SUSTAINABLE TULSE

THE REAL CONTINUES.

2011 in Review

Our Story

T ustainable Tulsa, founded in 2002 and incorporated in 2006, began as an educational destination to learn about the many aspects of sustainability: responsible economic growth, environmental stewardship, and quality of life for all.

Our members asked questions like "Where can you buy local foods?" and "Who installs solar panels?" and thus we created the Tulsa Area Green Directory, a listing of over 700 businesses and agencies promoting sustainability has allowed us to act as a connector for the community and green businesses. Now we are on our third printed edition and offer our Tulsa Area Green Directory online.

We have produced numerous local food celebrations over the years including Eat Local Bite of Tulsa and Fall *Local Foods Dinner.*

Sustainable Tulsa has established partnerships to implement sustainability here in Tulsa and is gaining impact statewide. Throughout our years we have brought together 1000's of Tulsans and Oklahomans to learn about sustainability, including practices, certifications, and strategies on topics such as local food and sustainable agriculture, green building, transportation, water quality and quantity, green space, solid waste management and reduction, and ecological footprints. W

Sustainable Tulsa's Plan for 2012

- 4rd Annual Elote SalsaFest, to be held at the H. A. Chapman Centennial Green on June 29, 2012.
- 4th year of offering monthly First Thursdays! educational and networking program.
- 3rd Annual Henry Bellmon Sustainability Awards Gala, to be held September 13, 2012 at Southern Hills Country Club in partnership with Rotary Club of Southside Tulsa.
- Develop plans for the Centennial Green Sculpture Garden at the H. A. Chapman Centennial Green Park in downtown Tulsa.
- Refreshing marketing and communications materials with Jason Brimer Marketing Communications.
- Organizational development with Linda Jenkins Consulting Group

- Increase general membership and business membership.
- Launch Sustainable Tulsa Business Program.
- CNG School Bus education strategies.
- Increase access of the McLain Renewable Energy Program and Laboratory for McLain High School Students for Science and Technology.
- Continual update of our online green directory, a listing of over 700 businesses and agencies in the Tulsa Area.
- Educational outreach to include updating website, maintaining an active facebook page and a monthly Sustainable Tulsa e-newsletter

Our Executive Team



2011 was an outstanding year for Sustainable Tulsa and our mission of promoting responsible economic growth, environmental stewardship, and quality of life for all.

2011 saw Sustainable Tulsa reaching out to the Tulsa community in person, in print and online. From our First Thursdays!, to the Tulsa Area Green Directory, to our web and Facebook presence, Sustainable Tulsa maintained a high level of visibility.

In 2011 we continued our partnerships with businesses and organizations like Southside Rotary Club of Tulsa, Eloté Café and Catering, Land Legacy and McLain Jr/Sr High School for Science and Technology.

And 2011 was a great year for Sustainable Tulsa's events and projects like the Eloté Salsafest, the Henry Bellmon Awards, and the McLain Solar Energy Project.

Overall, last year saw us moving closer to our vision of Tulsa becoming recognized as the sustainability leader of the Midwest.

We're looking forward to bigger and better in 2012!



2012 Board of Directors

Marilyn Ihloff, President Denise Reid, Vice President Connie Cohea, Secretary/Treasurer

Members Libby Auld **Jessica Bowman** Dan Cameron Brett Fidler Bryan Osborne R. Brandon Perkins Denise Reid

Board Interns Kenton Grant Joanne Furgeson

Executive Director Corey Wren Williams

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Marilyn Ihloff Sustainable Tulsa Board, President 2011



Eloté Café SalsaFest

First Thursdays!

Sustainable Tulsa partnered with Eloté Café and Catering on the 3rd annual Eloté SalsaFest at the H. A. Chapman Centennial Green in the heart of downtown Tulsa on July 15, 2011 with the estimated attendance of 1,800 participants.

SalsaFest is family friendly event that is a free outdoor, festival where the main attraction is a salsa-making/ tasting contest. Local restaurants and home cooks are invited to compete to see if their salsa really is award winning.

