



West Michigan Sustainable Business Forum 2012 Essay Contest

On January 9, 2012, we welcomed Michael Nelson, co-editor of *Moral Ground; Ethical Action for a Planet in Peril*, as our presenter. Moral Ground is a collection of testimonial essays from over 80 visionaries around the globe...theologians and religious leaders, naturalists, scientists, elected officials, business leaders, activists, and writers. Together they "present a compelling call to honor our individual and collective moral responsibility to the planet." In addition, a belated tribute was paid to Ray Anderson who died in August. Mr. Anderson was founder of InterfaceFLOR, a pioneer in the sustainable business arena, and founder of MISSION ZERO, a radical strategy for leaving no environmental footprint.

To build on and extend the reflective nature of this meeting, West Michigan Sustainable Business Forum is sponsoring an essay contest on that same theme. MiBiz will serve as media sponsor.

In a maximum of 1,500 words, we invite you to share your own reflections on what inspires your sense of responsibility, what underscores the commitment you've made in your work life and your home life to contribute to a more sustainable world...and why it's important.

There will be specific outreach to the business sector but the contest will be open to all individuals in the West Michigan community. Two winning essays will be selected, along with recognition of honorable mentions.

Timeline:

January 9: Announcement at WMSBF monthly meeting and in MiBiz TBL edition.

March 2: Submission deadline.

April 2: Announcement and printing of top two winning essays in MiBiz TBL edition.

Honorable mentions highlighted in MiSustainable online magazine, www.misustainable.com.

Recognition of winning and honorable mention essays and links to all essays on the WMSBF website, www.wmsbf.org. Publication of winning essays on Moral Ground educational website, www.moralgroundteaching.com, with link to WMSBF website to view all essays.

April 9: Recognition of top two winning essayists and honorable mentions at WMSBF monthly meeting.

In the spirit of the theme, there will be no cars, cruises or cash prizes for winning entries; however, we are pursuing broader and creative avenues for publishing the essays and recognizing the essayists. Beyond that, we, the larger community, will be the real winners as we, in turn, are inspired by your understandings, your perspectives, and your visions.

We are pleased and honored to have the following individuals serve on the review panel: Dave Aupperlee, BISSELL Homecare; Joe Boomgaard, MiBiz/MiSustainable; Shelley Irwin, WGVU; Terri McCarthy, Wege Foundation; Brenda Moore, Grand Rapids Urban League; Su Paauwe, NTH Consultants; Jennifer Wammack, IDa Design; and Lisa Locke, West Michigan Sustainable Business Forum.

Please submit your essay with the submittal form on the back of this page. Feel free to contact Lisa Locke with questions, llocke@wmsbf.org. We look forward to hearing from you!!



Essay Submittal Information:

Name: _____

Address: _____

Phone(s): _____

Email: _____

Business/ Affiliation: _____

Essay title: _____

Short Bio: Please insert below or include separately with submittal form and essay.

Please contact Lisa Locke with any questions, llocke@wmsbf.org or 616.914.1597 and ensure our receipt of your essay by Friday, March 2, 2012.

Email to llocke@wmsbf.org or mail to:
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