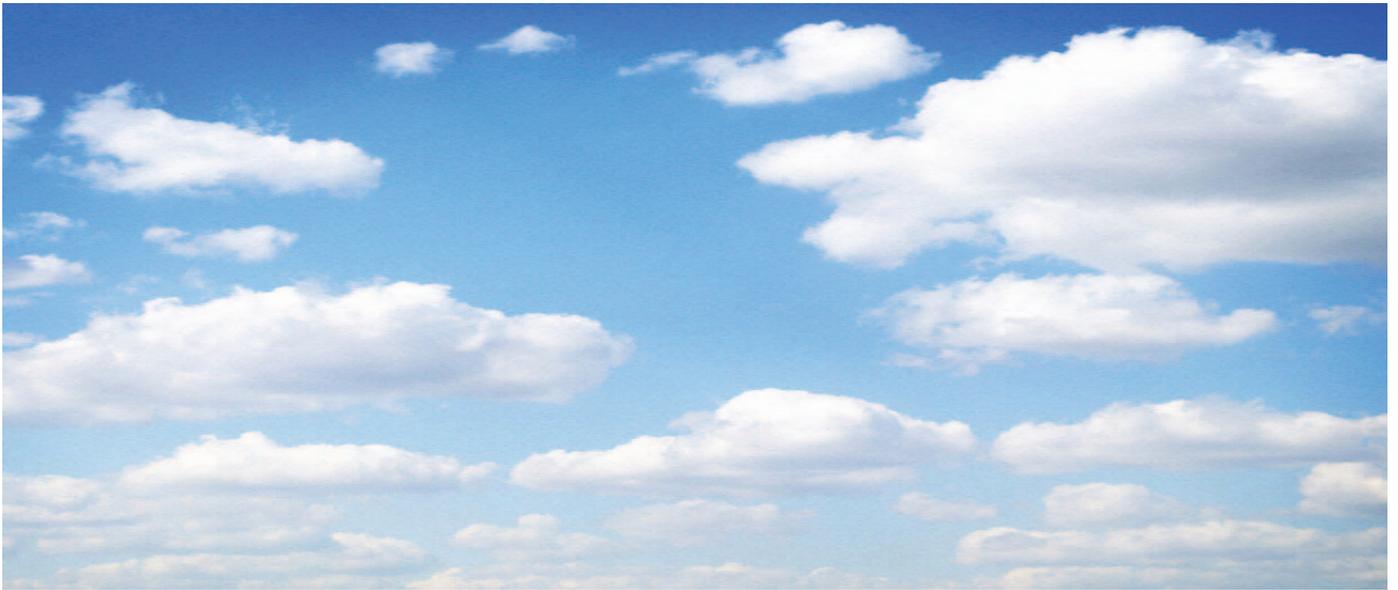


[eco]impact™



Sustainable Strategies For Better Business™



**Sustainability is a portal to
achieving a greater competitive
advantage in business.**

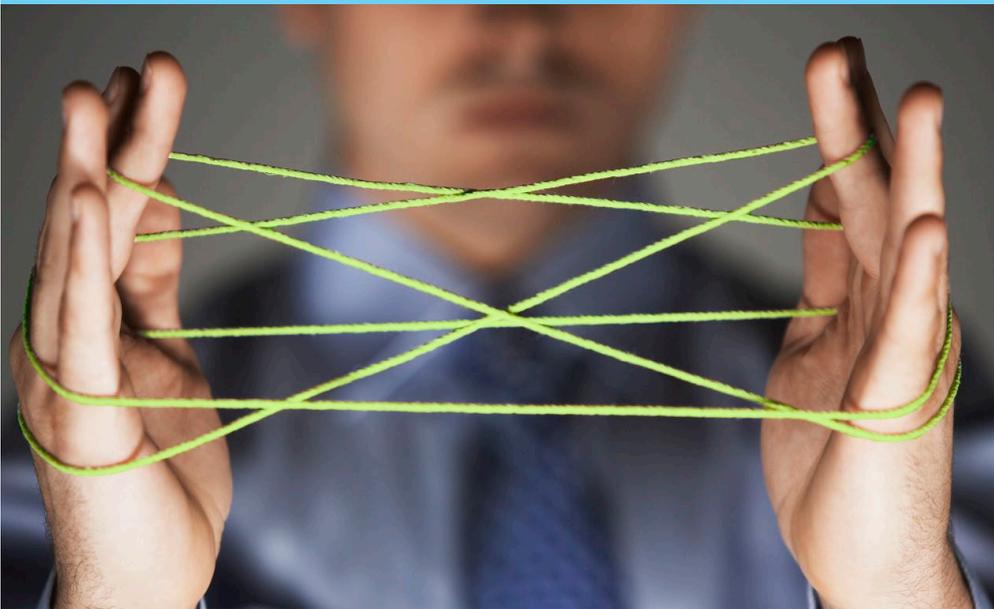
[eco]mission

Sustainability in the built environment is our expertise. Raising the bar is our passion.

- We facilitate the rethinking of your business to achieve your sustainability and economic goals.
 - We engage you; we advise and assist you to implement fresh ideas and sophisticated approaches.
 - We assist you in accurately communicating your sustainability mission to all stakeholders, both within your organization and to your customers.
 - We guide your team efficiently and effectively through certification & verification processes.
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[eco]services

Strategic Assessments and Planning



Ecoimpact focuses on the essential drivers of sustainability—knowledge and value.

Your Industry

Who are the green leaders and why?

Your Business

Are your structure and culture green compatible?

Your People

What tools & information do they need to successfully contribute to integrating green?

Your Tactics

What are you doing now; what should you be doing?

Your Future

Are you positioned to embrace developing concepts, evolving technologies and intriguing innovations?



Training, Workshops and Presentations



Ecoimpact offers a wide mix of consultative instruction to further your strategic goals.

In-House Presentations Tailored to Your Specific Needs

- LEED training workshops delivered by the people who pioneered the green movement
- Advanced strategy trainings to give your people cutting-edge advantages
- Green charrettes for innovative group-think exercises
- Personal sustainability coaching to broaden your employee's engagement and company's commitment

Ecoimpact helps you help your customers integrate environmental thinking into their businesses.

For Your Clients And Customers, Presentations That Will Add Value And Create Knowledge

- Green 101: an introduction to sustainability
