



**Membership Meeting
in January to Spotlight
Climate Change**

Climate change is set to usher in a once-in-a-millennium restructuring of our global economy.

The first Tabor 100 meeting of the New Year will focus on "Climate Change & Business Opportunity." Throughout 2008, Tabor will work to put climate change on the radar of business executives, and ensure that economically disadvantaged communities are able to fully participate in the "green jobs" movement.

This special General Membership meeting will be held 10 a.m. to noon on Saturday, Jan. 26 at Mount Zion Baptist Church, 1604 19th Ave., Seattle.

This meeting is open to the public, and a special invitation has gone out to the minority business community to make this a multi-cultural event.

"As business owners, even the smallest of firms have a role to play," said Tabor 100 President Dr. Skip Rowland. "This event is meant to provide some education and awareness about the issue of climate change as a concern of business owners."

Rowland said there will be subsequent meetings that delve into more tactical things that members and the community can do, such as individual strategic planning.

"At this meeting we hope you will come away with a greater appreciation for the issue and can even begin your own process of considering how you and your firm can participate in being part of the solution," Rowland said.

SPECIAL ISSUE ON ENVIRONMENT

Tabor Explores the Business Case for Climate Change

By Glenn Gregory
Climate change is real, its effects are upon us, and it's going to force major changes in the way we do business. Ecological and economic impacts could be devastating if left unchecked. But,...there are huge opportunities for businesses that gear up to provide new solutions.



That was the message of the 2007 Regional Leadership Conference sponsored by the Seattle Chamber of Commerce on the topic, "The Business of Climate Change: A New Leadership Opportunity." More than 260 people attended the conference, held October 17-19 at the Fairmount Hotel in Vancouver, B.C.

The conference co-chairs, Kathy Lombardo, Vice President, CH2MHill, and Don Stark, Founder of Gogerty Stark Marriott, kept the agenda moving and on focus.

Among the attendees were Tabor President Dr. Skip Rowland and Treasurer, Glenn Gregory. Both Skip and Glenn are active in the Seattle Chamber —Skip, as Executive Director of the Chamber's Urban Enterprise Center (UEC), and Glenn is one of the newest members of the Chamber's Board of Trustees.

Washington Gov. Christine Gregoire, King County Executive Ron Sims, Seattle Mayor Greg Nickels, and Tabor 100 Crystal Eagle awardee Steve Reynolds,

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Tabor Member Cultivates Partners in Developing Biofuel Crop in Africa

By Victor M. Andino
The global nature of climate change means there are special opportunities for foreign trade and investment. Exploring those opportunities is a natural fit for Tabor member Mat Harris, who has positioned his African and Caribbean trade and investment business to capitalize on it.



The jatropha plant is in use as a biofuel plant in other countries.

"There are businesses in the U.S. looking for locations in Africa to grow different types of vegetation to be used for

biofuels. It's a cash crop," Harris said. "The intention is to take the

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Entrepreneur Creating Home of the Future: Energy Efficiency Incorporated into Design

By Victor M. Andino
Platinum Business Group is at the forefront of integrating climate change into its business model.

Platinum's president, Tabor member Daniel J. Seydel, has recent experience applying environmentally sustainable products to a home-building project in Shelton, Washington. The project is the centerpiece of Platinum Development Northwest, LLC, the construction arm of his business.



Seydel

The core and shell of the home is being constructed using recycled products that score points for Leadership in Energy and Environmental Design (LEED). Structures that are designated as LEED buildings use sustainable green building and development practices.

"My construction management company is dissecting all the costs and building methods so we can market this through the design-build construction company," Seydel said. "We want to see how we can use more environmentally responsible products and train future construction leaders."

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Climate

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CEO of Puget Sound Energy, were speakers, along with leaders from both the public and private sectors who are working to address challenges and identify opportunities resulting from climate change.

There was majority agreement that climate change is a man-made crisis that must be addressed immediately. "The science is not in doubt. The evidence of global warming is indisputable," said Gregoire.

And the impacts will affect us all.

Sims gave an impassioned speech about the effects of climate change and offered excellent insights. At the heart of the matter, said Sims, is that rising CO₂ levels, which are a direct result of burning fossil fuels, is heating our planet and initiating vast changes in global topology and ecology.

Weather is becoming more severe (hurricanes, typhoons, etc.) Some areas are experiencing unprecedented drought, while others see significant increases in rainfall. Glaciers are melting, and plants, insects and other forms of life traditionally seen in warmer climates are now appearing in areas that were traditionally frozen.

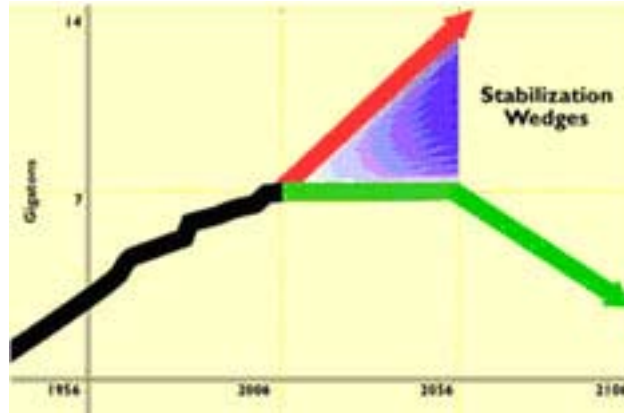
"We must be warriors of the heart and foot soldiers in the battle to reduce both energy consumption and greenhouse gases," said Rowland. "The future of our planet, and our survival as globally competitive businesses, depend on it."

