

# EcoNotes

An update from ShoreBank Pacific

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## Salmon Nation: The Art of Household Management

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Aristotle's *Politics* tells of a man from Sicily, who through shrewd maneuvers, corners the market on iron ore and turns a quick profit. In contrast to this type of "money-making," in which men seek merely to "gain from one another," Aristotle describes an economic activity that he considers "necessary and honorable." This, he calls *oikonomia*, or "household management," an art that serves the long-term interests of the community.

These days, the notion that a healthy economy depends on more than financial bottom lines is gaining currency once again. In December 2005, Goldman Sachs became the first global investment bank to adopt a comprehensive policy that values ecosystem services, such as water filtration and carbon sequestration. And in February 2006, *The Economist* profiled "The Rise of the Social Entrepreneur," highlighting people who are working at the intersection of the civic and private sectors. The shift comes at a propitious moment, for we are finding that, as management consultant Peter Drucker once said, "The more economy, money, and information become global, the more community will matter."

Here along the west coast of North America, communities have thrived for millennia on the bounty of this region's lands and waters. These days, the distinctive products and services of our forests, farmlands and fisheries can still hold what business theorists call a sustainable competitive advantage. With appropriate value placed on the region's natural and social capital, wild salmon fillets, fir flooring, and Hood River cherries need not compete as commodities – on price alone.

Across five integrated program areas, Ecotrust selects projects with an eye towards three overall goals: We articulate a vision of an economy in which each transaction results in social and environmental improvement – a conservation economy. We support and celebrate success on the ground. And we foster constituencies that are firmly rooted in place.

Our work is producing new models of socio-economic analysis that integrate community and conservation interests. We strive to rebuild the infrastructure of revitalized regional economies by re-connecting regional markets for well-managed forests, farmlands and fisheries. We seek to develop markets for ecosystem services – markets that provide financial returns for the public goods supplied by private forest and farmland management.

Within each sector, we work to leverage the trends that have created successful niche markets into the mainstream. And we invest in key businesses and initiatives – such as the Jean Vollum Natural Capital Center and Ecotrust Forests, LLC – that can significantly enhance the capacity for appropriate development and conservation across the region.

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## Salmon

By David C.E. Williams, *CEO*



What does it mean to catch and hold a Salmon? It is beyond holding a small trout caught in a stream or river, it is more exciting than catching a perch or bluegill. The salmon fights harder than a sturgeon or tuna, has more energy than a

halibut, and has more meat and omega 3 than a whiting or sea bass. This fish just has an abundance of life. Historically, the salmon passed up our rivers and streams in such quantity that it was the dominant source of protein for native populations. It was the tradable commodity of the river tribes. Over the last 150 years salmon has been a significant source of food, income and trade. The welfare of this fish is dependent upon a stream habitat that shields the water from heat, primarily with maple trees; that has sufficient sources of insects, grown off the carcasses of their dying parents; that has an abundance of fresh water that, in spring, flows rapidly to the ocean, helping the small fish along the way. Salmon require an estuary that is open from the sloughs to a cool healthy ocean. It is not surprising that the restoration of the salmon runs is a quantifiable measurement of the quality of our ecosystem. It is also representative of the quality of our lives. A vibrant salmon population is consistent reinforcement that our ecology and economy are vital and vibrant, that the ecology is diverse and supports fish throughout the river. A healthy Salmon Nation is a successful confirmation of ShoreBank Pacific's mission objective.

## Antonyms for globalization: Intimacy, local community, local economy . . .

By Kathleen Sayce, *Bank Scientist*

Years ago I participated in creating a new music festival in my community. Our goal was an off-season weekend of chamber music concerts. Now in its 23<sup>rd</sup> year, the festival has expanded to include the summer afternoon "Jazz and Oysters," and a late October weekend "Water Music Festival."



From the first season, we had good attendance and within a few years many concerts were sold out. We added repeat concerts earlier in the week rather than move to larger venues. The festival offered great food and good music in an intimate atmosphere. Musicians begged to return again and again, liking the small enthusiastic audiences.