Salsa contestants used at least one Oklahoma grown ingredients for the public and celebrity judges to taste and vote for their favorite. There were three categories for contestants to enter their salsa: Spicy, Traditional and Alternative. Awards were given out to the three public chosen winners, an overall winner, the celebrity judge's winner, and the salsa maker using the most local ingredients.

In additional to the Salsa contest there was a chili pepper eating contest, live Salsa music, Salsa dancing, children's activities, local art booths and a Chihuahua costume contest and race.



The first Thursday of each month Sustainable Tulsa hosts a casual networking session on at 12:30 at Eloté Café and Catering with a guest speaker and networking to allow a forum for community members to learn about sustainable opportunities and activities happening statewide.

SUSTAINABLE TULSA

Our guest speaker topics for 2011 included

- Buy Local, Brittany Sawyer, Metro Maven
- Refuse and Recycling Task Force, *Blake Ewing and Ben Collins*
- Grogg's Green Barn, Carla and Kelley Grogg
- Home Builders Association of Greater Tulsa Green Blitz Project, Paul Kane and John Madden
- Solar, Seth Christ and Todd Stephens, Ion Solar
- Water Quality, Scott Grant, Tulsa County Conservation District Raymon West, City of Tulsa Water Quality Specialist
- Geothermal & Energy Efficiency, Jay Murphy, K & M Shilingford
- Land Legacy, Jeff Crosby and Pat Treadway
- Tulsa's Sustainability Plan, Brett Fidler, City of Tulsa Sustainability Director

Join Us On The **First Thursday** of Every Month!



nustainable Tulsa and the Southside Rotary Club of Tulsa partnership brought the 2nd annual U Henry Bellmon Sustainability Awards Gala. Both Sustainable Tulsa and Southside Rotary Club of Tulsa are focused on assisting Tulsa to create a more livable community in which to raise our families. Our collaborative mission for the Henry Bellmon Sustainability Awards is to raise awareness and reward those people, agencies, organizations, or companies that dedicate themselves to a balanced approach toward quality of life for all, responsible economic growth, and environmental stewardship (People; Profit; Planet).



NABI The 2nd annual Henry Bellmon Sustainability Awards Gala was held September 8, 2011 at Southern Hills Country Club. Over 300 guests enjoyed Chanel 8 News Anchor, Mark Bradshaw Mcing the evening with a Keynote address from Chris Benge and comments from our four award winners. Attendees representing key businesses, non-profits, and honored guests to celebrate the work of our quality of life award, Cherry Street Farmers' Market; Responsible Economic Growth Awardee, Acciona Red Hills Wind Farm; Environmental Stewardship Awardee, John Gosney Jr; and the Bellmon Award went to Flintoco for their leadership and commitment to sustainability.

Additionally we were grateful to our stellar independent panel of judges: Chair, Dave Lawson, Members: Jim Cameron, Felicia Collins-Correia, Brett Fiddler, William Focht, Phil Lakin, Ann McFerron, Susan Savage, and Dean VanTrease. Our "Bellmon" sponsors was Chesepaeke Energy and our Media sponsor was Chanel 8 News. We raised \$26,000 for CNG School Bus Education, \$12,500 to continue the Sustainable Tulsa mission and \$6,000 of seed money for 2011 Gala.

