01268-EPA-3650

Richard Windsor/DC/USEPA/US
03/11/2010 07:17 AM

To "Robert Goulding"
cc
bcc
Subject Fw: Delivery Status Notification (Delay)

I can fill you in on who he is tomorrow.

----- Original Message -----
From: Michael Martin [mm@musicmatters.net]
Sent: 03/10/2010 10:16 PM CST
To: Richard Windsor
Subject: Re: Delivery Status Notification (Delay)

Thanks Richard!

I will be on the road, so if possible, please have Robert call me on my cell tomorrow, my number is: (b) (6) Privacy

Thanks.

Michael Martin
Founder and CEO

Michael Martin • Chief Effect Officer • EFFECT Partners™, Inc. • 4208 Park Glen Road, Minneapolis, Minnesota 55416 • www.effectpartners.com • w. 952.426.7800
Effect Marketing • Strategy and Field Execution • MusicMatters™

Reduce. Reuse. Recycle. Respond. Please think twice before printing this email.
--

> From: <Windsor.Richard@epamail.epa.gov>
> Date: Wed, 10 Mar 2010 21:53:01 -0500
> To: michael martin <mm@musicmatters.net>
> Subject: Re: Delivery Status Notification (Delay)
>
> Michael,
>
> Robert Goulding will call you tomorrow. Sorry. I'm just now seeing this.
>
>
>
> ----- Original Message -----
> From: Michael Martin [mm@musicmatters.net]
> Sent: 03/10/2010 04:27 PM CST
> To: Richard Windsor
> Subject: Re: Delivery Status Notification (Delay)
>

>
>
> Hi Richard,
>
> Thanks for your help in getting this information to Lisa this last week.
>
> Hey, I have a quick, minor, but important piece of information for you.
>
> If you are still there, could you please call me at (b) (6)
>
> Thank you!
>
> M
>
>
> Michael Martin
> Founder and CEO
>
> Michael Martin □ Chief Effect Officer □ EFFECT Partners□, Inc. □ 4208 Park
> Glen Road, Minneapolis, Minnesota 55416 □ www.effectpartners.com □ w.
> 952.426.7800
> Effect Marketing □ Strategy and Field Execution □ MusicMatters□
>
> Reduce. Reuse. Recycle. Respond. Please think twice before printing this
> email.
> --
>
>
>
>> From: <Windsor.Richard@epamail.epa.gov>
>> Date: Thu, 4 Mar 2010 10:43:23 -0500
>> To: michael martin <mm@musicmatters.net>
>> Subject: Re: FW: Delivery Status Notification (Delay)
>>
>> Will do. Tx
>>
>>
>>
>>
>> From: Michael Martin <mm@musicmatters.net>
>>
>> To: Richard Windsor/DC/USEPA/US@EPA
>>
>> Date: 03/04/2010 10:38 AM
>>
>> Subject: FW: Delivery Status Notification (Delay)
>>
>>
>>
>>
>>
>>
>> Richard,
>>
>> Please pass this on to Lisa Jackson. For some reason, her personal
>> email does not seem to like to get emails from me!
>>
>> Thank you.
>>
>> M

>>
>> Michael Martin
>> Founder and CEO
>>
>> Michael Martin □ Chief Effect Officer □ EFFECT Partners□, Inc. □ 4208
>> Park Glen Road, Minneapolis, Minnesota 55416 □ www.effectpartners.com □
>> w. 952.426.7800
>> Effect Marketing □ Strategy and Field Execution □ MusicMatters□
>>
>> Reduce. Reuse. Recycle. Respond. Please think twice before printing
>> this email.
>> --
>>
>> ----- Message from postmaster@musicmatters.net on Thu, 4 Mar 2010
>> 09:04:54 -0600 -----
>>
>> To: MM@EffectPartners.com
>>
>> Subject: Delivery Status
>> Notification (Delay)
>>
>>
>> This is an automatically generated Delivery Status Notification.
>>
>> THIS IS A WARNING MESSAGE ONLY.
>>
>> YOU DO NOT NEED TO RESEND YOUR MESSAGE.
>>
>> Delivery to the following recipients has been delayed.
>>
>> (b) (6) Privacy rivacy
>>
>>
>>
>> Reporting-MTA: dns;mail.musicmatters.net
>>
>> Final-Recipient: rfc822; (b) (6) Privacy rivacy
>> Action: delayed
>> Status: 4.4.7
>> Will-Retry-Until: Fri, 5 Mar 2010 20:57:56 -0600
>>
>> ----- Message from Michael Martin <mm@musicmatters.net> on Wed, 03 Mar
>> 2010 20:57:54 -0600 -----
>>
>> To: " (b) (6) Privacy rivacy
>> < (b) (6) Privacy rivacy
>>
>> Subject: Some thoughts for your speech
>>
>>
>> Lisa,
>>
>> It is great to get to know you a little bit. I am so glad we ran into
>> each other last week.
>>
>> The speech you are going to give on Monday can be a pivotal moment for
>> our nation's environmental progress. Seriously. In response to our
>> conversation, please allow me to provide you with a point of view from
>> an insider that has been part of the 'green + business movement' for
>> over two decades. I think some of these observations and facts might be

