

From Executive Director Hans Voss

INSPIRED BY INTEGRITY



Helen Milliken and Hans Voss at MLUI's 2011 Milliken Reception.
(Photo by Gary Howe)

We were in the midst of navigating a heated local discussion. The stakes were high, opposing sides had dug in. We knew we needed to stand firm behind our principles, but we were intent on doing so respectfully, in a true spirit of community collaboration and honest discourse.

But we were stuck—and we needed a guiding hand.

My colleague Diane Conners turned to me and said, “Think of Helen,” and I knew immediately what she meant. In that moment, as it’s been since the late 1990s, our shining light was Helen Milliken.

With her passing last November, MLUI lost a dear friend and steadfast supporter—and Michigan lost one

of its greatest citizens. As a member of our Board of Directors for more than a decade, Helen showed us that you can be both a committed advocate and a consensus builder. She taught us to take the long view. To think before you act. To set clear goals, and go after them with unyielding determination.

While we’ll likely never reach Helen’s standard of passion and poise, it’s that combination of values that drives our work every single day. We do our level best to carry on Helen’s enduring legacy—whether we are pushing to make northwest Michigan one of the first places in the country to source 20% of our food from local farms, building an efficient economy through conservation and clean energy, or helping to create transportation choices and growth strategies that build community vibrancy.

Lana Pollack, another of Michigan’s heroes, described Helen as a combination of “grace and guts.”

That quote stuck with me for a long time. And now, thanks to Diane, we have another one to remember. I’ll take her advice—and share it with others. I’ll share it with you.

Think of Helen.

HANS



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Saving Energy, Building Prosperity

When it comes to creating a clean energy economy, MLUI says, “It’s Efficiency First.” Why? Energy not used is always the cheapest and cleanest energy. It saves residents and businesses money and supports local jobs. And people like the idea. Just look at our successful TC Saves program, which is just wrapping up: More than 20 percent of all owner-occupied homes in Traverse City made their houses more comfortable—and are now saving money. But coordinating efficiency projects and financing the cost can be challenging, requiring community education and public-private partnerships. That’s why this spring MLUI will release *Saving Energy, Building Prosperity*. This new report will reveal what commercial and residential efficiency projects are accomplishing in Traverse City, and what residents, businesses, governments, and utilities can do so that the entire town can benefit.

Over 30 years, an aggressive efficiency strategy in Grand Traverse County would: **SAVE \$212 MILLION AND ANNUALLY EMPLOY AN AVERAGE OF 76 PEOPLE**

*From “Energy Efficiency and Economic Opportunity in Grand Traverse County,” June 2012



Sending a Message to Lansing

Beyond efficiency, MLUI continues to support clean, renewable energy sources like solar, wind, and geothermal power. So we were glad to hear Gov. Rick Snyder last fall commit to holding a statewide discussion about the state’s clean energy future. The governor’s staff is now holding forums in seven cities to collect data from local residents about the economic and environmental effects of more clean energy and efficiency. MLUI is happy to help host the final forum, on Earth Day, April 22, in Traverse City. We intend to send a strong message to Lansing: Now’s the time to design and commit to Michigan’s clean energy future. It makes sense for our environment, economy, and community.

It’s How You Get There



More than 85% of Grand Traverse area residents drive more than 21,000 miles annually. That’s equal to driving around the entire globe once a year.

Did you know that the average cost of operating a bicycle is \$308 a year compared to \$8,200 for owning a car? That’s just one of the interesting facts coming to light as part of our new public outreach and education campaign: Local Motion. In the coming weeks and months, we’ll be offering intriguing facts that show the benefits of public transportation, along with a website with tips and practical tools designed to make smart commuting easy. The campaign will target commuters of the region’s largest employers, as well as community leaders, low-income families, and the general public. Our Thriving Communities team already surveyed more than 10,000 people working for the five largest employers in the Grand Traverse region about their own transportation and commuting habits. Look for results soon.

Getting Transportation to Work

This June, MLUI will host the “Getting Transportation to Work” summit for transportation experts, regional employers, elected officials, and engaged citizens to discuss new and innovative programs to improve public transportation options. Local businesses will learn how they can encourage active commuting; commuters will be able to pick up a few ideas on ways to get to work; and transportation experts from Ann Arbor will share details about their successful GetDowntown! campaign, which provides carpool, bus, biking, and walking resources to commuters.

