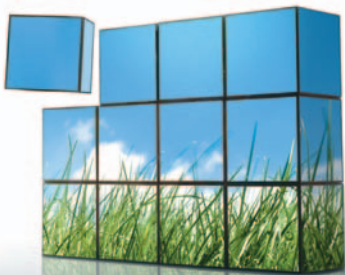


DISCOVER

THE REAL WEST VIRGINIA FOUNDATION

Spring 2011

Building a 21st Century Sustainable Economy



West Virginia Sustainability Summit & Expo

“Meeting the triple bottom line—people, planet and profit”

More than 180 people gathered in Morgantown on November 12 for the West Virginia Sustainability Summit & Expo. The Discover the Real West Virginia Foundation (DRWVF), in partnership with the Center for Economic Options (CEO), organized the all-day event designed to

it results in growing local economies by supporting small to medium sized businesses, while at the same time reducing our carbon footprint. Sustainable jobs are those that are focused on driving sustainable economic prosperity, ensuring efficient use and conservation

profits. Sustainability is a “new direction in business,” and “companies in the State are already participating in sustainable practices,” Dempsey said. Dr. Neil Hawkins, vice president of sustainability and environment, health and safety for Dow Chemical, delivered



Dr. Neil Hawkins, vice president of sustainability for The Dow Chemical Company, delivers morning keynote address.



Sustainable businesses showcase products at Expo.

put West Virginia at the forefront of the rapidly growing sustainable business movement. Noting the reason for the event, Sara Dearing, executive director of DRWVF, commented that “the Sustainability Movement around the world is continuing to grow and it’s important that West Virginia be positioned to take advantage of this opportunity to remain competitive in the global economy.”

The event highlighted businesses that are transitioning or actively engaged in the green economy and examined emerging sustainable business opportunities and entrepreneurship. Building local sustainable economies, the competitive advantage of sustainable business practices, and job training, were also discussed. The event also explored the importance of “buying local” and how

of existing resources, promoting renewable and alternative energy production, preserving, and enhancing environmental quality and improving the social conditions of employees and customers. Senator Jay Rockefeller, one of the event’s keynote speakers, stressed “the importance of preserving existing industries and jobs, protecting the environment and growing our State’s economy while creating new employment and new skill sets of training. I have no doubt that West Virginians and our businesses can lead the way.”

Speakers and panelists, including the event’s emcee, Mark Dempsey, vice president of DRWVF and vice president of external affairs for Appalachian Power, emphasized that sustainability is reducing costs, saving energy, and increasing

the morning keynote address providing an overview of Dow’s history of using sustainability not only as a way to reduce its energy footprint, but also a business driver. In 2005, as a result of its sustainability goals, Dow Chemical saved more than \$5 billion with a \$1 billion investment, reduced solid waste by 1.6 billion pounds, reduced water use by 183 billion pounds, and saved 900 trillion BTU’s of energy.

In addition, sustainable or “green” products and services are in demand around the world. Trey Dunham, marketing director for SustainU, explained that CEO and founder Chris Yura created the company after being involved in the fashion industry. Yura didn’t like the fact that college and university apparel often represented the mistreatment of workers

in sweatshops around the world and the waste of materials. SustainU, headquartered in Morgantown, makes clothing entirely in the United States and out of 100 percent recycled materials. The company sells collegiate items and has licenses with more than 50 schools. "SustainU focuses on the value of caring about people and future generations, as well as creating jobs," Dunham said.

West Virginia University's president Dr. James Clements, spoke of the university's long-term commitment to helping the state and country become more sustainable. Clements said WVU has

directed towards creating opportunity, cultivating responsibility, becoming more frugal and ultimately more self-reliant—an economy where we think of people and the environment in our decisions.

During the luncheon, the Center for Economic Options announced that it has teamed up with Monster.com to create the Green Business, Green Jobs Accelerator, a web site which will connect small businesses with one another, and with resources and broader markets. "With the need for the state to begin developing a more diversified economy and to understand the business

Agriculture at West Virginia University. "From 2006 – 2009 sales at the Morgantown farmers' market increased three-fold," Brown stated. Carl Irwin, Ph.D., director of Industries of the Future – West Virginia, spoke about the enormous opportunities related to "transtech energies" or energy technologies that significantly reduce greenhouse gas emissions and are "essential parts of the transition to an advanced, sustainable, lower carbon economy of the future." Transtech energies include energy recycling, the capture and productive uses of CO²,



Executives and community leaders gather in Morgantown to learn about sustainable business opportunities.