>> helpful as you are assembling your speech. This topic has been the core
>> of our work at Effect and I look forward to being part of the change
>> that helps shape the future of sustainability.
>> 1) It is clear from recent research that consumers WANT companies to
>> do the right thing for the planet.
>> a. All things being equal, 70% of consumers will choose brands
>> that are doing good things for people and the planet. (Cone
>> Communications, 2009)
>> b. 74% of Americans believe companies should do more to
>> protect the planet. (NMI Research, 2009)
>> c. 57% of Americans will look for environmentally friendly
>> attributes of a product in their next purchase decision. (USA
>> Today Research)
>>
>> 2) From the corporate point of view, 82% of corporate executives
>> believe that good corporate citizenship helps the bottom line. (Boston
>> College Report, 2009)
>>
>> 3) The notion that doing the right thing for the planet will increase
>> shareholder value is just starting to take hold. This model (what we
>> call ³EFFECT Marketing²) is what we¹ve worked under for over a decade.
>> The power of capitalism can be harnessed to actually leverage point #1
>> to achieve point #2. This is happening today and my company is helping
>> this happen with some of America¹s largest companies.
>>
>>
>> I believe if you can shine a positive spotlight on this reality for
>> companies, you will be able to turbocharge the movement towards doing
>> what is right for the planet AND the bottom line simultaneously. Free
>> market forces are really the only long-term way to create sustainability
>> in a capitalistic framework. The ³bad guys² are only ³bad guys² because
>> they are looking at the old models (profits OR planet) and do not yet
>> see how they can actually make more money by operating in a more
>> sustainable manner. You and I know this perspective all too well.
>> Multiple that by tens of millions individuals and that is how we get the
>> environmental problems we now face
>>
>> The good news is a slightly changed perspective by corporations can be
>> multiplied by those same tens of millions of individuals who ultimately
>> can help solve the problem through their actions and buying behavior.
>>
>> Here are some other examples to support this point:
>>
>> Consider Climate Counts. Since 2007, ClimateCounts.org has been using
>> its corporate Climate Scorecard to bring consumers and companies
>> together to address the climate crisis. The idea behind Climate Counts
>> is simple -- let the market drive the kind of innovation that leads to
>> large-scale reduction in greenhouse gas emissions. When consumers make
>> it very clear they want to support companies that take climate change
>> seriously, companies will respond in dramatic ways to earn their
>> business. Then, when those consumers find what they were looking for,
>> businesses begin to realize a return on their investments in climate
>> action. That's the market working to solve this incredible challenge.
>>
>> We have a roster of clients that are reaching stride at addressing the
>> issues of sustainability:
>>
>> 1) Procter and Gamble¹s ³Future Friendly² brand is being formally
>> launched in the U.S. next week. As part of P&G¹s corporate
>> sustainability commitment, they have created an internal campaign to