10 Cents A Meal

Did you know that most districts only have about 20 to 30 cents per student meal to spend on fruits and vegetables? MLUI is working to change that. We’ve launched a “10 Cents a Meal for School Kids & Farms” campaign with nine local districts to provide schools with greater ability to buy locally grown produce. MLUI hopes to raise \$100,000 for the two-year project. That will put local fruits and vegetables on the lunch plates of elementary school children three days a week in the fall, one day a week in winter, and two days a week in spring. Businesses are doing their part; Traverse City restaurant Firefly, for example, is donating \$1 to the program for every dessert it sells. You can help, too: Donate online at www.utopiafound.org.



Local Food at your Fingertips

For nearly a decade, MLUI’s Taste the Local Difference guide has been the go-to source for locavores to find food and for farmers to market their products regionally. It’s made a huge difference; more than 90% of participating farmers said their sales increased as a direct result of TLD marketing. This year, MLUI is launching a new Taste the Local Difference app for both iPhones and Android phones. We’ll have more of the same essential information, but your phone will now literally point you toward the farms closest to you. We’ll still have print guides available and it will remain online at www.mlui.org. It’s all free, as always, but the information and the impact are priceless.

WHAT’S NEW AT MICHIGAN LAND USE INSTITUTE

Congratulations

It was the wedding of the year—at least in the nonprofit world of northern Michigan. On March 9, MLUI’s Senior Policy Specialist Brian Beauchamp married Sarna Salzman, executive director of SEEDS, in a gorgeous outdoors ceremony in Traverse City. Yes, outdoors. On March 9. See how much we love this place?



New Additions

MLUI is happy to announce two new additions to our family, although they’re no strangers to our work. Former MLUI board member and consultant Bill Palladino is our new senior policy specialist. He’s helping us build a new collaborative marketing campaign to increase the amount of food that is sourced locally across the region. And Cindy Rebman, who has been helping MLUI for years as part of her accounting business, is now on staff as our new accountant and grants manager.

Welcome A-Board

MLUI’s Board of Directors recently welcomed its newest member. Tim Pulliam brings with him vast experience in the energy efficiency field as co-founder and president of Keen Technical Solutions. Keen provides clients with analysis and energy conservation strategies. Inc. Magazine named Keen one of the “500 Fastest Growing Private Companies” in a profile last year.

MLUI also added four members to its advisory council, each with their own unique blend of talents:

- Jeff Gietzen, formerly of D&W Food Centers in Grand Rapids, and current owner of Northwoods Hardware in Glen Arbor.
- Deb McKeon, senior vice president for member services at the Council of Michigan Foundations in Grand Haven.
- Jon Sebaly, senior partner in the law firm Sebaly Shillito + Dyer in Dayton, Ohio.
- Diane Butler, manager of community health at Munson Medical Center.

CONNECT YOUR BRAND TO THE GOOD WORK OF MLUI

Check out our business and community supporters

MLUI is immensely proud of our strong and lasting relationships with businesses and community organizations. A unified business voice is incredibly effective at creating momentum. Throw in key community leaders, and you have a sturdy platform for advancing innovative ideas, statewide policy or grassroots campaigns. Read on, and get a feel for some of the personalities behind the brands that help us move our mission forward.

Traverse Gourmet *Great Food. Great Friendships.*

Cile and Norm Plumstead have a deep connection with food—they absolutely love it! Traverse Gourmet launched in 2011 and offers gourmet Michigan gift baskets filled with delicious artisan foods made by some of Cile and Norm's very favorite people, like Chris Girrbach, of Great Lakes Chips, and Mimi Wheeler, of Grocer's Daughter Chocolate. Cile remembers her first introduction to MLUI at the 2010 Milliken Dinner. "We left with an energized sense of responsibility; we were searching for ways to commit." For two years, they have donated a portion of their sales to MLUI. "We are working within a realm we love and hope to see our work elevate the cross-promotion that makes this food community so unique." Send a taste of Michigan to your favorite out-of-towner, or get your own at traversegourmet.com.