The Global Economy

In his presentation, K.C. Golden, policy director for Climate Solutions, said "climate change will force a once-in-a-millennium restructuring of our global economy." He said as world economies adjust to the end of an era in which growth relied on cheap, plentiful oil and conspicuous consumption, businesses would be forced to

The Positive Effect of Curbing Greenhouse Gases

Scientists estimate that in order to merely keep greenhouse gas concentrations at current levels the world must reduce emissions by 7 billion tons/year thru 2054. These reductions are represented below.



shrink their energy consumption.

Golden's presentation covered the topic of "stabilization wedges," a concept developed by Princeton scientists Stephen Pacala and Robert Socolow proposing how to stabilize the global climate through significant reductions in the burning of fossil fuel between 2006 and 2056.

Golden noted Pacala's and Socolow's estimate that in order to merely keep greenhouse gas concentrations at current levels the world must reduce emissions by 7 billion tons/year through 2054.

If greenhouse gas concentrations are not reduced, projections show catastrophic levels in the future.

Pacala and Socolow identified 15 potential "wedges," each of which would contribute 1 billion tons/year in emission reductions. They suggest picking any seven of the 15 in order to meet the goal.

The wedges have gigantic economic footprints. Here are just three examples:

- Double the fuel efficiency of 2 billion cars worldwide from 30 mpg to 60 mpg
- Reduce electricity usage by 25% in every home and commercial building in the world
- Increase worldwide deployment of wind power 80-fold to produce hydrogen for cars

Golden also suggested that skeptics should read the "Stern Review Report on the Economics of Climate Change," a report from the British Treasury. This sobering assessment outlines the staggering cost of doing nothing.

A Silver Lining

Impacts will be felt in the industries of construction, lifestyle, transportation, healthcare, food, finance, insurance, ener-

gy, manufacturing, distribution, and a host of others.

The silver lining for businesses, however, is in the massive economic reengineering that must occur to implement sustainability wedge ideas. Sustainability wedge initiatives will lead to big opportunities for firms that can offer solutions.

Businesses providing services or products that reduce consumption of dwindling resources, or which lower greenhouse gas emissions --all within the framework of a growing economy-- will thrive.

Significant Opportunities

Reynolds shared Puget Sound Energy's plan to triple the amount of wind-generated energy in their portfolio. PSE must increase power-generating capacity to meet the demands of regional growth. It intends to do so using wind power, which doesn't emit greenhouse gases.

This creates opportunities for new firms that can supply wind turbines (production from current manufacturers is sold out for the next two years), and still other firms that can install and maintain windmills, or help build-out the electrical transmission network.

Reynolds believes the opportunities for minority-owned firms are significant, because companies in every imaginable sector are facing similar challenges. Any business hoping to rely on cheap oil or con-

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Businesses "must integrate the 'green' impulse into the very fiber of [their] business practices."

Dr. Peter Williams, chief technology officer of IBM Big Green Innovation.



Platinum Development Northwest is constructing this single-family home in Shelton using energy efficient siding and heating.

Sustainable Products Go Into Home

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In Shelton, the Platinum project has some of the following features:

- Uses eco-block construction for the shell rather than wood. ECO-Block insulating concrete forms are recognized for their ability to conserve energy.
- Uses radiant flooring. This under-tile flooring circulates water throughout the floor and heats it more efficiently than conventional forced-air heating systems.
- Uses a green roof system with soil and green shrubs on the rooftop; this is a strategy that provides added natural insulation to the home and returns natural CO₂ into the atmosphere.

"We are only scratching the surface out here. The Pacific Northwest is ripe for cultivating your business model around these types of efforts," Seydel said.

"There is solar and wind power and energy efficient lighting products, so there is a great deal of opportunity to learn and grow. There are huge opportunities to do consulting. These days you can't just say you're a 'green contractor,' people want to know what makes you green. You can win an RFP because you have the LEED certification and experience."



Seydel plans to align his firm with groups with similar interests and possibly market his consulting to schools and high-rise projects.

Daniel Seydel, President of Platinum Business Group, places siding over the eco-block material used in lieu of wood siding.

Photos by Victor M. Andino

Africa Fertile Ground for Biofuel Crop

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pressure off food crops in the U.S."

He added that the need for sustainable, renewable energy sources is a priority for nations around the world, so businesses ready to offer practical solutions are going to fare well.



Harris

Harris is working on a project to build partnerships with African farming businesses and/or developing the facilities to process the biofuels.

