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# Sustain Dane Newsletter

## On Business and Sustainability

### Letter from the Executive Director

Sustainability and business development are topics you may not have heard together often in the past. In fact, many might argue that the two are at odds with one another. On one hand, we recently heard in the news about the first hand effects of rampant consumerism when a man, a 270lb 6ft-5in tall man, Jdimytai Damour, was trampled to death by a hoard of frenzied shoppers at the opening of a Wal-Mart in New York on the day after thanksgiving, ominously known as Black Friday. On the other hand, many others see sustainability as a tremendous opportunity, perhaps the only way to begin a shift away from the unsustainable ways that have dragged us in part into our current economic situation towards a new way of doing business. For example, the UW Business School is stepping up in it leadership role and hosting [a statewide conference on sustainability and economic development](#).

In this issue, we are focusing on sharing stories about a few of the area's most exciting and promising programs, projects, organizations and people that see the strategic importance of sustainability for healthy and long-term economic vitality in the 21st Century but also recognize business's place in the triple bottom line of people, planet and profit .

Speaking of looking forward, there are a few other important topics I need to share with you. The first is the announcement that [we are hiring a new Executive Director at Sustain Dane](#). For those of you that haven't heard, this exciting development came at my recommendation to our Board of Directors. This decision recognizes that Sustain Dane's work over the past 10 years and the circumstances surrounding us have put Sustain Dane in a position of great opportunity. To help further accelerate the transformation of the greater Madison area into a truly sustainable community and to help Sustain Dane achieve its fullest potential, we believe new and experienced leadership can get help us to facilitate change even more quickly and with even greater impact.

As for my role, I will be continuing with the organization and I'm looking forward to getting a colleague who can help me develop my skills and understanding of sustainability.

As the new Executive Director comes on board at some point in the new year, I have two requests of you. The first is to introduce yourself to the new Executive Director and share with them your efforts and ideas for a sustainable future. [Click here to visit an easy](#)

[online questionnaire to share your thoughts for a sustainable community](#). As always, Sustain Dane's success will continue to depend on the partnerships and collaboration approach we take towards every challenge we face.

Secondly, I ask that you make a [year-end contribution](#) to Sustain Dane to help ensure that we will have the capacity to provide our continued leadership [on efforts that significantly influence and impact regional sustainability](#). For any individual that makes a contribution of \$100 or more during the month of December, they will receive one FREE [Madison area MeGoGreen Guide](#) (a \$20 value) or a FREE copy of "[Energy in America](#)" by local author, Ingrid Kelley (a \$30 value).

Enjoy this newsletter and I can guarantee you CHANGE is coming.

Sincerely

Bryant Moroder  
Executive Director  
Sustain Dane