Senator Jay Rockefeller addresses Summit audience on the importance of sustainability.

been proactive in adopting sustainability practices on campus, and can be seen as a role model with its energy-related research, recycling programs, green building initiatives, and student involvement.

The event's luncheon keynote speaker, Anthony Flaccavento, founder and president of SCALE, Inc., and an organic farmer, has been working on community environmental and economic development in central Appalachia for the past 25 years. Mr. Flaccavento spoke about the importance of "buying local" and noted that "there is a large disconnect between where our products come from, how it gets here and our awareness of these inherently unsustainable systems." He spoke about building an "affectionate economy," a locally rooted, diverse, innovative and entrepreneurial economy

opportunities and increased profitability that could come from being more sustainable—the Green Business, Green Jobs Accelerator was the perfect solution," said Pam Curry, executive director of CEO. CEO plans to launch the site in March.

From coal to chemicals, global business giants to local farmers, the sustainability movement rests on innovation. Afternoon panels highlighted emerging opportunities for sustainable businesses, including sustainable energy, building, and manufacturing and examined green job resources, training and certification. "About 16% of the American population is committed to organic products. This niche is growing and it's a big opportunity," said Cheryl Brown, Ph.D., associate professor in the Davis College of

renewable energies, and energy efficiency, to name a few.

Chase Foundation was the lead sponsor of the event. Other sponsors included West Virginia University, AT&T, Chesapeake Energy, Verizon, and the Robert C. Byrd Institute (RCBI) at Marshall University.

During the event's closing, audience members discussed next steps including the need for retraining programs for transitional employees and educating the banking community and appraisers on the value of sustainability. Event organizers are currently reviewing ideas captured at the Summit to host a more focused sustainability event in 2012. You can review the entire event proceedings paper at www.economicoptions.org.

Center for Economic Options and Monster.com Team Up to Create Green Web Site



Q&A with Pam Curry, Executive Director, CEO

Q: The Accelerator idea has been in development for a while, how did it come about?

A: In 2004, CEO and Discover the Real West Virginia foundation co-hosted a summit on small-scale manufacturing to draw attention to this sector's importance to our economy. At this summit, the business owners spoke loud and clear about their desire for a way to more easily connect with one another and with information, resources and markets. Many suggested that a virtual center such as a website would be most helpful and they suggested that CEO take the lead on its development.

In the intervening years, CEO became increasingly focused on the national growth and emphasis on sustainable or "green" business trends, and wanted to make sure that businesses here in West Virginia were able to access and benefit from these new opportunities. It also became increasingly clear that we needed to develop a more diverse and competitive economy. That gave us the idea to develop a website that would meet business and workforce needs while also providing resources and information about sustainability and the green marketplace. We named our new website the Green Business, Green Jobs Accelerator.

Q: What services and information will people be able to get from the Accelerator?

A: The services offered through the Accelerator are free of charge, and available to the public. Business owners will be able to join and create interest groups (called "communities") that best fit their business needs. For example, there are groups for sectors such as sustainable agriculture and renewable energy, as well as for students interested in green careers. Through the communities, people can subscribe to rss feeds, participate in blogs and discussions, and create virtual communities where entrepreneurs, business owners and learners can connect to support networks of peers.

The site also contains a rich collection of resources that we will continue to grow. These resources include information about state and federal assistance programs, and financial resources that are available. Because of our partnership with the Community and Technical Colleges through the GREEN-UP grant, the Accelerator contains connections and information about programs, resources, and online tools to help in all stages of job and career development. And of course, the partnership with both Monster.com and WorkForce West Virginia makes the Accelerator a one-stop shop for green career information, job searches and job placement.

The site also features a Green Business Directory which helps customers by showing the location and description of green businesses, and our "Shades of Green" Certification Program which is a self-assessment and education tool for business owners.

Networking is an important part of the Accelerator website. Clients will be able to fully manage their profiles, find other clients with whom to connect, and build professional networks which can assist with job searches and business development. Clients will be able to select the frequency of contact they desire and to specify types and formats for the information they receive.

It's heartening to us at CEO that work we started years ago has resulted in this. We are looking forward to working with our partners to help make the Accelerator a truly interactive, important tool for our state's workers, businesses, entrepreneurs, and the environment.

Q: How did your partnership with Monster.com come about?

