

*Can we create a sustainable future for our children?
Is an all organic McDonalds with green, renewable energy possible?
Does environmental responsibility have to cost more or mean a lesser lifestyle?
Can we have a win-win-win for business, our communities and the Earth?*

CON 12-17-11
DOC ID# 4129

**The Iowa Dept of Natural Resources
Spectrum Industries Recycling
Winneshiek Co. Board of Supervisors
Winneshiek Solid Waste Agency
ELCA Division of Church and Community
Izaak Walton League, Luther College
Oneota Community Coop, Storypeople**

are pleased to present

BUILDING SUSTAINABLE COMMUNITIES WITH THE NATURAL STEP

*a slide show and discussion about a creative new approach for
reducing costs, improving performance and becoming
environmentally and socially responsible based on consensus and
systems thinking. The goal of The Natural Step is to develop and
share a common framework comprised of easily-understood,
scientifically based principles that can serve as a compass to
guide society toward a sustainable future.*

7:00 pm

**SUNDAY, APRIL 9, 2000
GOOD SHEPHERD CHURCH
701 IOWA AVENUE, DECORAH, IA**

an earthyear 2000 event

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Oneota Community Coop, Storypeople**

are pleased to present

The Natural Step to Sustainability: A Win-Win-Win for Communities, Business and the Earth

*a creative new approach for reducing costs, improving
performance and becoming environmentally and socially
responsible based on consensus and systems thinking. Its purpose
is to develop and share a common framework comprised of easily-
understood, scientifically based principles that can serve as a
compass to guide society toward a sustainable future.*

2:30 pm

MONDAY, APRIL 10, 2000

WILDER BLDG. AUDITORIUM

NICC STAFF AND STUDENTS ENCOURAGED TO ATTEND

*Can we create a sustainable future for our children?
Can we protect the environment while increasing profits and meeting basic human
needs? Does environmental responsibility have to cost more or mean a lesser lifestyle?
Can we have a win-win-win for business, our communities and the earth?*

Iowa DNR Waste Management Assistance Division,
Winneshiek County Board of Supervisors & Solid Waste Agency,
ELCA Division of Church and Community, Spectrum Industries Recycling,
Izaak Walton League, Luther College, and Oneota Community Coop

are pleased to present

The Natural Step Sustainable Business & Community Seminar

a creative new approach for reducing costs, improving
performance and becoming environmentally and socially
responsible based on consensus and systems thinking. Its
purpose is to develop and share a common framework
comprised of easily understood, scientifically-based principles
that can guide society toward a sustainable future.

**In two parts: Monday, April 10 and Tuesday April 11, 2000
5:30-9:15 pm (registration at 5pm) at Baker Commons, Luther
College (on the north side of College Dr., across from the main campus)**

An all organic foods complimentary dinner is included.

**Seminar is free, but space is limited so pre-registration is
required. For more information: Heidi Swets, (319) 382-2451
email: heidi @ spectrum-industries.com Or call Spectrum
Recycling 382-6514**

(see additional events listed on reverse)

*"We must design a system...where doing good is like falling off a log, where the natural, everyday acts of
work and life accumulate into a better world as a matter of course, not a matter of conscious altruism."*

--Paul Hawken, author and founding chair of The Natural Step-US

"AN EARTH YEAR 2000 EVENT"

Passed out @ Earthyear 2000 mtg

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Terry Gips' Itinerary for Natural Step Education

Sunday, April 9 **"Sustainable Communities" presentation and slide show**
7 pm Good Shepherd Lutheran Church—Decorah

Monday, April 10

"The Natural Step to Business Sustainability: New Opportunities for Improving Profits, Performance and Customer Satisfaction in an Increasingly Competitive Marketplace"

7:30 -8:3am

Spectrum Industries—Decorah, 105 Railroad Ave.

