banks and other entities that can provide more capital for sustainable economic activity.



## MONEY IN POLITICS

ASBC believes that constructive, bipartisan solutions are impeded by the vast sums of money spent to influence elections and the legislative process. We oppose the Citizens United decision, support the Fair Elections Now Act, and encourage other solutions that reform campaign finance and provide greater transparency at all levels. We challenge members of Congress to limit anonymous donations and ensure greater participation from their own constituents.



## FOOD AND AGRICULTURE

ASBC supports agricultural policies that ensure economic and environmental sustainability of farms, fisheries and local and regional food production systems. We advocate for initiatives that reduce energy costs, limit harmful chemicals, limit GMOs, protect soil and water, promote the vitality of agricultural communities, and help beginning and disadvantaged farmers to tap infrastructure and reach their markets.



**BARRY CIK**

*Founder and  
Technical Director,  
Naturepedic and Lullaby  
Earth, and ASBC Member*



## ASBC in Action: Toxic Substances Reform



**THE SITUATION:** The Toxic Substances Control Act (TSCA) – intended to ensure the safety of chemicals in food, consumer products and the environment – has not been updated in 38 years. It can't keep up with the proliferation of new chemicals nor provide the Environmental Protection Agency (EPA) with sufficient tools and authority to do its job.

**THE CHALLENGE:** Without an effective framework for managing chemical risks, the economy bears lost productivity and excessive medical costs. Companies that rely on chemicals suffer needlessly high damages and legal costs when chemicals like BPA must be pulled abruptly. Innovative companies that offer safer alternatives are impeded when safety cannot be readily assessed.

**THE SOLUTION:** We need new regulation that promotes research leading to safer chemicals, ensures access to safety-related information, and protects the public and businesses from chemical hazards. Regulation should prevent chemicals from entering the market until proven safe, rather than allowing them to be sold without testing. It should empower the EPA to act promptly when hazards are discovered, yet respect the rights of states to act when the federal government does not.

**ASBC'S ROLE:** ASBC helped bring businesses and business organizations together to form the Companies for Safer Chemicals coalition. Through the coalition, ASBC has organized numerous meetings on Capitol Hill, provided congressional testimony and placed many op-eds. We helped business leaders who are developing safer chemicals to communicate the case for safer chemicals to policy makers and the public. We commissioned a report on the market opportunity for safer chemicals.

**THE RESULTS:** ASBC has helped shape the contours of this complex legislation, raising awareness of the shortcomings of the current law. We have demonstrated how better regulation can benefit the economy while protecting public health. We have reduced the American Chemistry Council's historic domination on the issue and providing senators with materials to use during hearings and legislative markups. As a result, a better bill is emerging, one more likely to grow businesses, create jobs, and protect public health.

*“As Congress continues to face challenges . . . it is critical that policymakers hear every viewpoint. American Sustainable Business Council recognizes that only a balanced approach, which includes both spending and revenues, will work. You have been tireless advocates for policies that will help us grow our economy while ensuring a more sustainable future.”*

American Sustainable Business Council is a national alliance of business associations and individual businesses. Our rapidly growing network represents more than 200,000 businesses and 325,000 business owners, entrepreneurs, executives and investors<sup>1</sup>.

#### WHAT WE DO.

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- ★ **ADVISE POLICY MAKERS** on the need for, and benefits of, policy that supports a more sustainable economy
- ★ **HELP BUSINESS LEADERS SPEAK OUT** publicly for policies that affirm their values and make their businesses more successful
- ★ **ORGANIZE OPPORTUNITIES** that bring together business leaders and policy makers for candid conversations
- ★ **SEEK INPUT** from business leaders and convey it to policy makers early in the process of crafting legislation and administrative rulings
- ★ **POLL BUSINESS LEADERS** on their views of economic and other sustainability issues
- ★ **DEVELOP** business cases, case studies, white papers and other research
- ★ **ENCOURAGE NEWS COVERAGE** that highlights the economic, social and environmental benefits of a sustainable economy, and shows how jobs, growth, and environmental stewardship go hand-in-hand
- ★ **EDUCATE AND INFORM** the broader public as to why sustainability makes sense from a business and economic standpoint
- ★ **HELP BUSINESS LEADERS TO TELL THEIR OWN STORIES:** why they have embraced sustainability and how it helps their business and the economy as a whole
- ★ **INFORM BUSINESS LEADERS** about the policy context in which they operate, and its implications for their industries
- ★ **SUPPORT** the emergence of a business movement for sustainability at the national, state and local level

