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*Champions for Sustainability  
Member Workshop Summary Series*

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**Celebrate and  
Build Local,  
Sustainable  
Markets**  
**Workshop Date:  
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## C4S Program Administration

Matthew M. Mehalik, Ph.D.  
*Program Manager Sustainable Pittsburgh*

## Executive Summary

Seven of our region's entrepreneurs shared their stories of how they created value by acting locally and sustainably. They are creators of new products, services, and jobs using innovative strategies for engaging with their neighborhoods and their surroundings.

After this panel, attendees had the opportunity to talk and network with panelists and other business leaders to learn how to become involved in shaping our region with an emphasis on local markets. Participants discussed important questions on how to transform Pittsburgh through entrepreneurial action, sustainable practices, and support of local businesses.

## C4S Workshop Series

Champions for Sustainability engages its members by convening a series of events and workshops for its membership approximately six times per year. Each workshop event explores a strategic topic of interest for the membership. Events make accessible current trends and challenges, provide access to tools, knowledge, and examples, and engage the membership in assessments and reflections to help craft the regional practice of sustainability. This publication series summarizes and makes accessible the most important outcomes from these workshop events.

## About C4S

Champions for Sustainability brings together companies large and small, from many different industries, entrepreneurs, community leaders, university researchers, educators, and other social ventures to put sustainability into practice. C4S aspires to be the most effective region-based collaboration of leaders accelerating the practice and policy of sustainability in business and civic circles. Champions for Sustainability provides value to firms and organizations that seek sustainable solutions to operational practices through convening, networking, and direct consulting.

## Memberships and Information:

- Champions for Sustainability [www.C4SPgh.org](http://www.C4SPgh.org)
- Sustainable Pittsburgh [www.sustainablepittsburgh.org](http://www.sustainablepittsburgh.org)

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## **1 Event Summary**

### **1.1 Agenda**

5:30 Registration and Light Refreshments

5:45 Welcome and Panel Introduction  
Matthew Mehalik, Program Manager, Sustainable Pittsburgh

5:50 Panel: Local Entrepreneurs Building Local Markets

Bonnie Siefers, Owner, Jonäno

Ward Payne, Owner, Simpatico Espresso

Janice Donatelli, Owner, ARTEMIS

Danielle Crumrine, Exec. Dir., Friends of the Pittsburgh Urban Forest

Keith Somers, M.D., Children's Community Pediatrics - GIL

Andrew Butcher, CEO, GTECH Strategies

David Eason, Owner, Isadore Foods

7:00 — 8:30 Social

Meet and discuss opportunities for supporting and organizing the region's local businesses and entrepreneurs, sample local beverages and food, and craft new networks on the local market scene.

Music: Jim Donovan's Drum the Ecstatic

Special Thanks:

Ryan Walsh— Restorative Events

Big Catering

Pittsburgh Cultural Trust

Event Exhibitors

Artemis

Bike Pittsburgh

The E House Company

East End Food Coop

Friends of the Pittsburgh Urban Forest

Children's Community Pediatrics - GIL

GTECH Strategies

Isidore Foods  
Jonäno  
PA Greengive  
PASA Farming  
Simpatico Espresso  
Ten Thousand Villages

## **1.2 Event Speakers (Panelists)**

Bonnie Siefers, Owner, Jonäno  
Fair trade and organic clothing manufacturing

Ward Payne, Owner, Simpatico Espresso  
Organizing the local coffee trade scene

Janice Donatelli, Owner, ARTEMIS  
New markets for high-quality, environmentally responsible, green building products

Danielle Crumrine, Exec. Dir., Friends of the Pittsburgh Urban Forest  
Community connections to foster local business

Keith Somers, M.D., Children's Community Pediatrics - GIL  
Promoting children's health & development emphasizing community

Andrew Butcher, CEO, GTECH Strategies  
Growth through energy and community health

David Eason, Owner, Isadore Foods  
Supplying local foods from local farms

## **1.2 Event Summary**

This event presented a forum upon which to highlight the ever growing trend of “buying local” here in Southwestern Pennsylvania. From coffee to clothing to produce to green building—small businesses are developing innovative strategies and diverse networks, making the links that are good for business, for our neighborhoods and people, and for the environment.

Innovation was the key theme of the panel's discussion. The panelists told their own stories of a growing demand for products whose safety and security can be better guaranteed because they are produced locally, from local materials and sources, such as local farm goods. The products also offered higher quality because of the greater attention being paid to what materials were used in creating them, as was the case with some clothing and crafts. Costs of the products were reduced because of lower amount of energy needed to ship the products to market from local sourcing, again true of local food sources. Closer connections between communities and the place of business offered

resources, such as access to a niche set of local customers, greater customer loyalty, joint sourcing and shipping of supplies, and promotional opportunities. People are increasingly embracing the concept of being able to walk to local stores and buy local products and receive local services from business owners whom they know and trust. Our local economy is growing and diversifying, providing a broader base across more businesses whose interests align with community interests. This is a key component to having a sustainable economy.