>> encourage all of their brands to identify steps that can be taken to
>> reduce their environmental impact. The first examples include: Tide
>> Cold water detergent, Dawn Direct Foam (a no-water soap), Duracell
>> rechargeable batteries and PUR water filters. Over 3 billion people a
>> day touch P&G products worldwide so by creating products with less
>> environmental impact, just through regular use, P&G will literally take
>> millions of tons of CO2 out of the atmosphere and hundreds of tons of
>> waste out of landfills. The upcoming U.S. launch of Future Friendly is
>> designed to inspire more sustainable consumption behaviors for
>> mainstream consumers. The purpose of Future Friendly is to make
>> conservation of natural resources, specifically energy, water and waste,
>> more user friendly for mainstream consumers.
>>
>> 2) The General Mills oat milling facility in Fridley, Minn., will soon
>> become the company's first biomass-powered plant. Construction has
>> begun on a biomass burner that will consume about 12 percent of the oat
>> hulls left over from the milling process to make food like Cheerios. The
>> energy produced from the burning of the oat hulls will be enough to
>> produce 90 percent of the steam needed for heating the plant and making
>> oat flour. Not only will this reduce the plant's carbon footprint by an
>> estimated 21 percent, it will also save more than $500,000 in natural
>> gas costs every year. Their Green Giant brand has dramatically
>> reduced their use of pesticides, chemicals and water by focusing on
>> their sustainable farming practices.
>>
>> 3) Sellars Absorbent Materials (a small manufacturing company based in
>> Milwaukee) developed a technology that allows them to produce a paper
>> towel made out of recycled fibers that has a lower raw material cost,
>> lower environmental impact, and a higher absorbency than virgin fiber.
>> A product that is better for the environment, higher performing, that is
>> lower cost than existing product options. This product is rolling out
>> in grocery stores nationally this quarter.
>>
>> 4) Stonyfield yogurt has reduced costs and waste by eliminating the
>> use of plastic tops on their yogurt lids, saving 100 million tons of
>> solid waste annually and increasing their profits in the process.
>>
>> 5) Artists such as Jack Johnson and Dave Matthews Band have changed
>> how they tour to be green and have grown their businesses as a result of
>> these programs.
>>
>> Additionally, there are the well-documented cases of companies taking on
>> a sustainability focus that has created economic and competitive
>> advantages for them: Walmart, Toyota Prius, General Electric, etc. Or
>> companies such as Terracycle, Native Energy, Pangea Organics that have
>> embedded sustainability into their core business model from day 1.
>>
>> In addition to working with the leading companies on sustainability and
>> social change marketing, I lecture at universities around the country
>> and am writing a book about Effect Marketing. Here is my summary: The
>> planet operates on a path of sustainability. The current form of
>> capitalism focuses on quarterly growth. The delta between the two
>> represents the hole we are in, as a people and a planet. We, as a
>> society, need to close that gap, ensuring that companies can still
>> flourish thereby encouraging additional actions, and providing future
>> generations with a world they can thrive in.
>>
>> At the core, these examples above all look at the premise of full-cost
>> accounting. Business leaders aren't ready to embrace full-cost
>> accounting but, because consumers support those companies doing the

>> right thing for the planet and consumers drive the capitalism equation,
>> the solution to make a free market -based sustainable economic model
>> goes as follows:
>>
>> 1) Educate consumers on what is best for the planet.
>>
>> 2) Provide transparent and honest information to consumers as to which
>> companies are doing the right thing for the planet.
>>
>> 3) Consumer will gravitate towards those responsible companies.
>>
>> 4) Companies will produce products that are environmentally superior
>> because consumers show they want them.
>>
>>
>> Thank you for allowing me to share my experience and passion for this
>> topic and, I am available if you have any other questions or want to
>> discuss this in greater detail. You can reach me at this email address
>> or via phone at (b) (6) ,
>>
>> All the best,
>>
>> Michael Martin
>>
>> PS: I have another couple of examples coming your way tomorrow but need
>> to get company's approval first. Stand by!
>>
>>
>> Michael Martin
>> Founder and CEO
>>
>> Michael Martin □ Chief Effect Officer □ EFFECT Partners□, Inc. □ 4208
>> Park Glen Road, Minneapolis, Minnesota 55416 □ www.effectpartners.com □
>> w. 952.426.7800
>> Effect Marketing □ Strategy and Field Execution □ MusicMatters□
>>
>> Reduce. Reuse. Recycle. Respond. Please think twice before printing
>> this email.
>> --
>>
>