<sup>1</sup> Data current as of Summer 2015. Please visit our website at [asbcouncil.org](http://asbcouncil.org) for up-to-date information.

## GET INVOLVED.

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American Sustainable Business Council provides an opportunity to help build a stronger, more sustainable economy. We invite business leaders across America to join us and participate in this vital work.

*As a member of ASBC you can:*

- ★ Play a leadership role in making the business case for sustainability in Washington and across the country
- ★ Receive regular briefings on policy matters involving sustainability in all its forms, and specific issues involving your industry
- ★ Gain media exposure while representing the sustainability agenda to the public
- ★ Bring your unique expertise and perspective to bear in developing policy proposals and market-based solutions, working directly with legislators and other policy makers
- ★ Join a network that connects you with other leaders who share a commitment to doing good while doing well
- ★ Engage with policy makers at all levels on issues of common concern

ASBC offers two kinds of memberships, one for business associations and another for individual businesses. Both memberships demonstrate a commitment to the principles of sustainability.

### ORGANIZATIONAL MEMBERS

Member Organizations are business associations, business networks or other business groups. ASBC offers these groups and their members an active role in developing an agenda for a sustainable economy, as well as other ways to contribute.

### BUSINESS MEMBERS

Business Members are businesses of any size that are committed to advancing sustainability through policy measures and market initiatives. They provide expertise and financial support to build the movement for a sustainable economy. Business members receive special recognition for leadership and special opportunities to participate.



Join us.

*Join the companies that have made this unique commitment to building a better and stronger America.*

## ASBC in Action: Clean Water is Good for Business



**THE SITUATION:** The Environmental Protection Agency's (EPA) jurisdiction over clean water was put in jeopardy following a pair of Supreme Court decisions, creating confusion among agriculture, tourism, manufacturing, energy and other industries.

**THE CHALLENGE:** In April, 2014, the EPA proposed a new Clean Water Rule to clarify that most seasonal and rain-dependent streams, along with wetlands near rivers and streams, are protected from pollution. Some industries, like agriculture and development, claimed the rule would harm their operations, and some members of Congress argued that EPA had exceeded its authority.

**THE SOLUTION:** ASBC stepped up to become the preeminent business group mobilizing companies from diverse sectors to support the EPA's rule. ASBC and the participating companies worked to ensure that clean water, a crucial input for industries from agriculture to tourism to manufacturing, would continue to be available. ASBC made the business case that clean water is a crucial economic driver and became EPA's go-to ally in rebuffing polluters' efforts to gut the rule.

**ASBC'S ROLE:** While gathering comments from its members on the proposed rule, ASBC brought leaders from businesses like New Belgium Brewing Company and TS Designs to Capitol Hill to testify on the importance of clean water for their operations. ASBC hosted events and webinars with business organizations and members of Congress to make the business case for the water rule. ASBC was active in the media, placing an ad in POLITICO and securing op-eds from business leaders. ASBC also commissioned national, scientific polling on clean water. This polling confirmed that the majority of small business owners support protecting clean water.

**THE RESULTS:** After several months of public comments, including those submitted by ASBC, and meetings with diverse stakeholders, the EPA released its final Clean Water Rule in June 2015. The final rule resolved which waterways are covered under the Clean Water Act. As opponents attempt legal challenges and legislative efforts to undermine the new rule, ASBC continues to build business support across the nation, targeting key federal legislators.