Harris is particularly interested in a plant called jatropha. The flowery foliage is resistant to drought and pests and produces seeds containing up to 40 percent oil. Crushing and processing the seeds produces oil that can be used in a standard diesel engine, while the residue can also be processed into biomass to power electricity plants.

Goldman Sachs has cited jatropha curcas as one of the best candidates for future biodiesel production. One online reference source said the rail line between Mumbai and Delhi is planted with jatropha and the train itself runs on 15 to 20 percent biodiesel.

Finding a sustainable alternative to fossil fuels is a critical issue for African trade in the short-term, Harris says. "The rising cost of oil could lead to a decline in development in Africa unless alternative sources of energy are found."



In addition to managing his trade consulting business, Mat Harris is executive producer of AfraGenesis, a radio program dedicated to the African Diaspora. On Jan. 14, Harris interviewed Dr. Lawrence Jones, a Liberian national and expert on global energy. Harris' program airs Mondays on 1150AM, KKNW, from 1 to 2 p.m. The show is available via internet at www.1150kknw.com and is available for replay or download at www.afragenesis.net.

Fried Chicken Tastes Great, & Promotes the Environment?

Driving to Ezell's for chicken will soon be a way to support the environment.

Ezell's Chicken will 'go green' with its famous product by selling its used cooking oil for processing as a biofuel for cars under an agreement with an environmental firm.

Reusing the old oil will divert it from eventually entering the waste stream and could someday provide fuel for a vehicle headed to an Ezell's restaurant.

How's that for recycling! Lewis Rudd of Ezell's is scheduled to speak at Tabor's special general membership meeting about the recycling effort.

Tabor Board

Tabor 100 Leadership

President Dr. Skip Rowland
Banner Cross
206-227-7215 skip@bannercross.com

Vice President Darryl Russell
The Russell Group LLC
425-337-1312 darryl@therussellgroupllc.com

Secretary Karen Primeau
206-323-0721 kkprimeau@hotmail.com

Treasurer Glenn Gregory
Obsidian Investment Group
425-558-5658 gggregory@obsidianllc.com

Business & Legislative Committee
Chair Cos Roberts, Urban Tech Systems
206-389-8104 croberts@utechsystems.com

Communications & Technology Committee
Chair Sharon Elizabeth, See Media
206-551-6050 seemedia@yahoo.com

Economic Development Committee
Chair Ollie Garrett, PMT Solutions
206-399-8036 o.garrett@verizon.net

Education Committee
Chair Kevin Washington
206-935-1228 washinkc@comcast.net

Fund Development
Chair William Dudley, J.C. Consulting
425-917-8288 william@jicisreal.com

Gala Committee
Chair Lewis Rudd, Ezell's Chicken
206-772-1925 lewis@ezellschicken.com

International Affairs Committee
Chair Mat Harris, Imports and Things
253-288-1077 matharris@msn.com

Membership Committee
Chair Darryl Bell
Northwestern Mutual Financial Network
206-920-2355 darryl@bell-one.net

Tabor 100 is a 501c3 non-profit association of individuals and business people dedicated to economic development, educational excellence and social justice for all people. Its efforts focus on elevating dialogue regarding how people of color can be full participants in the Washington State economy.

Companies That Are Ready to Play A Role in Re-engineering to Sustainable Energy Will Likely See Increase in Business

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spicuous consumption for their success will face a challenging future.

So companies are more open than ever to switching to innovative suppliers who provide solutions that address their energy conservation and consumption reduction needs.

Firms "must integrate the 'green' impulse into the very fiber of [their] business practices," said Peter Williams, chief technology officer of IBM Big Green Innovation. Smaller energy footprints should also lead to lower operating costs and increased profits for businesses.

Meeting the challenge will require that executives become "systems thinkers." Under a systems thinking model, managers analyze all factors within a system, and consider each in relation to one another when attempting to solve a problem.

Businesses that use this analytical approach are more likely to see higher rates of innovation and productivity, and will be better positioned to compete throughout the global economy.

No effort will be too small. Given the magnitude of the challenge, all must do their part.

During a lunchtime session with Gregoire and British Columbia Premier Gordon Campbell, both were emphatic that we shouldn't wait for government before starting to act.

Campbell offered, "You must look in the mirror every morning and ask yourself, how do I make a difference today?"

Gregoire and Gordon said there are things we can do immediately to make a positive impact on climate change.

- Turn off the lights when you leave a room.
- Use high-efficiency light bulbs.
- Don't leave your computer running while not in use.
- Don't leave your cell phone constantly recharging.
- Walk rather than drive short distances.
- Take shorter showers and use less water by installing high-efficiency toilets and faucets.

The information shared at the conference was sobering, and for executives and public officials the way forward is clear.

Leaders must rush to review their business and operational models, utilize systems thinking to identify weaknesses, and then retool them to ensure their organizations operate within smaller energy footprints. For business executives, this will mean fundamental changes in the way products get to market.

It's clear the era of cheap oil is over, and the era of sustainable consumption has just begun.

The Seattle Chamber 2007 Regional Leadership conference was taped by TVW, the Washington State Public Affairs TV Network. You will be able to access and view the sessions at their web site, www.tvw.org.