

# MONTHLY COAST CASTER

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## HAPPY NEW YEAR AFS MEMBERS

### LOCATION:

Spengers Fresh Fish Grotto  
1919 Fourth St, Berkeley, CA 94710

### BOARD MEETING:

January 12<sup>th</sup>, 2016 at 4:00PM

### Speaker and Topic:

Speaker: REV Sustainability Group  
Topic: Cost Saving Sustainability Initiatives

### DATE & TIME:

January 12<sup>th</sup>, 2015 at 5:00PM

### MENU:

-Salad-  
Mixed Greens

-Entree-  
(Please choose one of the following)  
Simply Grilled Salmon  
Chicken Marsala  
Pasta Primavera with Fresh Seasonal Vegetable

-Dessert  
Crème Brulee

**COST per person: \$45**

**Please RSVP by Friday January 8<sup>th</sup>**

To:  
AFS Chair, Shaun Caughell  
shaun@customalloy.com | (925) 360-3866  
OR  
Treasurer, Kelli Wheeler  
kelli.wheeler@simsmm.com | (510) 725-2914

### COAST CASTER ANNOUNCEMENTS:

Attention newsletter sponsors and those interested in becoming sponsors. 2016 sponsorship fee will be \$300.00 to our chapter. Sponsorship will include company logo on the Coast Caster as well as a spot on the Northern California Chapter website. We thank you all for your continued support of the AFS Northern California Chapter!

## Thank you to our newsletter sponsors!



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For sponsorship opportunities, please contact:  
Shaun Caughell  
[Shaun@customalloy.com](mailto:Shaun@customalloy.com)

# WHAT'S YOUR SUSTAINABILITY SCORE?



Why is sustainability important for your organization and how should you approach it? These are important questions that many people are asking today. Whether it's your first time considering these questions or your fiftieth, we invite you to take this short quiz. You might be surprised by what ideas you come up with!

Please rank your organization 1-5 on the following questions:

- 1 We're not active in this area
- 2 We've had discussions in this area
- 3 We have made some progress in this area
- 4 We are doing well in this area
- 5 We are leading our industry in this area
- N/A Not applicable to our organization

## EMPLOYEE ENGAGEMENT



Sustainability spans the length of your organization. Your employees are crucial to the success of your sustainability initiatives. And, when employees feel cared for and aligned with your values, engagement and recruitment increases, and turnover and sick time decreases.

Do you have a green team and a behavior change strategy? Do your employees know that your organization cares about sustainability? Does your organization have policies in place that support the health and wellbeing of employees? Is sustainability included in your organization's mission or vision statement?

NOT ACTIVE 1  2  3  4  5  LEADING N/A

## STAKEHOLDER ENGAGEMENT



Organizations with developed sustainability programs have stronger relationships with all of their stakeholders.

Do your stakeholders (customers, investors shareholders, employees, suppliers, partners, interest groups, government, etc. ) know that your organization cares about sustainability?

NOT ACTIVE 1  2  3  4  5  LEADING N/A

## CLIMATE CHANGE



The impacts of climate change on business aren't always easy to understand, but you can take steps to mitigate some risks.

Is your organization prepared for disasters such as flooding, earthquake or fire? Does your organization understand which supplier or customer regions are most at risk?

NOT ACTIVE 1  2  3  4  5  LEADING N/A

## GREEN MARKETING



A Meaningful Brand as one that is seen to improve wellbeing and quality of life. Meaningful Brands enjoy 46% more share of wallet and outperform the stockmarket by 133%.

Has your organization shared your sustainability successes with your stakeholders?

NOT ACTIVE 1  2  3  4  5  LEADING N/A

# WHAT'S YOUR SUSTAINABILITY SCORE?



## SUSTAINABILITY PLANNING



Sustainability is not just for environmentally-friendly organizations. It's an approach to business that finds the overlap between smart resource management, friendly community relations, and cost savings.

What sustainability (environmental, social, financial) goals does your org have?

NOT ACTIVE 1 ● 2 ● 3 ● 4 ● 5 ● LEADING N/A ●

## ENERGY



US buildings have higher greenhouse gas emissions than all the vehicles on the road combined.

Has your organization taken steps to reduce energy costs for your facility such as an energy audit or optimizing your HVAC system?

NOT ACTIVE 1 ● 2 ● 3 ● 4 ● 5 ● LEADING N/A ●

## WATER



It's no secret that California is in a drought.

Has your organization taken steps to reduce water use in your facilities, bathrooms, landscaping, kitchens, or other areas?

NOT ACTIVE 1 ● 2 ● 3 ● 4 ● 5 ● LEADING N/A ●

## WASTE



Many organizations are adopting a zero waste goal which leads to cost savings and in some cases additional revenue. Your trash can be someone else's treasure.

Has your organization taken steps to reduce waste, like conducting a waste audit, setting up waste stations that include trash, recycling and compost bins, or establishing partnerships to divert waste from the landfill? Do you know what your diversion rate is?

NOT ACTIVE 1 ● 2 ● 3 ● 4 ● 5 ● LEADING N/A ●

## HOW DID YOU SCORE?

Regardless of where you rank on sustainability, you've already taken a step forward by thinking about the actions your organization is taking toward positive improvement. And if you scored all 5's, congratulations!

We invite you to learn more about how you can begin or continue to accelerate your sustainability efforts and impact. REV's experts can help you develop a business case and a 5-year action plan including cost saving initiatives in all of these areas. To find out more, contact us at [info@revsustainability.com](mailto:info@revsustainability.com).