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## Seattle Professional Newsletter

### November 2009

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#### Member Spotlight:

##### Brett Marlo DeSantis, Brett Marlo Designs Inc.



Net Impact Seattle member, Brett Marlo DeSantis is an Interior Architect & Designer who offers exceptionally innovative, intuitive, and sustainable design skills in relation to buildings and their environments with consideration for both their functional and aesthetic needs. She works around the Puget Sound and joined Net Impact because she believes in socially responsible business practices, and wanted to surround herself with a wonderful network of people working together to create positive change.

##### **What have you changed or participated in changing at your company that you are excited about?**

My company is continually evolving as I continue to educate myself and surround myself with thought leaders. The beauty of being a small business owner is that it is easy to change the corporate identity and practices as the emerging green market and societal needs change. I will continue to adapt and look for innovative solutions to both today's and tomorrow's dilemmas.

**What did you learn in the process that you would like to share?** Remain open-minded. Truly listen to others whether you agree with them or not. There is something to learn from every situation. I know cliché, right? But truthfully, it is incredibly difficult to be present, to listen without filters, and to be able to redefine what you had previously thought to be true. On restraints - I think of restraints as personal in nature. And if we define them in that way, it is only ourselves that hold us back.

**What are you involved in now or think needs to be taken on in your company?** I am currently working on my thesis. I am in the first third of my process which is research, interviews and creative thinking. This process has given me the license to reach out into the community and that has been wonderful. People are eager to contribute and share their thoughts and dreams. It is an awesome experience to connect with your community on a personal level.

**What do you feel you need to learn or need to be supported in?** I am working towards a true understanding of the Northwest region in terms of indigenous people, local culture and community, history, regional materials and resources, architecture and design. I welcome any resource (person, business, book, etc.) that is offered to me and look forward to supporting these resources with my positive

energy and commitment towards a better future.

Want to connect with Brett? Send her an email at [brettmarlo@comcast.net](mailto:brettmarlo@comcast.net).



October 15, 2009 @ Marrakesh Moroccan Restaurant. Dinner Event: "Professional and Personal Resilience," Carol Sanford, InterOctave. NIS members from left to right: Claudia Frere, Brett Marlo DeSantis, Carol Sanford, Bellydancer (not currently a NIS member), Kala Fleming, Jill Schweitzer.

## Professional Development

### Dinner and Dialogue: Strategic Corporate Responsibility

#### How to be More Systemic, Systematic, and Strategic with Corporate Responsibility and Sustainability

**Date:** Thursday, December 3

**Time:** 6:00-8:00pm

**Cost:** \$10 covers dinner and beverages

Companies are ready to move beyond an isolated function and program, and integrate CSR and Sustainability into their strategic direction with a systemic methodology for delivering it into every act of the business. They need a systemic framework to guide them.

A recent MIT Sloan School report (Sept 2009) based on research with executives and sustainability leaders confirmed that companies want to develop new capabilities and characteristics, including:

- The ability to operate on a system-wide basis and collaborate across internal and external boundaries
- A culture that rewards and encourages long-term thinking
- A system that is both systemic (crosses all boundaries) and systematic (gives order to the planning and executing)

Come to our NI Leading Change dialogue with conversation leader Carol Sanford. Her new book, *Strategic Corporate Responsibility: A Systematic Framework for Integrating Sustainability, Consumer Consciousness, and Value Creation*, will be published by Jossey Bass in the spring. She lectures at MIT,

Harvard, and the University of Michigan and consults with Fortune 100 companies like DuPont and new economy businesses such as Seventh Generation. Learn more at [www.interoctave.com](http://www.interoctave.com).

Directions and details will be sent on registration. Paid Net Impact members have registration priority. RSVP by sending an email to [niseattle@gmail.com](mailto:niseattle@gmail.com). We will add non-members to a waiting list. **Renewing your membership is easy!** [Click here](#) to update your membership with the Seattle Net Impact Professional Chapter.

Strategic Corporate Responsibility Dinner and Dialogue is the first in a series of NI Leading Change dialogues. **On January 14th, we will feature Libuse Binder, author of *Ten Ways to Change the World in your Twenties*.** We can all learn something new, even in our thirties and beyond. Save the date and join us.

### Apply Now to be a 2010 Net Impact Fellow

With membership spanning six continents and more than 110 countries, Net Impact is a truly global organization. As the network continues to grow, Net Impact is looking for passionate individuals to help deepen our international presence through the Net Impact Fellows Program.

If you are interested in helping scale an international nonprofit organization, this is a great opportunity for you. And if you have friends or colleagues who may be interested, please pass it on. The application deadline is November 29, 2009, so don't delay.

- >> [Learn more about the Net Impact Fellows Program](#)
- >> [Download an application \(.doc\)](#)

## Networking

### Limited Spots Available for the 2009 Net Impact Conference

Sign up today for the 2009 Net Impact Conference, *Advancing Sustainable Global Enterprise: Changemakers, Innovators, and Problem Solvers*. The conference will take place at Cornell University in Ithaca, NY November 13 – 14.

- Hear leading corporate innovators like keynote Jeffrey Immelt, CEO of GE
- Engage in panel discussions and case studies on topics such as Base of the Pyramid Strategies and Environmental Sustainability Consulting
- Network with industry experts committed to positive social and environmental change

- >> [Download the conference flier \(.pdf\)](#)
- >> [Get all the details on the conference website](#)
- >> [Register today!](#)

## Connect