- Delving deeper to a darker shade of green
- Best practice manuals developed through collaboration
- Customer presentations to communicate your green business advantage

Communication and Promotion



The Market Is Changing; Every Organization Needs A Credible Position On Sustainability.

- Increase your visibility in the green marketplace and enhance your reputation through public awareness outreach
- Use Corporate Sustainability Reporting (CSR) programs to measure and communicate your organization's sustainable performance
- Green sells—incorporate sustainability into your marketing plans and materials
- Publish ghost written green articles for industry, client and general interest publications

Focused Research

What Do You Need to Know?

Ecoimpact knows where to find the documentation and stats to support your green initiatives.

- Access industry reports and trends including case studies from successful green businesses
- Stay abreast of economic and tax incentives, regulations and standards
- Learn how to use the tools that measure and track your green progress
- Green by-the-numbers — learn the metrics

Building and Product Certifications

Ecoimpact has successfully led project teams to achieve LEED and Green Globes certification, and guided manufacturers in moving toward higher levels of product standards.

- We offer experience & expertise in green building project certification and product standards.
- We will act as liaison between your organization and the certifying bodies for green building certification and product standards.
- We will keep you on track toward achieving your sustainability goals through the following services:
 - » Specification Writing
 - » Documentation Review
 - » LEED Consulting
- We will guide you through the changing landscape of green building certification systems and product standards. Including new LEED inclusions of Environmental & Health Product Declarations (EPD & HPD).

There are currently more than 600 certification programs for green buildings and building products. Ecoimpact can identify which are valuable to your organization and help you achieve them.





