



6th ANNUAL SCHOLARSHIP EVENT

go green golf outing

What does golf and sustainability have in common?

Both need a little green.

NEW LOCATION THIS YEAR! Wallinwood Springs in Jenison

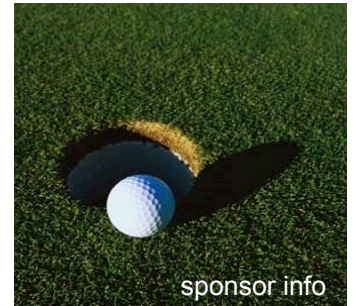
Platinum \$1000: 2 holes + driving range + 4 free players

Gold \$500: 1 hole + 2 free players

Silver \$250: ½ hole

8/8/11 7:15 am free driving range Shotgun Start 8:00 am Cost: \$75.00

Smaller entities may join together for a sponsorship level



sponsor info

Business needs accountants, engineers, designers, marketers, etc., with an in-depth understanding of sustainability. To help promote this thinking, the WMSBF has created a scholarship opportunity for students at all four-year institutions in the area. The “go green” golf outing is a scholarship fund raising event designed to raise \$5,000 in order to encourage students to integrate sustainability into their particular discipline and seek ways in which it may be infused into their institution’s curriculum.

The event is a best ball scramble, is sponsored by the West Michigan Sustainable Business Forum and will be held at Wallinwood Springs in Jenison, Michigan. This is a great course and should help stimulate some great green walking and talking as we look to support a worthwhile cause...supporting sustainability education.

Thank you for your consideration.

On behalf of the planning committee

Gabe Wing – Herman Miller

Mike Stemo – Market Technologies Inc

Sharon Koop – Goodwill Industries



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Lunch, prizes, networking ...and good clean, green fun!

Scholarship Highlights

Premise

The West Michigan Sustainable Business Forum's purpose is to actively promote business practices that demonstrate environmental stewardship, economic vitality, and social responsibility. Our goal is to encourage the adoption and implementation of sustainable development business practices aimed at improving corporate profitability while simultaneously enhancing the long-term health of the environment and the welfare of the communities they impact.

The WMSBF recognizes the critical role that higher education plays in preparing future leaders of the sustainable business movement. We believe that long-term and lasting success depends on both expanding the pool of sustainability savvy professionals and a transformation of the higher education system. We believe that it is critical that sustainability and 'triple bottom line thinking' be integrated into every course of study and every curriculum.

For business, sustainability is not a program, task force or department. Sustainability should permeate an organization; it is the lens through which increasingly sustainable organizations view the world.

Scope

The West Michigan Sustainable Business Forum is offering a \$5000 scholarship to senior year college students that have thoroughly integrated sustainability into their course of study. The scholarship is open to students attending colleges and universities in Kent, Ottawa and Muskegon counties.



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Scholarship Highlights, continued

Application Criteria

Applicants will submit a two-part essay.

Part A: Applicant will share their personal interest in, and understanding of, sustainability and sustainable business practices. The essay should demonstrate the applicant's knowledge of the linkages between sustainable business theory and practical application to their chosen course of study.

Part B: Applicant will suggest at least five opportunities to enhance the integration of sustainability and triple bottom line thinking into the curriculum at their school. Suggestions need not be limited to the applicant's primary field of study.

Additional Requirements

The WMSBF scholarship committee will summarize curriculum enhancement suggestions from all applicants. Drawing from this summary and their own experience and perspective, the successful applicant will prepare a detailed report on improving sustainability related curriculum in higher education for the tri-county region. This report will be shared with the deans of all four-year institutions in the area.

Selection Criteria

The WMSBF scholarship committee will review all applications and conduct interviews of the top three candidates. The committee will submit a recommendation for an award recipient to the full WMSBF board for approval. The scholarship will be awarded to the student who shows an in-depth understanding of sustainability, embodies the ideals and goals of the WMSBF, and has submitted the most comprehensive and plausible suggestions for curriculum improvement.



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Sponsorship Commitment (please indicate your pledge. You will receive a confirmation letter noting your amount. Thank you for going green on the green!

_____ Platinum \$1000
_____ Gold \$500
_____ Silver \$250
_____ Group to be combined with others: _____

Name _____
Organization _____
Address _____
City/State/Zip _____
Phone _____
Email _____
Signature _____

Complete and Mail this form to Lisa Locke at WMSBF, P.O. Box 68696, Grand Rapids, MI 49516, or email to locke@wmsbf.org.

Payment method

_____ Check enclosed: Make payable to "WMSBF" with note for WMSBF golf scholarship
_____ Mail to: WMSBF PO BOX 68696 Grand Rapids, MI 49516
_____ Send an invoice to: _____

Questions

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Sharon Koop 616.813.6413 skoop@goodwillgr.org