**KIM JORDAN**

*Co-founder and CEO  
New Belgium Brewing  
and ASBC Member*

## BUSINESS LEADERS

*Companies contributing \$10,000 or more*

Ben & Jerry's  
Clif Bar  
Dansko  
Earth Friendly Products (ECOS)  
EILEEN FISHER  
Naturepedic  
New Belgium Brewing  
Ogden Publications, Inc.  
Patagonia  
Perlman & Perlman  
Rision  
Seventh Generation  
The Durst Organization  
The Honest Company

## BUSINESS ALLIES

*Companies contributing \$2,500 to \$9,999*

American Income Life  
Bagder Balm  
Better World Club  
BetterWorld Telecom  
Busboys and Poets  
Domini Social Investments  
Ecovative  
Etsy  
Green Depot  
HackensackUMC  
Liberty National Life Insurance Company  
Marstel-Day, LLC  
Melwood  
Method Products, Inc.  
New Resource Bank  
Pax World Mutual Funds  
Sealaska Corporation  
South Mountain Company

Tech Networks of Boston  
Trillium Asset Management  
Union Cab of Madison Cooperative  
We-Care.com

## ORGANIZATIONAL MEMBERS

1% for the Planet  
1worker1vote.org  
Alliance for Affordable Energy  
American Independent Business Alliance (AMIBA)  
American Made Alliance  
Association for Enterprise Opportunity  
Athens' Own  
B Lab  
BASE KC  
Buffalo First  
Building Materials Reuse Association  
Business Alliance for Local Living Economies (BALLE)  
Business and Labor Coalition of New York (BALCONY)  
Business for Montana's Outdoors  
Business for Shared Prosperity  
California Association for Microenterprise Opportunity (CAMEO)  
California Business Alliance for a Clean Economy  
Chesapeake Sustainable Business Council  
Chlorine Free Products Association (CFPA)  
Climate Action Business Association (CABA)  
Emerging ChangeMakers Network  
Evergreen Cooperatives  
Fair Trade Federation  
Freelancers Union  
Greater New York Chamber of Commerce

Green America  
Green Business Networking  
Green Chamber of Commerce  
Illinois Green Business Association  
Integrated Healthcare Policy Consortium  
Kentucky Sustainable Business Council  
Las Cruces Green Chamber of Commerce  
Local First  
Local First Arizona  
Local First Chicago  
Local First Ithaca  
Long Island Hispanic Chamber of Commerce  
Los Angeles Latino Chamber of Commerce  
Louisville Independent Business Alliance (LIBA)  
Low Country Local First  
Manhattan Chamber of Commerce  
Manufacture New York  
Metro Independent Business Alliance  
Mile High Business Alliance  
National Asian American Coalition  
National Latino Farmers & Ranchers Trade Association  
National Small Business Network  
New Mexico Green Chamber of Commerce  
New Voice of Business  
New York State Sustainable Business Council  
North Carolina Business Council (NCBC)  
Northeast Recycling Council  
Northwest Atlantic Marine Alliance (NAMA)  
Ohio Sustainable Business Council  
P3 Utah

Pioneer Valley Local First  
Practice Greenhealth  
Re>Think Local  
Responsible Wealth  
Restaurants Advancing Industry Standards in Employment (RAISE)  
Reuse Institute  
Rocky Mountain Employee Ownership Center  
Sierra Business Council  
Small Business Minnesota  
Social Enterprise Alliance  
Social Venture Network  
South Carolina Small Business Chamber of Commerce  
Specialty Sleep Association  
Stay Local!  
Steel Valley Authority  
Sustainable Business Alliance  
Sustainable Business Network of Greater Philadelphia  
Sustainable Business Network of Massachusetts  
Sustainable Food Trade Association  
Sustainable Furnishings Council  
Sustainable Rural Regenerative Enterprises for Families (SURREF)  
SyracuseFirst  
The F.B. Heron Foundation  
The Greater Connellsville Chamber of Commerce  
Think Local First DC  
US Federation of Worker Cooperatives  
Vermont Businesses for Social Responsibility (VBSR)  
Virginia Coastal Coalition  
Voice for Oregon Innovation & Sustainability  
West Virginia Sustainable Business Council  
Wisconsin Business Alliance

