

# GOODBYE 2020



Western New York  
Sustainable Business Roundtable



# HELLO 2021



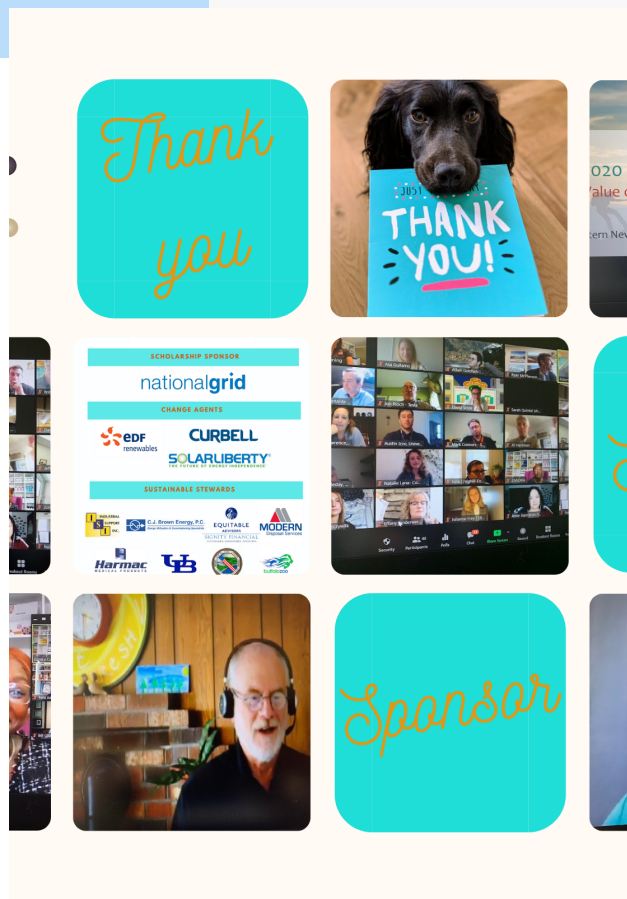
Kris Ann Bolt  
SBR President

**Dear SBR Member,**

With Thanksgiving just around the corner, we want to extend our gratitude for your membership and support of SBR. It has been a challenging year indeed, solidifying the importance of collaboration and strong relationships to help us get through difficult times.



During challenging times it is important to take time to reflect on how far we have come, and where we want to be. We want to take a moment to review all that we were able to accomplish in 2020 and at the same time let you know what we have planned for 2021!



# WE THANK YOU!

# A DIFFERENT YEAR!



This year, SBR arranged 12 educational and networking events, centered around the semester themes in our 2020 Education Calendar: Carbon Footprint, Land & Lakes, Rethinking Buildings, and Transforming Transportation. Many of you participated and I would like to thank all active members and partners who made all the great content possible, especially SBR's Education Committee which puts a lot of thought and energy into creating these experiences. Thank you all!

Unfortunately, only three of these were in person events, as we pivoted to a virtual format in mid-March. This will continue until our public health officials deem that physical distancing is no longer needed.

Our program offering WNY Clean Production Leaders, a lean chemical management program for clean air and waterways, is now on its second year.

SBR collaborates with Clean Production Action, NYS Pollution Prevention Institute, Niagara Share and CoRE, and works with program participants Tapecon, Catholic Health and Madiba Janitorial to support their chemical reduction journeys.

This program, which will be showcased at our December event, has capacity for more participation. Please reach out if you would like to explore taking advantage of this limited time offer!

# SCREEN TO SCREEN...

The Covid-19 pandemic forced us to reimagine how to create value for a local, place-based organization. During the spring we focused on supporting our members during “Quarantini Happy Hours” and highlighting our essential businesses stepping up to respond to the crisis, producing ventilators and PPE gear.

The silver lining of our virtual event offerings is twofold: we have expanded our reach as participants have been able to join from across the nation, and we have been able to reduce our environmental footprint. However, we cannot wait to meet and network in person!

The gift of being able to interact “face-to-face” cannot be appreciated enough. We miss seeing you all. In the meantime, we will continue to make our virtual educational and networking events as interactive and fun as possible by utilizing polling and breakout rooms in the Zoom platform. Let us know if you have any ideas to share on how this can be improved.



# OUR REMOTE PIVOT



Last year around this time, we were planning for our annual marquee event, the Sustainable Business Summit, originally scheduled for May 2020. As the pandemic unfolded, we postponed to September and then switched to 100% virtual. It was a different summit experience, compared to previous years. Instead of our usual offering with one or two keynotes and a smorgasbord of track sessions, we leveraged national speakers to four “live” keynote panels and combined live networking with virtual vendor rooms and a set of pre-recordings.

In total, we had over 160 people registered for Summit Reimagined, with most participants from New York State. In addition, we had attendees from Maryland, Washington State, Georgia, California, Ohio and Virginia.

Thanks for all your support in making the summit possible and for your patience while we tested out brand new ground. A special thanks to SBR’s Summit committee and our generous sponsors, your support is vital in making the summit happen during both normal and extraordinary times!

During 2020, we welcomed 10 new members: DataSure 24, EnergyMark LLC, LED Energy Solutions, Linde, MaterialsIn, Mower, Noco, Oxbo, SWBR and WNY Land Conservancy. We currently have 62 dues paying members in total.

We sincerely hope all new and “old” members are looking forward to continuing their support of SBR, a 510(c)(3) nonprofit organization! Invoices for 2021 membership will be sent out at the end of November.