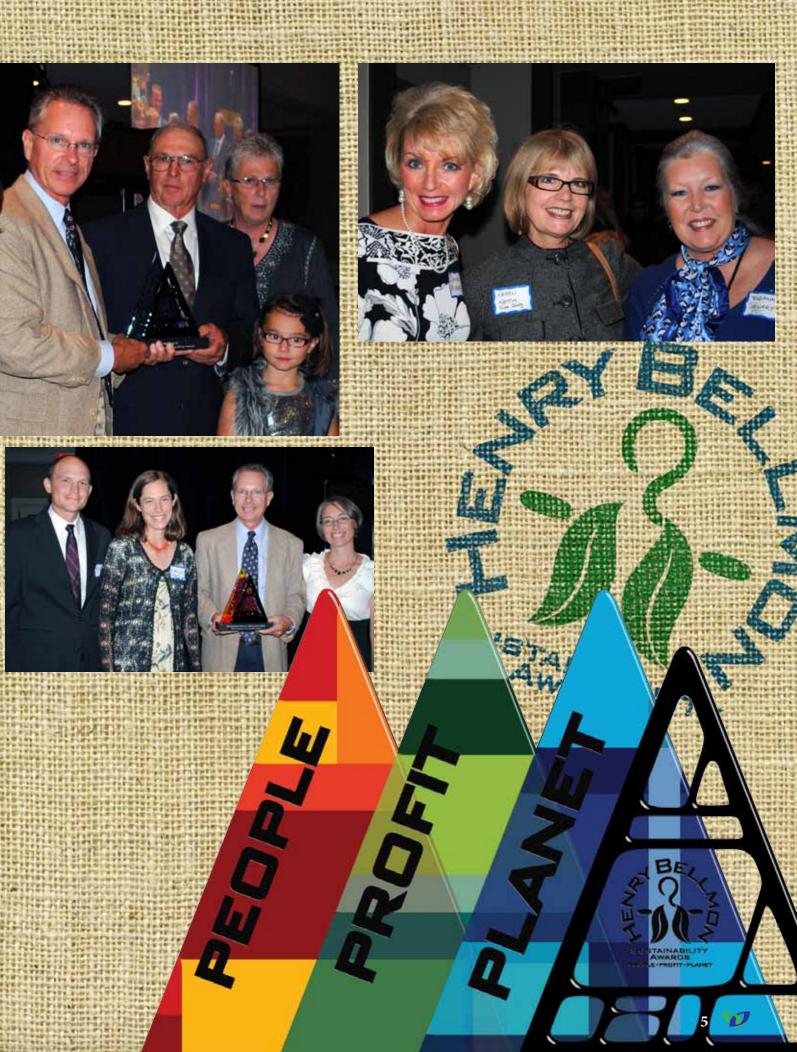
SUSTAINABLE TULSA



Special thanks to our Bellmon Sponsor Chesepaeke Energy.

Chesapeake





Join Us for the 2012 HENRY BELLMON SUSTAINABILITY AWARDS GALA

September 13, 2012 • Southern Hills Country Club, Tulsa Reception 6:00 pm • Dinner 7:00 pm

For sponsorship opportunities, tickets, or information call 918-808-6576 or go to bellmonawards.org





2011 CNG Project

The Henry Bellmon Sustainability awards support a cleaner environment in Oklahoma by recognizing persons and projects that promote "people, profit, and planet." This year a portion of the proceeds from the Henry Bellmon Sustainability Awards will fund efforts to enhance the conversion of school bus fleets from diesel fuel to compressed natural gas (CNG) Specifically a

Bellmon Sustainability Awards will fund efforts to enhance the conversion of school bus fleets from diesel fuel to compressed natural gas (CNG). Specifically a comprehensive CNG school bus conversion guide will Natural gas is cleaner than gasoline. It puts 30% fewer pollutants into the air and water than diesel fuel. be developed to help school districts determine if they are candidates for converting or upgrading their fleets Most school busses use diesel fuel made from foreign to CNG. If conversion is feasible and economical, we oil, and conversion to CNG will result in fewer emiswill provide grant writing support to those districts to sions creating a safer environment for students as well assist them in capturing grant funds to cover converas for the community. sion costs. Of the 523 school districts in Oklahoma CNG costs at least 15% less than gasoline or diesel, less than 5% have converted their fleets to use CNG as and an equivalent gallon of CNG provides the same a fuel.

Since costs. Of the 323 school districts in Oktaholia less than 5% have converted their fleets to use CNG as a fuel. The use of CNG benefits Oklahoma and Oklahomans in many ways. Natural gas is less expensive than foreign oil and more abundant. In addition, Oklahoma is home to 16 of the top 100 natural gas reserves in America according to a 2009 US Energy Information





McLain Renewable Energy Program

McLain High School for Science and Technology's Renewable Energy Laboratory, the 2010 Henry Bellmon Sustainability Awards Project of Choice, came online in 2011. Dedicated to Gwen Goff, a devoted Sustainable Tulsa volunteer, Rotarian and McLain advocate, the Renewable Energy Lab plays a key role in renewable energy education programs for McLain High School students.