Luther College Daily chapel speaker

10:00 am

Luther CFL

Decorah Chamber Luncheon Speaker

12-1:00 pm

Mabe's restaurant

Northeast Iowa Community College presentation: "The Natural Step to Sustainability—A Win-Win-Win for Communities, Business and The Environment"

2:30-3:30 pm

Auditorium, Wilder Building

"The Natural Step—Sustainable Business and Community Seminar" Part I

5:30-9:15 pm

(Registration at 5:00) In Baker Commons, Luther College

Tuesday, April 11

Oikos class: "Applied Environmental Philosophy"

10:30-11:30 am

Luther College, Kent Simmonds, instructor

Decorah Rotary Presentation

12-1:00 pm

Mabe's Restaurant

Senior Seminar in Environmental Studies

2:30-3:30 pm

Luther College, Dale Nimrod, instructor

Natural Step Sustainable Business and Community Seminar Part II

5:30-9:15 pm

(Registration at 5:00) In Baker Commons, Luther College

****For information about any of these events contact Heidi Swets @ Spectrum Industries Recycling (319) 382-6514 or (319) 382-2451**

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For the April Good Shepherd Newsletter:

CONSIDER THE NATURAL STEP

Can we create a sustainable future for our children? Can we "ease the squeeze" of declining resources and an expanding population? Must we choose between business and environment?

Come learn about The Natural Step, a creative new approach for addressing these pressing questions in a positive and hopeful way. It is framework for helping individuals and communities make sustainable decisions based on consensus and systems thinking. The Natural Step (TNS) originated in Sweden and is now used by a wide variety of businesses, communities, government agencies, academic institutions and individuals to create a win-win-win situation for communities, business and the earth.

Imagine a world where.....

- *industry, now often considered a major creator of environmental problems, leads the way to a cleaner, healthier environment for us all, even as financial savings and increased profits are achieved.
- * running out of resources is a thing of the past
- * landfills are virtually unnecessary
- *industry can save money and create jobs by investing in ecological restoration and public greenspaces
- *conservationists, real estate developers, industrialists, environmental activists, educators and main street business leaders can transcend partisanship and share a vision about how to build sustainable communities.

Terry Gips, economist, ecologist, author and president of Sustainability Associates in Minneapolis will discuss the principles of The Natural Step at a **free "Sustainable Communities" presentation at Good Shepherd Sunday, April 9 at 7pm.** After giving a brief overview of TNS, Terry will show some slides and describe the ways in which adoption of the "4 system conditions for sustainability" can help communities reduce costs, improve performance and become environmentally and socially responsible.

A more in-depth seminar on TNS will also be available to interested Winneshiek County residents in two parts, April 10 & 11 from 5:30 - 9 pm at Luther's Baker Commons. The seminar is free, and includes a complimentary dinner, but space is limited so pre-registration is required. For more information or to register call Heidi Swets at 382-2451 or 382-6514.

Terry will also speaking about The Natural Step at a number of other times in the Decorah area during his April 9-11 stay. The following is a brief listing:

(INSERT SCHEDULE)

See reverse →

These Natural Step community education events are being sponsored by The Iowa Department of Natural Resources, Spectrum Industries Recycling, the Winnebago County Board of Supervisors, Winnebago County Solid Waste Agency, the ELCA Division of Church and Community, Izack Walton League, Luther College and Oneota Community Coop

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February 23, 2000

Seminar proposal for Decorah Chamber Members:

"The Natural Step to Business Sustainability: New Opportunities for Improving Profits, Performance and Customer Satisfaction in an Increasingly Competitive Economy"

Businesses in our community are faced with a wide variety of challenges—from a squeeze on profit margins due to an increasingly competitive marketplace, employee recruitment and retention, government regulations and taxes. Terry Gips of Sustainability Associates in Minneapolis will share some creative new approaches being used by a range of small, medium and large businesses to address these issues. Companies such as McDonalds, Nike, Home Depot and Interface as well as farmers, architects, engineers and other professions are finding the Natural Step useful. Even whole communities are employing The Natural Step to position their economies, schools and governments to take advantage of opportunities in the new millenium.

Presenter Terry Gips is an economist, author, business consultant and president of Sustainability Associates in Minnesota. He has worked as a grain merchant and assistant to the chief economist at Cargill, Director of Ecological Affairs at Aveda Corp., Cooperative Extension Agent and White House Congressional Aide.

Terry's visit to Decorah is being made possible through a grant by the Iowa Department of Natural Resources and other funds from the E.L.C.A. Division of Church and Community and the Izaak Walton League. Other sponsors include the Winneshiek County Board of Supervisors/Solid Waste Agency, Upper Iowa Audubon, Luther College and Oneota Community Coop.