Some of our most appreciative attendees are from out of area, and they return year after year, continuing to comment favorably on the scale of the festival. They like being in a small audience with many of the same people each year. They like eating their way through good local restaurants, shopping at independent bookstores and staying at local B&Bs. The music is good, and gets better year by year. The sense of uniqueness is, well, unique.

This small festival developed intimacy almost by accident. Intimacy matters. It is an antonym to globalization. Globalization may be good for certain corporations, but it destroys a sense of place, and overwhelms place, any place, with a bland conformity.

Are you feeling isolated? Out of step? Tired of the unconscious surrender to brands and style in everything from clothes, food and furniture to vacations, jewelry and cars? Want to live a unique life, with a sense of place and purpose? Cultivate a sense of connection to your place. Tap the global stream when and if you must, but live, eat, dress, recreate, work, learn, and connect where you are. *Your community.*

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- ATM deposits
- Tiered interest rates
- 5 free checks per month. There is a \$3 charge per check thereafter, a portion of which will be used to purchase environmental impact offsets through the Climate Trust ([www.climatetrust.org](http://www.climatetrust.org))

Please call the bank, toll-free, at (888) 326-2265 or visit us at [www.eco-bank.com](http://www.eco-bank.com) for account options, fees and rates.

## Surround Architecture

[www.surroundinc.com](http://www.surroundinc.com)

ShoreBank Pacific client Surround Architecture starts each project with a collaborative foundation. Designers cultivate a solution to a client's needs through good communication, common sense and sustainable thinking. A recent town home development in Mosier, Oregon exemplifies the results of this cooperative relationship. Mosier is located just east of Hood River and has sweeping views up the Columbia River Gorge (most views are of the gorge facing west and north). Together with the developer they designed a beautiful, highly sustainable development of townhouses. The project features enough natural light in each unit (even interior town homes) that artificial light is not needed during the day. A photovoltaic system on each unit will provide approximately 70% of each home's energy needs; because it became active prior to being occupied, the array has already contributed a substantial amount of electricity to the power grid, with each unit offsetting some 950 pounds of carbon emissions. Typically more than 50% of Surround designed residential developments incorporate substantial sustainable design solutions and include cutting edge technology and innovative design.

Desiring sustainability in both the project and its firm, Surround Architecture has a three-pronged approach to business development. In addition to residential they provide commercial design, and work frequently with small towns and public entities. Project leaders Erik Matthews and Mark Vanderzanden have a substantial history in commercial design and are currently working on diverse projects, such as vendor showrooms, renovations of older buildings for office space, medical clinics, and a series of neighborhood stores for retail banks. A recent project used salvage lumber for the creation of showroom tables - locally harvested from the Columbia River, supplied from Hood River. Again, they used common sense and a sustainable solution to meet a client's needs.

Their public work includes working with small towns to find creative solutions for community centers, including flexible indoor and outdoor

space. Limited resources require that small towns get more than one use out of each space they develop. For example, the small community of Dora-Sitkum was only able to keep their community facility if they converted a portion of it into a fire hall. Unfortunately, this included parking the fire trucks in the community center gym. Surround is working with Dora-Sitkum to restore the existing community center and develop a free-standing fire hall on-site to provide more appropriate parking for the fire trucks. The development will open up (and restore) the gym for use as a recreational and meeting facility.



### Salmon Nation *Continued from page 1*

The core that holds this wide range of activities together is their attachment to an integral geography. *Economy* or "household management" is, after all, intimately tied to *ecology* or "household study." As we envision a reliable prosperity in this place, Ecotrust benefits from close and evolving relationships with the region's oldest inhabitants. Speaking to the relationship of people to place, Jeannette Armstrong of the Okanagan Nation reminds us, "For each of us to be indigenous is absolutely critical – to pass that on to everyone, not just our children, not just our grandchildren, not just our community, but everyone who lives here."

Deep roots inspire good management – in the household called Salmon Nation.



**Sign up for the Salmon Nation Visa card at [www.eco-bank.com](http://www.eco-bank.com). A portion of the revenue from the program supports the art of "household management" in Salmon Nation.**