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Dear Champion of Sustainability,

I am writing to request your support for Sustainable Pittsburgh by becoming a new or renewing 2009 member. As the enclosed list of *2008 Accomplishments* evidences, Sustainable Pittsburgh continues to make important inroads towards accelerating the policy and practice of sustainability in southwestern Pennsylvania. Your membership makes our work possible. Please consider joining today by visiting our website: www.sustainablepittsburgh.org or using the enclosed membership form.

On one hand it is very gratifying to see the impacts of our efforts, such as the growing numbers of persons who advocate for Smart Growth and Fix It First policies, businesses that apply sustainability as an innovation-centered framework for competitiveness, the growing embrace of outdoor recreation as material to economic development, and communities that turn to sustainability in order to restore opportunities for their residents and businesses.

On the other hand, both the needs and challenges for sustainable development are as strong as ever. For example, tough economic times and fiscal realities can be shortsightedly viewed in ways that reinforce mindsets that stifle needed reforms or reinforce barriers for improving our region's communities. The current credit freeze can be framed to make it harder to bring new renewable energy sources and new green jobs on line right when we need them. Vacillating prices for oil and gas can have the effect of delaying decisions and prolonging wasteful habits among companies and consumers or forestalling investments in conservation and new technologies. Of course hit hardest of all are persons amongst us who already are on the margin of perpetual economic crisis and denied the economic benefits to which most of us feel entitled.

To Sustainable Pittsburgh's approach, trying economic times highlight some of the best reasons to adopt strategic policies and practices framed around sustainability. What better time to abandon lending models that reward excessive use of energy in favor of investments in alternative energy sources and efficiency improvements that have long-term benefits and payoffs? What better time to benefit businesses and the region by reducing under- and unemployment? What better time to create jobs that improve our infrastructure (built and natural) and our economy? Countering the perception of costing too much, by making the business case for sustainability-derived innovation, Sustainable Pittsburgh is illustrating that such investments are imperative. We can ill-afford to not move in this sustainable direction. Sustainable Pittsburgh remains resolute in our mission to provide community value worthy of your support.

Throughout 2008 and into the future, our chief strategic efforts involve building social networks that increase our region's capacity to empower partnerships for sustainability. By becoming a member of Sustainable Pittsburgh, you automatically join Champions for Sustainability (C4S), our business network, which provides access to expertise and connections that make our region's businesses more effective, innovative, and efficient. You also gain access to our Southwestern Pennsylvania Sustainable Community Development Network (SCDN), which brings sustainable development solutions to communities around our region to help them become more healthy, prosperous, secure, and equitable.

Join us to help make sustainability our region's winning strategy and make good on southwestern Pennsylvania's increasingly recognized and well-earned ambitions.

Sincerely,

A handwritten signature in black ink, appearing to read "Court Gould". The signature is fluid and cursive, with the first name "Court" and last name "Gould" clearly distinguishable.

Court Gould
Executive Director

P.S. Be sure to sign-up to attend the fifth annual Regional Equitable Development Summit set for December 11. Focus is on the business case for and catalyzing regional commitment to reducing unemployment of persons of color in our region.