****Questions? Contact Heidi Svets. Spectrum Industries Recycling @ 382-6514 or at home 382-2451.**



BUSINESS SOLUTIONS Seminars



....your key to business success.

Trash Talk: A business approach to waste reduction and recycling

Presentation by Terry Gips, President of Sustainability Associates

This seminar will address ways that your business can increase recycling practices and reduce waste. Small and large companies throughout the world have successfully incorporated Mr. Gips principles into their business.

Why attend?

You will learn cost-effective and proven hands on approaches for waste reduction and recycling. Discover how incorporating sustainability into your business can save money, eliminate regulatory burdens, strengthen recruitment and expand customer loyalty.

"Trash Talk" will be held at Spectrum Industries meeting room. Preregistration is NOT required and the seminar is free.

April 10, 2000

7:30 - 8:30 a.m.

Spectrum Meeting Room

105 Railroad Avenue



Nordic Fest, Inc. Seeks Grand Marshall/Flag Recipient Nominations

The Nordic Fest Board is requesting help from the community in selecting the Grand Marshall and Flag Recipient for the 2000 Nordic Fest.

The Grand Marshall and Flag Recipient are traditionally citizens who have exhibited outstanding community commitment and service. They are honored during the Nordic Fest Opening Ceremonies scheduled for Thursday, July 27. They also participate in the Nordic Fest parade

Nominations may be submitted to "NORDIC FEST NOMINATIONS", P.O. Box 364, Decorah, IA 52101 through April 28, 2000. Submissions should include the nominee's name and a brief description of why they are being nominated. The submitter's name, address and telephone number should also be included.

"2000 Reasons to Love Nordic Fest" is the theme for the 34th Annual Nordic Fest, July 27-30, 2000.

Tune in to "Discover Decorah", the monthly Chamber radio show

Learn about upcoming events, new programs and the latest area news



Tuesday, April 25 at 8:30

a.m.

KDEC AM 1240

WANTED

INDIVIDUALS WHO LIKE TO TALK
AND MEET WITH FELLOW
BUSINESS PEOPLE

If you encounter a person fitting the above description, immediately call the Chamber and recommend them for the

Ambassador Committee

Decorah
Chamber
newsletter

DNR copy

see reverse
→

the March Career Fair:

- Marathon Media
- McLeod USA
- Complete Consulting
- Cook Construction of Iowa
- Fred Carlson Company
- Volturner Electric
- Wicks Construction
- Iowa State University Admission
- Northeast Iowa Community College
- Luther College
- Community First National Bank
- H & R Block
- Pinnacle Financial Group
- Security Bank and Trust
- Viking State Bank and Trust
- Decorah Police Department
- Decorah Public Library
- Upper Explorerland Regional Planning Commission/JTPA
- Iowa Workforce Development
- U.S. Army Reserves
- U.S. Army
- United States Marine Corps
- Aase Haugen Homes
- Chiropractic Offices
- Decorah Clinic/Mayo Health System
- Nelson Dairy Consultants
- Winneshtiek County FSA - USDA
- APAC Customer Services
- Cellcom
- KDEC/DC 100.5
- Donlon Snyder Pharmacy
- Gunderson Lutheran Medical Clinic
- Team Rehab
- Winneshtiek County Memorial Hospital
- Winneshtiek County Public Health Nursing Service
- Camcar-Textron Fastening Systems
- Deco Products
- Iowa Rotocast Plastics
- Rockwell Collins
- Careers in Ministry
- Decorah Covenant Church
- First Lutheran Church
- Ecilips
- Friest Realtors
- Hacker, Nelson & Co. P.C.
- Lutheran Brotherhood
- Opportunity Homes, Inc.
- Spectrum Industries
- Winneshtiek County Bar Association
- Courtesy Corporation/McDonald's
- Oncoia Food Co-op
- Pizza Hut
- Pizza Ranch
- Decorah Bicycles
- Decorah Planipeddler
- Wal-Mart

Welcome new Members

April 3
"Learn About the 2000 Winneshtiek County Fair"
 12:00 p.m.
 Winneshtiek County Agricultural Association
 Winn. Co. Fairgrounds, Community Bldg.