# NEW FACES AND UPDATES



SBR's annual meeting was held in June, and member representatives approved important bylaw changes. Moving forward, the new member application consists of a sustainability survey and all members are required to fill in the survey annually. This will create a baseline for all members to quantify your local impact and help SBR to understand what areas we should focus our assistance.

I encourage everyone to fill out the survey, either right away or as a part of your organization's 2021 recognition application.

In addition to helping SBR identify ways we can support your organization's sustainability journey, it is a great tool to benchmark your progress and highlight local sustainability leadership and projects. Awardees will be recognized at the 2021 Sustainable Business Summit, which will take place either in person, fully virtual or as a new, hybrid version!

Internally, we welcomed a new member representative from Curbell, Jeffrey Burke, on our Board of Directors in the beginning of the year.

Mid-year we welcomed two additional new directors, Justin Imiola (SBR Treasurer) from Wendel and Nira Johri from Rich Products. We added capacity by engaging interns during the spring, summer and fall: Julian Morgan, Sydney Streczywilk, Adrienne Shook, Julianne Frey and Liam Powlen.

We have also gained additional boots on the ground in our committee troops, with active members serving on one or more of SBR's committees: Communications, Development, Education, Membership, Recognition and Summit.

# OUR COMMITTEE MEMBERS



We are very grateful for the time and commitment from all of our committee members. Without your hard work the fulfillment of SBR 's mission would be impossible! Representatives from more than half of our member organizations actively serve on one or more of our committees.

Communications committee is driven forward by Frits Abel (MaterialsIn), Maura Christie (Mower), Adam Goldfarb (Goldfarb Financial), Willems Ransom (McCallum Sather) and Justin Imiola (Wendel, New Chair). We thank Amir Rezaei from CannonDesign for leading the committee during 2019-2020!

Education has 12 active members: John Hannon (Triad), Katie Soscia (Montante), Kevin Connors (EcoLogic), Mateo Escobar (Equitable Advisors), Justin Imiola (Wendel), Austin Izzo (UB), Dan Lussier (Curbell), Jonathan Nickerson (National Grid), Alexandra Leader (NYPA), Brenda Young (Niagara Malt), Robert Knoer (Knoer Group) and Bonnie Lawrence (Erie County, Chair).

Development is our newest addition and engages Lynne Parker (WSP), Jeffrey Burke (Curbell), Paul Tyno (NOCO), Adam Goldfarb (Goldfarb Financial), Kris Ann Bolt (\*Harmac) and Sarah Quintal (WSP, Chair).

Membership consists of Mark Shriver (Curbell), Mateo Escobar (Equitable Advisors),

Kathy Maiolo (Eaton Office Supply), Austin Izzo (UB), Timothy Calkins (Nottingham Advisors), Justin Imiola (Wendel), Mary Uselmann (Linde) and Dave Sullivan (ISI, Chair).

Recognition is chaired by Tiffany Vanderwerf (Buffalo Zoo) and engages Mark Shriver (Curbell), Adam Goldfarb (Goldfarb Financial), Bonnie Lawrence (Erie County) and Ryan McPherson (UB).

Summit has several active members: Mark Shriver (Curbell), KrisAnn Bolt (Harmac), Mary Sennett (Tapecon), Nira Johri (Rich's), Amir Rezaei (CannonDesign), Tiffany Vanderwerf (Buffalo Zoo), Adam Goldfarb (Goldfarb Financial) and is chaired by Ryan McPherson (UB).

# WHAT'S NEXT?



We will continue our work to continuously improve our overall offering and ensure we are providing value for our growing membership. We survey members, research new trends and push ourselves to create programming and networking opportunities designed to achieve our collective goals.

The different committees have been hard at work reimagining SBR member value during an unprecedented pandemic.

You might have seen several member videos shared on social media, headed by Membership committee members. Next in line is a brand new toolbox section on SBR's website, with tons of resources available and a special Members Only section. We are also about to reveal an Ask A Member/ Mentor forum, and will use the Slack platform to share contacts and ideas. More on this soon!

The 2021 Education Calendar in the making is informed by input from members at our annual meeting and event surveys throughout the year.

Next year's themes will be: Making Plans & Measuring Progress, Engaging Employees, Valuing Nature and Responsible Sourcing. We are currently in the process of planning different type of events centered around these themes – please let us know if you have any input.

We welcome and truly appreciate all your feedback and suggestions.

# TOWARDS A SUSTAINABLE FUTURE

We are also working hard on ensuring our own sustainable future as a non-profit organization. In the past, SBR has been dependent on EPA grants. Membership dues and summit revenue are vital, but we need to create additional revenue streams. In late 2019, our main path forward was to look into securing funding through corporate sponsors and individual donors. Sponsorship packages are still available, and we hope some of you will consider this form of support. SBR is also looking into foundations aligned with our mission. Please let us know if you have suggestions for relationships and connections we should explore. For SBR's long term survival and growth, it's going to continue to take a village and more!

We are looking forward to collaborating with you, enabling us to help companies **invest** in their economic and environmental future, **connect** organizations to resources, educate businesses and communities so we can together **learn** best practices for sustainability, and **recognize** achievements, with the goal of creating an economically and environmentally resilient Western New York. We are also looking forward to seeing you soon at one of our upcoming virtual events!



**Stay healthy!**  
**Kris Ann Bolt**  
**SBR President**