Norm and Cile Plumstead

The Cottage Company *Fine Builders. Sensitive Developers. Inspiring Interiors.*

Rob Mossburg is a longtime MLUI board member, but he also owns a remarkable building, development, and interior design firm in Harbor Springs called The Cottage Company. His business operates with the highest levels of personal and business values: sustainability, customer service, social consciousness, and community investment—all things near to MLUI's heart. We interviewed Rob and his wife Vee in the early 2000s about a new urbanism development project they were working on called Bay Street Cottages. Rob said, "It became clear to us then that an organization that didn't discourage growth but rather encouraged smart growth is so important to northern Michigan." He remembers sketching houses at the kitchen table as a young boy and dreaming of living in northern Michigan. "I'm living my childhood dream! We go to work every day with an amazing team and create beautiful, sustainable projects that enhance our world and protect our environment."



Rob and Vee Mossburg

Oryana Natural Foods Market *Good Food. Community Connections.*

You may think Oryana's mission is all about food, and that's certainly a big part of it, but look a little deeper and you'll find a co-op fully invested in the health and wellness of its members and the community. Whether you are filling your cart with organic and local produce or catching a local musician at their Lake Street Café—when you're at Oryana, you are promoting a local economy, and a strong connection between food, health, and our environment. "Oryana has been a major part of my family's life. ... I truly believe in the co-op and the work we do!" said Steve Nance, the market's general manager. Oryana is connected to all of MLUI's programs, from incentivizing smart commuting for their employees through our Local Motion campaign, to guiding decisions at Food and Farm Network meetings. Oryana is a true example of community leadership on issues we both value.



Steve Nance, left, and the Oryana crew

KEEN Technical Solutions *Sustainable Solutions.*

\$24.4 million. That's how much Keen has helped clients save in energy costs since launching six years ago, and that number continues to grow. The Traverse City-based company provides energy auditing services to help their customers lower energy use and cut costs. Co-founded by Tim Pulliam and Steve Morse, Keen was born from a desire to spread the message of efficiency and sustainable energy use. Tim thinks back to earlier days, "Before we launched the business, we spent a lot of time informing people. Now we can offer a way for people to take action, and as the message spreads, so do the results." And those results are getting noticed, highlighted by their inclusion on Inc. Magazine's 2012 annual list of the "500 Fastest Growing Private Companies." Keep up the great work, guys!



Steve Morse and Tim Pulliam

Traverse Area Realtors Association *Shared Values.*

If you've ever been house hunting in northwest Michigan, you're probably familiar with Traverse Area Association of Realtors or TAAR, which offers the most comprehensive listing of homes and properties in the region. Executive Vice President Kim Pontius, who is also volunteer chair of The Grand Vision, is a wealth of knowledge on factors affecting the market, including issues front and center on MLUI's radar like energy and transportation costs for homebuyers. Kim is particularly proud of TAAR's efforts to "green" their database, which now includes green-building certifications, green ratings, and green-building features—efforts that have been recognized with national awards. "We were up against places like Austin, Portland, Atlanta, Phoenix, and Chicago, and we beat them all... twice!"



Kim Pontius and his granddaughters

BUSINESS MEMBERS & SPONSORS

It's easy for your business or organization to support our work and connect your brand to the MLUI. From events and publications, to marketing products like the upcoming TLD smartphone app, we have something for everyone. For 2013 sponsorship opportunities and to learn about business member benefits, visit www.mlui.org/businessgiving or email Shauna Treter at shauna@mlui.org

ENERGY EFFICIENCY

\$5,000 +
Fifth Third Bank
\$1,000-\$2,499
Public Sector Consultants
Traverse Area Association of Realtors
\$250-\$999
5 Lakes Energy
Keen Technical Solutions
Michigan Energy Options
Northwest Michigan Council of Governments
Paradigm Energy Services
Sara Lee
Traverse City Light & Power

TASTE THE LOCAL DIFFERENCE

\$20,000
Crystal Mountain Resort & Spa
\$5,000 +
Cherry Capital Foods
Cherry Republic
\$2,500-\$4,999
Friske Orchards Farm Market
Grand Traverse Resort and Spa
Hagerty
Progress Printers
Tom's Food Markets
Trattoria Stella
\$1,000-\$2,499
Black Star Farms
Grain Train Natural Foods Market
Light of Day Organic Farm and Tea Shop