April 10
"Natural Steps"
 Terry Gips
 12:00 p.m.
 Villager Lodge

April 17
"Small Business Administration and Your Business"
 Diane M. Reimertson, SBA Specialist
 12:00 p.m.
 Villager Lodge

April 24
"Discussion on Winneshtiek County Hospital"
 Allan Atkinson, CEO
 12:00 p.m.
 Villager Lodge

- Fred Carlson Company
- Letterwerks
- Nordic Speedway Ltd.
- New York Life
- Yennejhem
- Nob Hill Supper Club
- H & R Block
- Ozzie's Outdoors
- Henzler's Garden Shop

- Board of Directors**
- Bob Cowie, President
 - Miller Law Firm
 - Brenda Taylor, Vice President
 - McLeod
 - Karl Magnuson, Treasurer
 - Magnuson Consulting
 - Gert Barth
 - Super 8
 - Alan Ellickson
 - Camcar/Textron
 - Carol Gluth
 - Telnet of Decorah
 - Dick Horne
 - Winneshtiek County
 - Extension Service
 - Bob Holtan
 - KDEC & DC 100.5
 - Kirk Johnson
 - Decorah City Council
 - Dr. Kelly Reagan
 - Chiropractic Offices
 - Ken Vande Berg
 - Northeast Iowa
 - Community College
 - Mike Voltmer
 - Volturner Electric
 - Julie Vulk
 - Farm Service Agency
 - Margaret Walter
 - Margaret's
 - Troy Whitehill
 - Viking State Bank & Trust
 - Jessica H. Solum
 - Executive Director
 - Marlynn Larson
 - Executive Assistant

Thurs. June 22
Decorah Journal

NEWS

Spectrum, library offer book discussions in July

Area residents starved for signs of hope in a world filled with human and environmental loss may be interested in participating in July discussion groups, according to Heidi Swets, Spectrum Industries recycling education coordinator.

The topic will be "Natural Capitalism: Creating the Next Industrial Revolution." by Paul Hawken, and Amory and Hunter Lovins.

The two-evening discussion group will be held Wednesday, July 5 and Tuesday, July 18 at the Decorah Public Library from 7-9 p.m.

Copies of selected chapters from the book are available at the library for a small fee. They can also be downloaded from www.naturalcapitalism.org or read at the library where the book will be on reserve.

While traditional capital is generally thought of as accumulated wealth in the form of investments, factories and equipment, natural capital includes resources, living systems and ecosystem services.

"As more people and businesses

place greater strain on living systems," say the authors, "limits to prosperity are coming to be determined by natural capital, rather than human prowess."

"This is an extremely uplifting and exciting book to read because it focuses on possibilities that already exist," says Heidi Swets, discussion group organizer.

"Literally hundreds of documented cases where the strategies of natural capitalism have stimulated innovations which have dramatically improved lives, restored the environment and promoted economic stability."

The discussion sessions are part of a series of follow-up events to the Natural Step trainings and presentations which took place in April of this year, sponsored by Spectrum, the Iowa Department of Natural Resources, Winnebago County, Luther College and several Decorah area businesses.

More information about the discussion group can be obtained by calling Swets at 382-6514 or visiting the public library in Decorah.

*Info given to
Public Library
to hand out
to book discussion
inquirers*

NATURAL CAPITALISM BOOK DISCUSSION GROUP
Natural Capitalism: Creating the Next Industrial Revolution, by
Paul Hawken and Amory and Hunter Lovins

Wednesday July 5 and Tuesday July 18, 2000
7 - 9 pm, Decorah Public Library Public Mtg. Rm.

***We will be reading selected chapters only:**

For July 5—Chapters 1, 4, and 5; For July 18—Chapters 7 and 14

***No need to buy the book. Here are the choices for reading the material:**

-Option #1: Both the Decorah Public Library and Luther Library have a copy of Natural Capitalism on reserve, under the name "Swets." This means you must read it in the library.