## **2 Workshop Report Results—Participant Information**

### **2.1 Event Attendees:**

The following organizations had representatives attend this workshop:

10,000 Villages  
Alcoa, Inc.  
Allegheny County  
American HealthCare Group  
Artemis  
Bike Pittsburgh  
Blue Green Alliance  
Bridgeway Captial/CL Fund  
Carnegie Mellon University - Heinz School  
Chatham University  
Coal Spring Organics  
Duquense University  
East End Food Co-op and Café  
East End Food Co-op and Café  
EDGE Studio  
Environmental Logic, Inc.  
Equita  
Fay-Penn Economic Development Council  
FISHER ARCHitecture  
Friends of the Pittsburgh Urban Forest  
Gil Pediatrics  
GTECH  
Highland Coaters  
Highmark  
Isidore  
Jonano  
Massaro Company  
Michael Couch & Associates, Inc.  
Mon Valley Initiative  
Montour Run Watershed Association  
Nezen Creation LLC  
PASA Farming



**Celebrate and Build Local, Sustainable Markets**



- PASA Farming
- Pepper Hamilton LLP
- PIA/GATF
- Pittsburgh Partnership for Neighborhood Development
- Prima
- Private Citizen
- R Supply Center
- Restorative Events
- Schneider Downs
- Simpatico Espresso, Inc.
- Strategic Retreats
- Sustainable Pittsburgh
- The E House Company
- The Grable Foundation
- The Green Bough, LLC
- The Student Conservation Association
- Town Center Associates
- Urban Farming Initiative
- Venture Outdoors
- WDUQ-FM

A total of 74 people attended the event. Of the 74 attendees, 41 were from the private sector, 23 were from nonprofit institutions, 4 were from educational institutions, 2 were from government organizations, and 4 had unknown affiliations.

Of the 41 private sector attendees, 34 were from businesses local to the ten county region of Southwestern Pennsylvania.

**2.2 Survey of Needs for Supporting Local Entrepreneurs and Sustainable Business**

1. What motivated you to participate in today’s event?

- Show support for local business \*\*\*\*\* (6)
- Interest in the topic of local/sustainable business \*\*\*\*\* (6)
- Opportunity to learn \*\* (2)
- Seeking inspiration \*\* (2)
- Membership in C4S \*\* (2)
- To meet the panelists \* (1)
- Networking opportunity \* (1)
- I work in the local business sector \* (1)

2. What product or service does your organization or business provide?

Economic development	*** (3)
Finance/accounting/business services	*** (3)
Recreation	*** (3)
Other	*** (3)
Information technology	** (2)
Environmental services	** (2)
Health care	* (1)
Real estate	* (1)
Consulting	* (1)

3. Please list issues/initiatives for which your business and its local network can use assistance to help make it stronger and more sustainable

Networking	**** (4)
Waste	*** (3)
Energy	*** (3)
Sustainability program funding	*** (3)
Sustainability assessments	** (2)
Education	** (2)
Other	** (2)

4. Are there other local businesses and/or community groups with whom you would like to be connected to make your network stronger or to provide peer assistance? On which issue(s)? Please indicate which of these organizations you have met at this event.

Food services  
Transportation  
Bicycling  
Startup company support  
Green financing  
Consulting firms  
Biofuels  
Recycling  
Green manufacturing

5. On which issues would you be interested in lending your time and/or expertise with another business or community organization in order to strengthen your local network? Which organizations?

Initiating and discussing sustainable business

Farming

Energy

Real estate

Education

Consulting

Membership development

Funding

Technology services

Workforce development

6. What barriers limit making your local network stronger, more effective, competitive, and/or sustainable? What are the sources of the barriers?

Visibility

Time

Resources

Money

Directory of sustainable businesses

Market selection bias at events

Need to engage outsiders

7. What sorts of events would you like to see C4S convene as a follow-up to this event on local, sustainable business?

Green festival

Tour of microbrewery

Fashion show

Student fair

Convention for small businesses

More events like this current event

8. What sorts of technical assistance would be helpful for your organization or local network for strengthening it?
- a. Education about sustainable business \*\*\* (3)
  - b. Information about funding sources to support local networks \* (1)
  - c. Strategy assistance to improve competitiveness \* (1)
  - d. Information about other local businesses and organizations \*\* (2)
  - e. Marketing of local initiatives \*\* (2)
  - f. Other areas (please list) \*\* (3)

9. What new or surprising things did you learn from today's panelists?

Local food distribution  
Strong entrepreneurship efforts  
Cycling initiatives  
Small business trajectory  
Impressed with Pittsburgh initiatives in local businesses  
Passion for cause

10. What new or surprising things did you learn from discussions with others during the event?

Contacts  
Available support