*For a complete list of members, please visit [asbcouncil.org](http://asbcouncil.org).*

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## LEADERSHIP TEAM

**David Levine**  
*President and CEO*

**David Brodwin**  
*Vice President, Media and Communications & CFO*

**Richard Eidlin**  
*Vice President, Policy and Campaigns*

**Bryan McGannon**  
*Policy Director*

## ASBC BOARD OF DIRECTORS

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*Executive Director, National Latino Farmers & Ranchers Trade Association*

**Denise Bowyer**  
*Vice President, American Income Life (treasurer)*

**Gary Cohen**  
*Co-founder and President and Executive Director, Health Care without Harm*

**Niaz Dorry**  
*Coordinating Director, Northwest Atlantic Marine Alliance*

**Amy Hall**  
*Director of Social Consciousness, EILEEN FISHER*

**Pat Heffernan**  
*Founder and President, Marketing Partners, Inc.*

**Jeffrey Hollender**  
*CEO, Jeffrey Hollender Partners*

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*President and CEO, South Carolina Small Business Chamber of Commerce (co-chair)*

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*President and CEO, ASBC*

**Michael Peck**  
*Founder, MAPA Group (secretary)*

**Mitch Rofsky**  
*President and CEO, Better World Club*

**Holly Sklar**  
*Executive Director, Business for Shared Prosperity*

**Fran Teplitz**  
*Director of Strategic Outreach and Social Investing, Green America (co-chair)*

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*Partner, Perlman and Perlman (secretary)*

**Julie Fox Gorte**  
*Senior Vice President for Sustainable Investing, Pax World Management LLC (treasurer)*

**Jeffrey Hollender**  
*CEO, Jeffrey Hollender Partners (chair)*

**MaryAnne Howland**  
*Founder and President, Ibis Communications, Inc.*

**Frank Knapp**  
*President and CEO, South Carolina Small Business Chamber of Commerce*

**Leanne Krueger-Braneky**  
*Senior Director of Strategy and Development, Business Alliance for Local Living Economies*

**Aaron Lamstein**  
*Board Member & Advisor*

**David Levine**  
*President and CEO, ASBI*

**Sandra McCardell**  
*President, Current-C Energy Systems, Inc.*

**Sheryl O'Loughlin**  
*Co-founder, Plum Inc.; former CEO, Clif Bar and Company*

**Mitch Rofsky**  
*President and CEO, Better World Club*

**Steven P. Salsberg**  
*Chairman, Global Access Group*

**Sarah Severn**  
*President, Sarah Severn Consulting*

**Fran Teplitz**  
*Director of Strategic Outreach and Social Investing, Green America*

**Kelly Vlahakis-Hanks**  
*CEO of Earth Friendly Products*

## ADVISORY BOARD

**Gar Alperovitz**  
*Founding Principal of the Democracy Collaborative; Professor of Political Economy, University of Maryland*

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*President and CEO of National Asian American Coalition (NAAC)*

**Ellene Felder-Scharnott**  
*Senior Leadership Developer, Next Level USA*

**Hunter Lovins**  
*President and founder of Natural Capitalism Solutions*

**Bill Ritter**  
*41st Governor of Colorado, Director of the Center for the New Energy Economy at Colorado State University*

**Michael Shuman**  
*Director of Community Portals for Mission Markets*

**Vince Siciliano**  
*President and CEO of New Resource Bank*

**Gus Speth**  
*Former Chair of the UN Development Group; Professor of Law, Vermont Law School*

**Jennifer Vervier**  
*Director of Sustainability & Strategic Development, New Belgium Brewing*

**Judy Wicks**  
*Founder, Business Alliance for Local Living Economies (BALLE) Founder, White Dog Cafe*



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