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## CORE Background Information

CORE is the oldest and largest trade association in the Rocky Mountain region dedicated to promoting sustainable business practices and a more responsible global economy. CORE is supported by membership fees and sponsorships from its 200+ member organizations, which range from large corporations to entrepreneurial ventures.

CORE is the regional leader in supporting and training companies to make their activities more sustainable while improving their financial performance at the same time. As a nonpartisan 501 c (3) nonprofit, CORE has aggregated best practices in order to offer consultation, collaboration and technology transfer to its members and others.

### History

CORE was formed in 2004 as the result of a merger between the Colorado Environmental Business Alliance (an association of environmental remediation, consulting and technology firms) and People Planet Profits, the former regional chapter of Business for Social Responsibility (an international nonprofit association of large corporations with a vested interest in sustainability issues).

A longtime member of the community with an experienced executive team and respected board, CORE has deeply rooted legacy relationships with local government and business.

### Mission

Educate, encourage and enable businesses to adopt sustainable strategies that promote economic growth, value and profit while reducing their harmful impacts on the planet and the environment. Propel American ingenuity into a leadership role for worldwide sustainable business practices and a more responsible global economy, thereby reversing the environmental degradation and social inequity often associated with economic development.

### Vision: It's not the business you do; it's how you do business

CORE is not alone in the view that the global economy is consuming the world's natural resources at a rate that puts future generations' use and enjoyment of those natural resources in jeopardy. CORE calls this the Global Sustainability Challenge. Creating a sustainable global economy requires implementing business practices that preserve the world's natural resources for the economic, environmental and social health and vitality of future generations.

Government policy may form the foundation of a sustainable global economy, but the business community is the ultimate driver. Companies that contribute innovative solutions to global economic sustainability challenges stand to reap very significant financial benefit. CORE calls this the Global Sustainability Opportunity.

But sustainability in the business sense is not about providing a product or service that is intrinsically environmentally or socially friendly. Nor is it a values-driven philosophy that demands doing right for right's sake. Sustainability means developing a strategy and operating a business in a responsible manner – one that preserves the resources on which its prosperity – and that of future generations - depends.

## **Product and Service Offerings**

CORE's programs are geared to provide support and practical strategies for companies seeking to do business in a responsible manner. They show clearly that sustainable business is good business.

Specific offerings include:

- Educational modules, on-line learning
- Consulting services and strategic planning
- Monthly breakfast meetings and other periodic networking opportunities
- Strategic partners and support groups
- Annual sustainability summit, including national and international keynotes, panel discussions, and sharing of best practices and latest developments
- Speakers forum to present at groups and audiences around the country
- Think tanks for business development and strategic refinement
- Academia partnering for generational awareness and skill-set adoption
- Global sourcing for idea review and recommendation
- Incubator partnerships for startup businesses

## **Management**

### **Graham Russell, Executive Director**

A prior board member and president of CORE, Graham Russell has nearly 25 years of CEO experience, mostly in the environmental services industry. In the late 1980s he implemented a successful consolidation in the then-emerging environmental laboratory industry. Recently he has consulted in the recycling and environmental services sectors. Russell has a B.A. from Cambridge University and an M.B.A. from the Cranfield School of Management in the UK.

### **Bernadine "Bernie" Edmonds, Director of Operations**

### **Mary Austin, Director of Business Development**

### **Board of Directors**

Bobbi Benson	Founder & Creative Director, Peace Together LLC
Alisha Boykin	Launch Pad LLC
Richard Eidlin	The Apollo Alliance
Dick Franklin	President & Founder, Envirobrand: sustainability consultants
Bob Helmuth	Pax World Management Corp.
Ben Huber	Transactional attorney, Greenberg Traurig, LLP
Christopher Juniper	Natural Capitalism Solutions
K.J. McCorry	President & Founder, Officiency Enterprises
Carolyn McIntosh	Environmental litigation attorney, Patton Boggs, LLP
Jeffrey Nathanson	Exec. Director of Business Development, National Jewish Health
Matt Rich	Thomas Weisel Partners
Mike Wright	President, Guaranteed Recycling Xperts
Jeff Yorzyk	Five Winds International

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