



Dear Ryan & the team at **Redacted**

We'd like to sincerely welcome you to the Green Business Bureau, and we wanted to send you this note to let you know. Because even if e-mailing is eco-friendly, sometimes an old-fashioned letter just feels more thoughtful. (Though rest assured, it's on recycled paper.)

And in a way, that's what our green philosophy is all about: compromise. As a GBB-certified business, you've pledged to do your part for the environment. But we'd like to reassure you that doing your part doesn't mean you have to do it all.

We're also firm believers in taking small steps to reach big goals. That's why we're here to help you go green one small step at a time (even if you occasionally have to sacrifice a tree on your way to saving a forest). If you need help getting started, take a look at the five prerequisite initiatives by logging in to your account at gbb.org and viewing your personal profile. We've tailored these initial tasks to be easy to complete—even if you're still a greenhorn when it comes to going green.

So you've made your commitment to the environment. In the spirit of giving you something back for you green efforts, we've enclosed a welcome package. It includes (1) an Environmental Compliance poster to display in the workplace, (2) a GBB decal for your business location so you can let customers know that you've been certified by our nationally recognized program. And here's where you'll see your efforts really pay off: by gaining a loyal customer base who values your commitment to sustainability. (Sometimes, you can get a lot just by giving a little.)

We hope you'll take advantage of everything the GBB membership has to offer. You and your employees can log in at gbb.org to explore all the features of our program, access your personalized set of initiatives, and earn new membership perks by completing initiatives.

As always, feel free to contact us if you have any questions or suggestions, or just to tell us a story about how going green has worked for your business. You can email us at contactus@gbb.org or give us a call at 1-866-979-1071.

We're proud to have you as a member of the Green Business Bureau, and we hope you're proud to be green. By doing your part to protect the environment, you give everyone someone to look up to.

Oh, one more thing: would you recycle this letter? From now on, we'll be in touch via email.

Sincerely,

Thomas Permatteo
Chief Operating Officer