The lab's solar system, which was designed by Tulsabased Ion Solar with help from McLain Environmental Science instructor Marsha Campbell and her students, features 10 Kyocera 130 watt solar modules that power the greenhouse and two pole-mounted Kyocera 30 watt modules for experimental use.

Sponsored by Sustainable Tulsa, South Side Rotary Club of Tulsa, Osage Casino, AT & T, ION Solar, Williams Companies, McLain Jr/Sr High School for Science and Technology, Tulsa Community College North East Campus and Special Thanks to Ms. Marsha Campbell, Dr. Ebony Johnson, McLain Foundation.

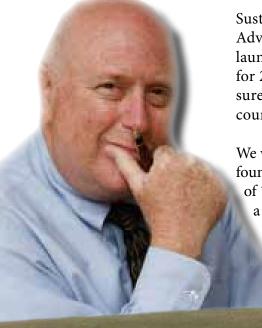
Business Advisory Council

The Business Advisory Council goal is to identify strategies for engagement with the business community. We hope to develop the value add proposition for our

Business Advisory Council Members

Jason Brimer, Jason Brimer Marketing Communications Joanne Fergurson, Deloitte Tax LLP Bret Fidler, COT Sustainability Director Terrell Hogland, Flintco Sustainability Director Kenton Grant, SAIC Energy, Environment & Infrastructure, LLC Marilyn Ihloff, Ihloff Salon and Day Spa Kristen McCormrick, Shikoba Recycling Eric Moon, Holmes Organization Brandon Perkins, Perkins Development

Bill Roth Advising Business Advisory Council



Sustainable Tulsa's Business Advisory Council plans to launch a Business Program for 2012, in no small measure thanks to the advice and counsel of Bill Roth.

We were introduced to Roth, founder of Earth 2017, author of *The Secret Green Sauce* and a contributor to *Entrepreneur.com*, during our participation in the Tulsa Hispanic Chamber of

- t- business community to become more organized and engaged with sustainability practices.
- Denise Reid, *Tulsa Metro Chamber* Claire Roby, *TyPros Sustainability Crew* Bill Roth, *Founder of Earth2017*
- Susan Savage, Former Tulsa Mayor
- Janet Selser, SelserSchaefer Architects
- Jane Talkington, OSU Spears School of Business
- Corey Williams, *Sustainable Tulsa* Tim Williams, *Lexus of Tulsa*

Commerce's Green Business Program.

Roth, who is known for coaching entrepreneurs, businesses and community leaders on how to grow green revenues, profits and jobs has consulted with Sustainable Tulsa's Business Advisory Council to develop plans for the business program.

Become A Sustainable Tulsa Business

A Sustainable Tulsa Business Membership connects you to like-minded business partners. A Sustainable Tulsa Business Membership gives you the opportunity to network, collaborate and strategize on sustainable programs that support your people, planet and profit.

We offer a variety of benefits at our different levels of membership. To learn more, or to become a Sustainable Tulsa Business Member, contact Corey Williams at corey@sustainabletulsa.org or 918-808-6576

	Supporter	Community Builder	Patron	Visionary	Benefactor
First Thursdays! Invitation	Ŵ			V	
Newsletter					
Company Listing in Sustainable Tulsa Directory	Ø	Ø	W	W	Ø
2012 Business Council Kick-off Invitation		Ø		W	
Job Listing of Company's "Green" Jobs in Publications		Ø	W	W	Ø
Quarterly Activity Report				V	
Hyperlink in the Sustainable Tulsa Directory			Ø	Ø	Ø
Logo & Hyperlink in Sustainable Tulsa Directory					
Logo Display & Hyperlink in Monthly e-Newsletter					Ø

SUSTAINABLE TULSA

We'd love to have you on our team!

