

2007 Annual Publication
Prospectus

WHO'S GREEN[®]



www.whosgreen.com

The Directory of Who's Green in the Design and Construction Field



What's Inside

- a thorough guide to
- Architecture Firms
 - Engineering Firms
 - Interior Design Firms
 - Green Consulting Firms
 - Green Building Organizations
 - Non-Profits
 - Architecture Schools with a green focus



P.O. Box 7147 Kansas City, MO 64113-0147 816.363.3304 www.ecotonedesign.com

What is Who's Green®?

Who's Green® is the annual directory published by Ecotone Publishing, designed to serve as the pre-eminent resource book for locating firms, organizations and institutions that are actively participating in the growth of the green building industry. The directory functions as the definitive clearinghouse of contact information for the best talent and knowledge that constitutes the sustainable design and construction field. Ecotone Publishing proudly brings you the **Who's Green®** annual directory.



What will be included in Who's Green® 2007?

Who's Green® 2007 will contain contact information and profiles for the principal organizations involved in the green building industry in North America. Each listing will be arranged in the categories of *Architecture Firms; MEP Engineering Firms; Interior Design Firms; Green Consulting Firms; Landscape Architecture & Civil Engineering Firms; Builders with Green Expertise; Green Building Organizations and Non-Profits; Green Business Support Services, Developers and Schools of Architecture with a green focus.*

Ecotone Publishing will screen directory applicants who provide a summary of their sustainable design qualifications on a standardized application. Our panel of recognized green building experts will review the applications for merit and organizations that meet selection criteria will receive a complimentary listing in **Who's Green® 2007**. Exceptional applicants identified through the screening process will receive further recognition as the yearly 'Publisher's Platinum Picks'. The 'Publisher's Platinum Picks' distinction is awarded to firms and organizations that are making

outstanding contributions to the green building industry. The directory will also include a cover story on the **Ecotone Publishing "Green Project of the Year"**, and articles by prominent green design experts.

Ecotone Publishing is proud to unveil our definitive green building competition "*The Living Building Challenge*" in **Who's Green® 2007**. We are issuing a challenge to all building owners, architects, engineers and design professionals – build a new facility to the level of the 'living building' as defined by **Ecotone Publishing** and the winning entry will automatically qualify for a free marketing campaign to help celebrate the accomplishment. The marketing campaign includes a published book celebrating your living building design, a feature story in an upcoming issue of **Who's Green**, and media campaign to garner national attention. More information on the "*The Living Building Challenge*" is available at www.ecotonedesign.com.

Where will **Who's Green**® 2007 be available?

Who's Green® will be available in retail outlets, online bookstores including Amazon.com, Barnes & Noble.com, and at major green building conventions including the annual USGBC GreenBuild Conference and the AIA National Convention and Design Exposition. The directory will retail for approximately \$15 per copy. Ecotone Publishing anticipates that 5000 to 10,000 copies of the 2007 directory will be distributed.

What are the benefits of being listed in **Who's Green**® 2007?

- **Distinction.** The screening process eliminates pseudo green companies, showcasing only the best qualified green professionals...the Who's Who of **Who's Green**® 2007.
- **Integrity.** Core values and deep commitment to the sustainable design and construction field are celebrated through your participation in this directory.
- **Recognition.** The opportunity for acknowledgment from peers through your directory listing, design awards and editorial content.
- **Exposure.** Third party endorsement of **Who's Green**® 2007 facilitates superior credibility through association with the finest professionals in the green building industry.
- **Growth.** Expand target markets via exclusive positioning in the "go to" directory for decision makers who are proactively pursuing green building projects.

How do I find out more about **Who's Green**® 2006?

Please direct all questions about listings and promotional opportunities in **Who's Green**® to directory@ecotonedesign.com or contact Michael Berrisford at (250) 274-4444.

ECotone Publishing LLC

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Site: www.ecotonedesign.com

Principal: Jason F. McLennan (Founder & CEO)
Employees: 8
Founded: 2003

Profile: Ecotone Publishing is currently in the process of creating new publications and tools to help transform the environmental impact and quality of our buildings and communities. Look to us for information you need to create a sustainable future.

Our commitment to the environment and to a sustainable future is the driving force behind every action we undertake. A minimum of 10% of our profits on an annual basis are donated to environmental non-profits – nearly ten times the typical donation of other socially-responsible companies. All of our books are published on post consumer recycled content paper with vegetable-based inks. Many of our books will be published on 100% post consumer paper that is chlorine free. Our websites are hosted on servers powered by photovoltaics at Solarhost.com – one small way that we are reducing our environmental footprint as we bring you our products.