> **Penny Bonda**
FASID, LEED FELLOW



> **Summer Minchew**
LEED AP ID + C

[eco] leaders

Penny Bonda has been an active participant in the green building industry since its early stages and has pioneered the development of many of the accepted practices and recognized standards that have defined the sustainability movement. Popularly referred to as the “mother of green interiors,” she is the founding chair and primary author of the U.S. Green Building Council committee for LEED Commercial Interiors rating system. Her published works include *Sustainability Matters*, written with the General Services Administration and the highly regarded *Sustainable Commercial Interiors*, published by Wiley. A prolific speaker, Bonda has presented more than 400 self-authored workshops, seminars, webinars and lectures on diverse topics to design professionals, students, businesses and organizations.

Penny is a Fellow of the U.S. Green Building Council and the American Society of Interior Designers. She was named to the National Register of Peer Professionals for GSA’s Design Excellence Program. She is also the recipient of ASID’s 2007 Designer of Distinction award and the 2003 USGBC Leadership Award, the second person to be so honored. Penny received an Honorary Doctorate from the New York School of Interior Design, serves on the Healthy Building Network Board of Directors and has received honorary Senior Fellowship from the Design Futures Council.

Penny Bonda and Summer Minchew are recognized as thought leaders in the green movement. They have a collective knowledge of the sustainability framework and a proven track record of success.

Summer Minchew has been in the field of commercial architectural interiors for 10 years with a sharp focus on environmental design and construction. Her work demonstrates expertise in sustainable design principles and green building rating systems as well as outstanding client service, innovative solutions, and project management skills.

Summer specializes in green building program project management including documentation and submission for LEED and Green Globes. Her recent projects include the U.S. Green Building Council Corporate Headquarters in

Washington DC • LEED CI Platinum; the Office of Former Vice President Al Gore • LEED CI Platinum; CoStar Boston Office • LEED CI Platinum; Knoll Toronto Showroom • LEED CI Platinum; Knoll Dallas Showroom • LEED CI Gold; Excel Dryer Office • LEED CI Gold; Excel Dryer Office • Green Globes New Construction • 1 Globe.

Summer served as Deputy Chair and founding member of the IIDA Mid-Atlantic Chapter’s Sustainability Working Group where she contributed content for several educational programs for design professionals including LEED for Interior Designers and Sustainable Product Standards. She is an active member of the U.S. Green Building Council’s North Carolina Chapter.



Over the years we have turned to Ecoimpact for many of their services, from research to product promotion, and most recently for LEED and Green Globes documentation. Under their **guidance and expertise**, the **Excel Dryer** Headquarters Building achieved both certifications. We value Ecoimpact's alignment with our sustainable goals and look forward to working with them on future endeavors.



— William Gagnon
VICE PRESIDENT



Ecoimpact has been a valuable resource to us at **Wilsonart** as we assess our products, operations and procedures through a sustainable filter. Environmentalism has long been embedded in our mission; Ecoimpact has helped us focus on the issues and processes that will lead our company to **a deeper shade of green.**



— Rajesh Ramamurthy
DIRECTOR OF SUSTAINABILITY

[eco] results

Making Impact

- Ecoimpact's Penny Bonda awarded LEED Fellow designation by the US Green Building Council.
- Penny Bonda writes article featured in the October issue of Interiors & Sources Magazine: "LEED 2012 Revisited."
- Ecoimpact's Summer Minchew leads Excel Dryer project team to dual certification for their East Longmeadow, Massachusetts Corporate Office Renovation. The project earns USGBC's LEED-CI Gold Certification and Green Globes for New Construction 1 Green Globe rating.

Embracing green business strategies creates understanding, knowledge, value and recognition.

Please contact our team
for more information...
info@ecoimpactsite.com

Washington DC
800 25th Street NW, Suite 503
Washington, DC 20037
202 669.8632

Charlotte NC
9416 Sardis Glen Dr.
Matthews, NC 28105
704 968.9044

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Consulting, LLC

ecoimpactsite.com

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