

Regional Sustainability: Opportunities for your Business

Thursday August 18th, 2021

Small Business Development Center
At Yavapai College



Agenda



- What are sustainable business practices?
- How can they help your business and our community?
- What resources are available to help you?



The Marketing Value of Sustainability



Authenticity:

real or genuine: not copied or false · true and accurate



The Marketing Value of Sustainability



- Employee-owned
- Sustainable packaging
- Employee equity practices
- Energy or water savings practices
- Local talent and local services
- Volunteering or community contributions

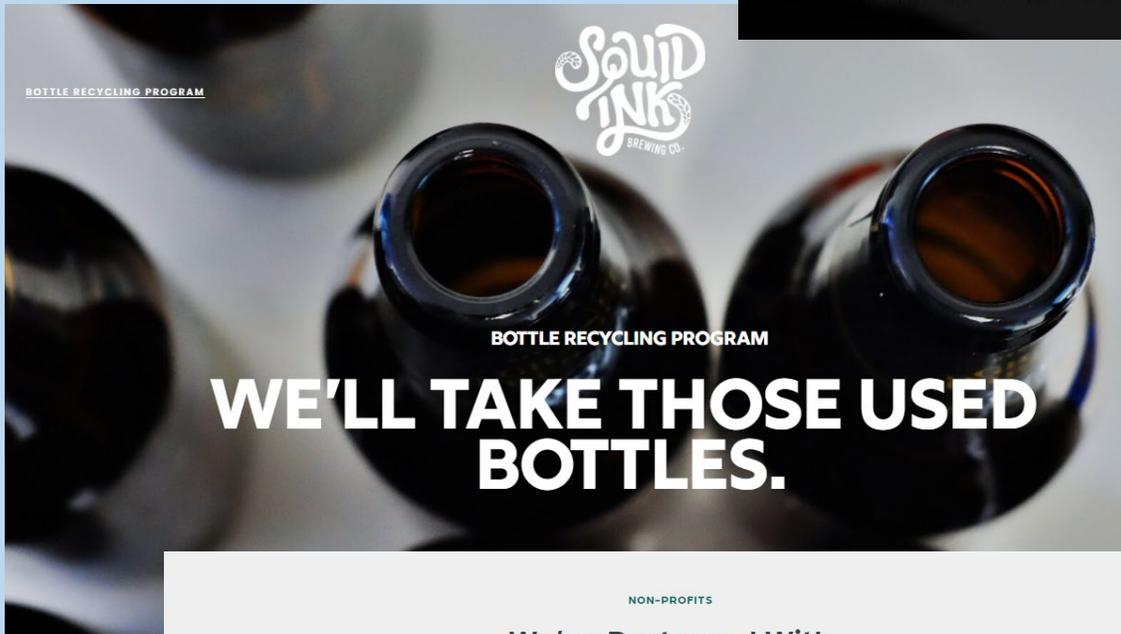
Mountain Love

We love giving back to our community, and we do it the way that we know best – **marketing!**

EMPOWERING THE PEOPLE & CAUSES WE BELIEVE IN

Are you a non-profit or charity or know of one that you love and want to support? Mountain Mojo Group has a special program called "Mountain Love" where we donate our marketing services to non-profits or charities. Our team believes that these organizations do a tremendous amount





NON-PROFITS

We've Partnered With

Sustainability

Sedona Beer Company is a certified Silver Level Sustainable business through the Sustainability Alliance.

Sedona Beer Company utilizes Squarrels instead of traditional barrels to save wood and water. Squarrels use 1/3 the wood of a traditional barrel. Which is the exact amount of wood a barrel needs to provide equivalent micro-oxygenation to a traditional barrel of the same volume.

If you want to learn more about our sustainability initiatives check out our partners:

Demonstrate and Adopt Core Values



Core Values:

Fundamental beliefs and values that define the action of an organization or person

Resources



Sustainability Alliance

Lisa Voss

Lisa@SustainabilityAllianceAZ.org

www.SustainabilityAllianceAZ.org

See Who's Certified: www.Sust-Cert.com

Get Certified: www.SustainabilityCertifications.org

Verde Valley Regional Economic Organization (VVREO)

Mary Chicoine, Executive Director

machicoine@msn.com

VVREO.com

Moonshot Pioneer Pitch Event Registration:

<https://vvreo.com/ms-howtoapply.html>



Resources



Small Business Development Center

Ruth Ellen Elinski, Center Director

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REGISTER: Yc.edu/sbdc

Economic Development Offices

Camp Verde – Steve Ayers, steve.ayers@campverde.az.gov

Cottonwood – Tricia Lewis, tlewis@cottonwoodaz.gov

Sedona – Molly Spangler, mspangler@sedonaaz.gov

Clarkdale – Mary Ellen Dunn, maryellen.dunn@clarkdale.az.gov



SBDC Confidential Consulting



- Funded by SBA and Yavapai College
- No cost 1-1 counseling
- Variety of business tools to assist entrepreneurs
- Network of 10 centers statewide plus PTAC to assist with government contracting
- Formal relationship with Arizona Commerce Authority
- Access to capital, micro loans, and lender partners

Register online: yc.edu/sbdc

Call: (928) 717-7232



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Questions

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SEDONA
CHAMBER OF COMMERCE
& TOURISM BUREAU



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