Ecotone Publishing is creating new publications and tools to help transform the environmental impact and quality of our buildings and communities. Look to us for information you need to create a sustainable future.

Our commitment to the environment and to a sustainable future is the driving force behind every action we undertake. A minimum of 10% of our profits on an annual basis are donated to environmental non-profits--- nearly ten times the typical donation of other socially-responsible companies. All of our books are published on post consumer recycled content paper with vegetable-based inks. Many of our books will be published on 100% post consumer paper that is chlorine free. Just a few small ways that we are reducing our environmental footprint as we bring you our products.

For more information on **Ecotone Publishing** and the people moving the company forward, we invite you to visit www.ecotonedesign.com.

2007 Annual Publication
Frequently Asked Questions

WHO'S GREEN[®]



www.whosgreen.com

The Directory of Who's Green in the Design and Construction Field

What is **Who's Green[®] 2007**?

Who's Green[®] 2007 is an annual directory by published Ecotone Publishing, designed to serve as the pre-eminent resource book for locating firms, organizations and institutions that are actively participating in the growth of the green building industry.

Why do I want to be listed in **Who's Green[®] 2007**?

The directory functions as the definitive clearinghouse of contact information for the best talent and knowledge that constitutes the sustainable design and construction fields.

We were listed in **Who's Green[®] 2006**... do we need to re-apply?

No. If you would like to update any information contained in your listing, simply send us the changes via email with 'update listing - (your co. name)' in the subject line. If we do not hear from you, your listing will be reprinted as it appears in **Who's Green[®] 2006**.

What will be included in **Who's Green[®] 2007**?

Who's Green[®] 2007 will contain contact information and profiles for the principal organizations involved in the green building industry in North America.

Who is included in **Who's Green[®] 2007**?

The Who's Who of **Who's Green[®]**! The directory will be arranged in the categories of *Architecture Firms*; *MEP Engineering Firms*; *Green Consulting Firms*; *Green Building Organizations and Non-Profits*; and *Schools of Architecture* with a green focus.

What's new in **Who's Green[®] 2007**?

Ecotone has expanded the 2007 directory to include four new categories: *Interior Design Firms*, *Landscape Architecture Firms*, *Green Builders*, and *Green Business Support Services*. Ecotone will also be launching the ultimate green building competition "The Living Building Challenge" – see www.ecotonedesign.com for more information.

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How do you get listed in **Who's Green® 2007**?

Applicants provide a summary of their sustainable design qualifications on a standardized application, downloaded from this website. Our panel of recognized green building experts will review the applications for merit and firms, organizations and institutions that meet the selection criteria will receive a complimentary listing in **Who's Green® 2007**.

Who are the experts on the **Who's Green® 2007** Review Panel?

Ecotone Publishing LLC has assembled a panel of experts with incredible credentials in the green building industry. The panel will be announced in February 2006.

Where will **Who's Green® 2007** be available?

Who's Green® 2007 will be available in retail outlets, online bookstores including Amazon.com, and at major green building conventions such as the annual USGBC GreenBuild conference and the AIA National Convention and Design Exposition.

When will **Who's Green® 2007** be available?

Ecotone Publishing has chosen the annual USGBC Greenbuild Conference as the launch date for the **Who's Green®** publications. Shortly after the 2006 conference, the directory will be available in retail outlets and at e-commerce sites.

What are the benefits of being listed in **Who's Green® 2007**?

- Your values and deep commitment to the sustainable design and construction field are

celebrated through your participation in this directory.

- The opportunity for acknowledgement from peers through your directory listing, design awards and editorial content.
- "Third party endorsement" of **Who's Green®** facilitates superior credibility through association with the finest professionals in the green building industry.
- The screening process eliminates pseudo green companies, showcasing only the best qualified green professionals...the Who's Who of **Who's Green®**.
- Exclusive positioning in the "go to" directory for decision makers who are proactively pursuing green building projects.

How do I find out more about **Who's Green® 2007**?

A great place to start is by picking up a copy of the current **Who's Green®**! Please direct all questions about listings and promotional opportunities in **Who's Green® 2007** to mike@ecotonedesign.com or contact Michael Berrisford at (250) 274-4444

Who is Ecotone Publishing?

Ecotone is 'The Green Building Publisher' specializing in books and tools that focus on the relationship between the built and natural environments with an emphasis on green architecture and sustainable design issues. For more information please visit www.ecotonedesign.com