-Option #2: You can download (and print off if you like) desired chapters from the web site at

www.naturalcapitalism.org

The steps for doing this are:

- 1. Go to the web site and click on "Read the book."**
- 2. Click on "Book excerpts and downloadable chapters."**
- 3. Find the appropriate chapter & click on "more..." after the title.**
- 4. Click on "Download the entire chapter" under the title. The computer will use Adobe Acrobat Reader to download the material.**
- 5. After the computer shows you it's downloaded the chapter, click on the printer symbol on the far left of your toolbar and the printing process will begin. If you do this on a library computer, you will be charged for the copies.**

-Option #3: Some copies of downloaded chapters will be available at the library information desk for .75 each. This is substantially cheaper than buying the entire book, although it's worth it!

(over)

***Facilitators for the two discussion sessions will be Erik Erikson (for July 5) from Canton, Mn., a long-time proponent and student of sustainability issues. He has lectured on and led other discussion groups on this topic and has a compelling interest in sharing new ideas via a "community study group."**

For July 18 our facilitator will be Steve McCargar from Decorah, a community educator and activist for over 25 years in the areas of land preservation, energy conservation, and food.

This event is being sponsored by Spectrum Industries Recycling Education program as a follow-up to the NATURAL STEP EDUCATION PROJECT which took place April 9-11 of this year.

For more information please call Heidi Swets at 382-6514 (Spectrum) or 382-2451 (home).

~~AN EARTHYEAR 2000 EVENT~~

Spectrum offers program on natural capitalism

A video featuring author and sustainability proponent Paul Hawken discussing natural capitalism will be shown at Decorah Public Library Wednesday, June 28 at 7 p.m. in the public meeting room.

Hawken is a business leader and leading architect and proponent of corporate reform with respect to ecological practices.

He has written "Growing a Business," which aired as a PBS series in 115 countries and his "Ecology of Commerce" continues to have a large impact on business and government.

He also helped found "The Natural Step" in the U.S. and internationally and advises many companies on sustainability issues.

Hawken's most recent book, "Natural Capitalism: Creating the Next

Industrial Revolution," which he co-authored with Hunter and Amory Lovins of the Rocky Mountain Institute (RMI), is fast becoming a "blueprint for a new economy" in which business and environmental interests overlap.

"Natural Capital," says the RMI, "refers to the natural resources and ecosystem services that make possible all economic activity, indeed all life. These services are of immense economic value; some are literally priceless, since they have no known substitutes. Yet current business practices typically fail to take into account the value of these assets - which is rising with their scarcity. As a result, natural capital is being degraded and liquidated by the wasteful use of such resources as energy, materials, water, fiber and topsoil."

The Hawken video will explain how businesses and industry, using the four interlinked principles of capitalism, can transform our view of the role of commerce in shaping our future.

Following the showing, Andy Johnson of Resource Conservation and Development for NE Iowa will share his experience as a participant in a natural capitalism seminar for Iowans, sponsored by the Iowa Department of Energy and RMI in Des Moines.

This free event is sponsored by Spectrum Industries' Recycling as a follow-up to the "natural step education" project that took place last April.

For more information, call Heidi Swets at Spectrum Recycling, (319) 382-6514.

23, 2000	Sat. June 24, 2000	Sun., June 25, 2000	Mon., June 26, 2000	Tues., June 27, 2000
9 am	Sunrise 5:29 am	Sunrise 5:29 am	Sunrise 5:30 am	Sunrise 5:30 am
pm	Sunset 8:52 pm	Sunset 8:52 pm	Sunset 8:52 pm	Sunset 8:52 pm
15:23	Daylight hrs. 15:23	Daylight hrs. 15:23	Daylight hrs. 15:22	Daylight hrs. 15:22
h 79	Average high 79	Average high 79	Average high 79	Average high 79
/ 55	Average low 56	Average low 56	Average low 56	Average low 56
102 (1911)	Record high 102 (1910)	Record high 102 (1911)	Record high 101 (1913)	Record high 104 (1913)
42 (1959)	Record low 37 (1942)	Record low 40 (1926)	Record low 34 (1926)	Record low 35 (1926)

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Conditioners,
Balers & V Rakes

BURG'S

HOME & AGRI CENTER

CROSSROADS Hwys. 9 & 52
Decorah - Ph. 319-382-9675

We Are OPEN 7 DAYS A WEEK!

Tues. June 20, 2000 - Decorah Journal