A: CEO is a member of the West Virginia Energy Sector Partnership which applied for and received a grant from the US Department of Labor in support of the "WV GREEN-UP" project. WV GREEN-UP is a coordinated effort between WorkForce West Virginia, the West Virginia Community and Technical Colleges System, and other partners to create green jobs and businesses. CEO's role in the WV GREEN-UP project is to initiate green entrepreneurial development, on-line job training, and job placement – all through CEO's Green Business, Green Jobs Accelerator program. With funding support from the project, CEO established a partnership with Monster.com which is a world leader in both website development and career advancement and job placement, to help us develop this important resource for the state.





Senator Jay Rockefeller highlights West Virginia's Security Assets.



Dr. Bojan Cukic of West Virginia University (CITeR) showcases latest biometrics research to former Governor Joe Manchin.

Biometrics and Forensics takes Center Stage

It's no wonder that Wes Bush, president and CEO of the Northrop Grumman Corporation, once referred to north central West Virginia as the "Silicon Valley of America's biometrics activity." The State's thriving cluster of large and small biometrics companies, government agencies, university research facilities and business resources has positioned West Virginia to lead the nation in personal and national security.

On October 6, Senator Jay Rockefeller and then-Governor Manchin teamed up for the third consecutive year to showcase the State's security assets to more than 120 executives at the Biometrics Investment Seminar and Expo in Washington, DC. The event was specifically designed for out-of-state security and biometrics industry executives to explore business partnerships, research synergies, and investment opportunities in West Virginia. A number of West Virginia security and biometrics firms and organizations were on hand to network with event attendees.

West Virginia's proximity to Washington, D.C. and its low cost of doing business, as well as assets including the Federal Bureau of Investigation's Criminal Justice Information Services Division (CJIS), the FBI's new Biometric Center of Excellence,

Biometric Services International, the Department of Defense Biometrics Fusion Center, and the top-notch forensic and biometric programs at Marshall and West Virginia Universities have made the State an optimal location for biometric, identity management and security-related industries. World-class companies like Azimuth, Inc., Lockheed Martin, ManTech

"The Annual Biometrics event in DC has enabled us to market our capabilities and service offerings to a wide variety of officials and potential customers."

*Chirag Patel
President and CEO of
Innovative Management &
Technology Services, LLC*

Security Technologies, Booz Allen and Northrop Grumman all have a presence in West Virginia.

Previous events have resulted in consulting contracts and teaming agreements for submitting government RFPs for West Virginia companies. "This year's biometric event held in

Washington DC was another huge success," said Bob McLaughlin, president of the I-79 Development Council. McLaughlin said that he spoke to two companies at the event who have recently established offices in the State about their continued interest in North Central West Virginia, and was approached by a first-time attendee from a DC company who indicated his interest in pursuing investment in the State.

"These events continue to reinforce the positive image of the state, and give West Virginia companies an opportunity to interact with numerous DC based biometric companies to discuss their capabilities and the potential for partnering in the future." McLaughlin said. "The Annual Biometrics event in DC has enabled us to market our capabilities and service offerings to a wide variety of officials and potential customers," said Chirag Patel, president and CEO of Innovative Management & Technology Services, LLC, located in Fairmont.

The event was organized by DRWVF, the West Virginia Biometrics Initiative, the I-79 Development Council and the West Virginia Development Office, with West Virginia University and Marshall University playing significant roles.



Geoffrey Canada, president & CEO of the Harlem Children's Zone touts educational reform.



(left to right) DRWVF's board of directors Lloyd Jackson and Tom Heywood; Senator Jay Rockefeller and keynote speaker Geoffrey Canada.

National Pioneer in Education and Early Childhood Development Geoffrey Canada – delivers keynote at DRWVF's Inaugural Speakers' Forum

Years ago, Geoffrey Canada found himself asking what it would take to change the lives of poor children, not one by one, but on a larger scale, and one that could be replicated nationwide? His quest for an answer led him to create the Harlem Children's Zone, a 100 block laboratory in central Harlem where he has tested new and sometimes controversial ideas about poverty in America. Canada's conclusion, as outlined in the book **Whatever It Takes** by Paul Tough—if you want poor kids to be able to compete with their middle-class peers, you need to change everything in their lives—their schools, their neighborhoods, even the child-rearing practices of their parents.