BUSINESS MEMBERS

\$5,000 +
Voss Equipment
\$2,500-\$4,999
Higher Grounds Trading Company
\$1,000-\$2,499
Laser Printer Technologies
Oryana Natural Foods Market
St. Michael Catholic Community
\$250-\$999
Betsie Bay Furniture
Chimney Corners Resort
Flight Path Creative
Traverse Gourmet
\$100-\$249
Brauer Productions
Buckley Self Storage
Express Publications
Field Crafts
Food for Thought
Gillison Excavating
GreenLight Marketing
Hilltop Soda Shoppe
ISLAND
Odom Re-use Company
Ottwell Mawby
Renewable Services
Rising Star Wellness Center
SolidFuel Sales
Steiner Farm
The Copy Shop
Ward and Eis Gallery
Wind Resource
\$10-\$99
Architecture Artistry Interiors
Avantgarden Enterprises
BATA
Chelsea Bay Design
Duncan Cottages
Ecological Inventory
First National Bank of America
Hillside Homestead
JW Marketing
Law Office of Ellen A. Fred
Michigan Energy Options
Pamela Burke, LLC
Pere Marquette MI Wild Turkey Association
Richard Neumann Architect
Richmond Architects
Still Point Market
The Candle Factory
Transportation Analysis
True North Mariners
Urban Options
WECC
William C. Scharf, Environmental Consultant
W. Jay Brown, PLC
Yoga for Health Education
Yuba Valley Project

EMMET COUNTY TLD DINNER

\$1,000-\$2,499
The Cottage Company
The Depot Club and Restaurant
\$250-\$999
Lettuce Entertain You Enterprises
Sears Architects
Stafford's Pier Restaurant
The Thirsty Goat

TRIBUTE GIFTS

Ann Arbor SPARK
Bay Ridge West Fundraising Committee
Concerned Citizens of Acme Township
Hagerty
Trout Lake Properties
WXYZ-TV

Oryana Natural Foods Market
Smith, Haughey, Rice & Roegee
The Inn at Watervale
\$250-\$999
American Spoon
Amical
Art's Tavern
Burritt's Fresh Markets
Epicure Catering
Farmland 5 K
Garden Club of Michigan
Good Harbor Grill
Honey Boy Bob
Kiteley Farms
Michigan State University
Local Plates
Oleson's Food Stores
\$100-\$249
Aral Peak Farms
Baatz Blueberry Farm
Bill's Farm Market
Cream Cup Dairy
Crescent Bakery
Gallagher Farm Market
Harwood Heritage Gold
Hilltop Soda Shoppe
Leelanau Cheese
Leelanau Farmers Market
Leelanau Flowers
Leelanau Peninsula Maple Sugar Bush
Newaygo Shepherd's Farm
Pahl Farms
Springhill Farm and Vineyard
Urka Strawberry Farm
\$10-\$99
B&B Farms
Bardenhagen Farms
Bargy's Beef and Fruit Market
Bellwether Gardens
Blu
Bufka Brothers Farm
Champion Hill Farm
Coleman Centennial Farm
Coveyou Scenic Farm
Edgecomb Farms
Evergreen Market
Grey Hare Inn
Groleau's Farm Market
Grossnickle Farms
Hall Farms
Harvest Michigan
Hoxsie's Farm Market
Hubbell Farm Partnership
Island View Vineyard and Orchard
Jordan Valley Bison
Julienne Tomatoes
Kastanu Farms
Lakeside Farm
Llama Meadows Farms
Maple Crest Farm
Morgan Composting
Norconk Farms
Omena Rise Orchards
Pellston Market, Travelling Chef
Periard Farms North
Potter Road Raspberries
Roast and Toast
Sleeping Bear Orchards
Spruce Hill Farm
Stowe Farms
Sweeter Song Farm
The Misers Hoard
Wells Family Farm
Wilson Orchard

MLUI's Inaugural Sustainer Circle Member:

PAUL MASSARON

The Michigan Land Use Institute counts on its members for support, and the “Sustainer Circle” is one group of people who have made the pledge to donate at least \$500 every year. This is incredibly important because gifts from Sustainers are earmarked for annual operating expenses.

One of the Institute's first Sustainer Circle members, Paul Massaron, said he's proud to support MLUI on a continued basis.

“MLUI is making a difference in reinvigorating community conversations about how to build strong economies while protecting our precious natural



resources,” he said. “The Institute's impact is statewide and I am honored to be a part of a hopeful group delivering broad-based solutions.”