Geoffrey Canada, president and CEO of the Harlem Children's Zone, is nationally recognized for his pioneering work helping children and families in Harlem and as a passionate advocate for education reform. On April 19th, Canada delivered the keynote address to a crowd of over 300 people, many of them on the front-lines of early childhood development in the State during DRWVF's first-ever Speakers' Forum. The inaugural event which focused on education was titled: *Planting the Seeds for our Economic Future through Early*

Childhood Development. Event partners included The Benedum Foundation, and IMAGINE West Virginia. Benedum Foundation was the lead sponsor of the event, additional sponsors included Thomas Health System, BrickStreet Insurance, Appalachian Power, Bowles Rice McDavid Graff & Love LLP, United Bank and Jackson Gas Company.

If you want poor kids to be able to compete with their middle-class peers, you need to change everything in their lives—their schools, their neighborhoods, even the child-rearing practices of their parents.

Geoffrey Canada

The HCZ's project called "one of the most ambitious social experiments of our time," by the New York Times Magazine, "combines educational, social and medical services. It starts at birth and follows children to college. It meshes those services into an interlocking web,

and then it drops that web over an entire neighborhood....The objective is to create a safety net woven so tightly that children in the neighborhood just can't slip through." The HCZ pipeline which begins with The Baby College, a series of workshops for parents of children ages 0-3, includes in-school, after-school, social-service, health and community-building programs.

During the Charleston event, Mr. Canada spoke about the success of the Harlem Children's Zone and how inner-cities and rural Appalachia share many of the same challenges with regard to Early Childhood Development and how initiatives that he has implemented in Harlem can be successfully adapted in West Virginia.

The luncheon was followed by a smaller community-focused roundtable on the West Side of Charleston where Geoffrey Canada and Senator Jay Rockefeller joined key stakeholders, including Pastor Matthew Watts, HOPE Community Development Corporation; Ralph Miller, Charleston Community & Family Development Corporation; Delegate Meshea Poore, Dr. Ron Duerling, superintendent of Kanawha County Schools, and Mellow Lee, principal for the new West Side School, to name a



Ralph Miller (right) presents Dr. Ron Duerring with a donation to provide for a medical facility for the new West Side Elementary.



A crowd of 300 statewide leaders attend DRWVF's Inaugural Speakers' Forum in Charleston.

few. The purpose of the roundtable was to bring community members to the table to discuss challenges and begin a dialogue on possible solutions for the community.

Much of the roundtable discussion focused on how to incentivize people to work together, the importance of ensuring accountability by collecting data on the children in the community, creating an integrated plan that connects quality services for children, and ultimately where to start. Canada pointed out, that you can either rescue the kids in crisis or build an HCZ-like pathway to success for all kids, but you can't do both. "Communities need to create role models for youth and change the image kids have for themselves and their future in the community. This will take time to build, but it must be done—a vision must be created," said Canada. He relayed specific examples

of his work at HCZ including successfully enticing kids to lose weight by taking them to Disneyworld, or providing a stipend of just \$25-30 to children who work in HCZ's programs as a way to keep them from joining gangs or finding money elsewhere. As Canada explained, "we don't get rid of gangs, we compete with them and it's often this little bit of money that stands between them and their future."

Noting the impact of the Roundtable,

Ralph Miller commented that "Mr. Canada's visit inspired all of us to believe that great things can be done even in our most challenging communities when government, businesses, foundations, community organizations and individuals partner together to make more efficient use of existing resources and seek to attract new ones to improve the lives of our children and families."

Since the Roundtable, community



members have been meeting to continue the dialogue and seek solutions. During the past year, members worked together to apply for the competitive US Department of Education's Promise Neighborhood grant. Although, the community did not receive a grant award, the process provided a great motivator for community members to come together and collaborate.

The Benedum Foundation has since

provided a grant to the West Side community to provide funding for Social Solutions (the data firm that works with the Harlem Children's Zone) to work in a similar capacity with the new West Side elementary school and with the numerous social service agencies on the West Side to track the needs, services and progress of the families served. In addition, numerous West Side organizations have signed a MOU to collaborate and share data.

Last month, the new West Side School being built off of Kanawha Boulevard got a huge boost from the community in the form of a \$600,000 donation to build a state-of-the-art medical facility inside the school. Ralph Miller spearheaded the fund raising effort. Eighteen donors contributed to the effort.

As Canada and community leaders on the West Side would

agree—for children to do well, their families have to do well. And for families to do well, their community must do well. Thus, all aspects of a child's life including his or her healthcare, must be a factor in improving the lives of our children.

By addressing the needs of the entire community, HCZ and the West Side community do not simply want to help children beat the odds; they want to change the odds.

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