Paul hails from Detroit, where he's serving his second term as a member of the Wayne State University Board of Governors. In 2000, he retired from a 32-year career with the International Union, UAW. An activist at heart, he also chairs the Institute for Building Sustainable Communities' advisory board at the University of Detroit Mercy, and is a member of the advisory board of the Institute for Local Government at the University of Michigan-Dearborn.

Paul is also a lifetime member of the NAACP; he was even present for Martin Luther King Jr.'s “I Have a Dream” speech in 1963.

Paul has lived a life of high ideals and visionary action—we are awed by his inspiring career and humbled by his generous decision to sustain the Institute's mission for years to come.

For more information about how you can join the Sustainer Circle, please contact Amy Kinney at amy@mlui.org or (231) 534-5259.

FOR ENERGY EFFICIENCY, IT TAKES A VILLAGE

Public-private team helps Traverse company, grows local economy

By Jim Dulzo, MLUI Senior Energy Policy Specialist

TRAVERSE CITY—You'd never know it driving by, but tucked into a nondescript warehouse district just south of town is an office and production space so airy and dazzling that it would turn heads in the hippest urban enclaves.

It's festooned with riotously colorful commercial artwork of many shapes and sizes, from a big, burnt-orange Mayan sun-god banner and colorfully logoed flags, to wall-sized murals and beautifully rear-lit car ads—all produced by the company living there: Britten, Inc.

The space itself is attractive, too: Skylights punctuate the high ceiling, and large, high-up windows look past adjacent rooflines. The place is flooded with natural light, needing little help from the new, efficient, switched-off fluorescent fixtures.

Even on a blustery January afternoon, most of the building—except its warehousing and shipping area—seems cozy: No cold spots; no noisy overhead heaters struggling to warm workers far below.

The comfortable digs and lighting are the result of several recent, major energy efficiency projects. They are making Britten's workers happy, and the firm's accountants even happier.

“So far, we've seen a 7-percent drop in our utility bills,” according to Dave Stapleton, Britten's operations manager.

Money-saving energy efficiency projects like Britten's are increasingly common both locally and nationally as businesses look for ways to boost their bottom lines.

The payoffs can be gratifying; a U.S. Environmental Protection Agency website offers success stories of businesses that used efficiency to make their buildings more comfortable, attractive, and cheaper to operate.

The good economics of projects like Britten's affect more than the companies themselves. They employ contractors and tradesmen, increase sales to local material and equipment retailers, and capture saved energy dollars for circulation in the local economy.

But the projects require staff time, expertise and financing that many firms don't have.

“The biggest challenge was knowing what to do,” said Josh McDonough, a Britten purchasing assistant who coordinated the firm's efficiency project.

Fortunately, Britten is located in Traverse City, which advocates consider an “efficiency ready” community: It is using local, public-private partnerships to help residents and businesses.

McDonough and Stapleton worked with two local nonprofits, the city's municipal utility, a local business specializing in commercial energy conservation projects, and took advantage of state and federal rebate programs.

First SEEDS, a nonprofit environmental education and communications group that analyzes building efficiency for Traverse City Light & Power, the



local utility, evaluated Britten's lighting in two of its buildings, and the heating and cooling (HVAC) in one.

“SEEDS told us that our lighting was outdated and that our HVAC was really outdated,” McDonough explained. “We gathered all of our bills; they had some software that made those numbers into graphs so we could see what was going on.”

“So we reached out to Keen, who then just blew us away,” he said.

“Keen” is Keen Technical Solutions, a local, private firm specializing in energy conservation for businesses. McDonough found Keen's approach “comprehensive and cutting edge. They were real honest about paybacks. They were very hands-on.”

As the project took shape, Britten turned to the other nonprofit, the Traverse City Area Chamber of Commerce, for its unique business efficiency loan program, which financed 40 percent of Britten's upfront costs.

Now with a smaller, feistier HVAC unit and new lighting, Britten is set to see its bottom line grow.

“What's really great is the break-even point,” McDonough said, referring to the time it will take for savings to pay back the cost of the new equipment. “It's 18 months for the lighting and five years for the HVAC.”

That's roughly equivalent to earning, respectively, 66 and 20 percent per year on the investments. But some of the savings will be immediate, too.

“Just for maintenance,” he pointed out, “the old HVAC cost \$4,000 a year; so, with the new one guaranteed for five years, that's \$20,000 saved right there.”

Read more about Britten's efficiency upgrades at mlui.org/britten

DONATE!
mlui.org/donate