

sustainable components including a biomass power plant, solar fields, incubator labs, wastewater treatment and reuse, and R & D facilities. When The Park is fully developed, it is set to generate as much as \$900 million of new investment and create more than 1,100 "green collar jobs".

Everyone in attendance was left with the challenge of how he or she can be successful in moving into the future for a truly Green Industry. If you missed out on this important and informative meeting, you did, indeed, miss out. Carolina Green Industry Network is ready to help those who want to be successful in all facets of the Green Industry. But YOU have to participate in order to receive the bounty of benefits available. **Another benefit is earning pesticide credits. September 23rd is the date for you to earn those points. Don't miss out on the benefits of being a member of CGIN!**

### Upcoming CGIN Meetings:



**Thursday, September 23**

Mecklenburg County Extension Office,  
1418 Armory Drive, Charlotte, NC  
6:30 pm

**Pesticide Credit Seminar**  
**Scott Ewers**



**Tuesday, October 19**

Reedy Creek Park, Shelter #3, 2900  
Rocky River Road, Charlotte, NC  
6:30 pm

**Seminar Subject: Cost Estimation**  
**Mark Selles**



**Tuesday, November 16** - Reedy Creek

Park, Shelter #3, Rocky River Road,  
Charlotte, NC  
6:30 pm

**Seminar Subject: Sustainability**  
**J. Mark Smith**

**Call 704-577-5933 to make your  
reservation for  
the above meetings.**



Post Office Box 220942  
Charlotte, NC 28222



**CAROLINA GREEN INDUSTRY NETWORK**

*"To provide green industry  
education, leadership and  
resources that promote  
environmental responsibility,  
professionalism and  
public awareness."*

SEPTEMBER  
2010

**CGIN**

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704-577-5933

[www.carolinagreenindustrynetwork.org](http://www.carolinagreenindustrynetwork.org)



## From Our President



J. Mark Smith

This just in...Well-informed Green Industry leaders were seen leaving the CGIN August 24th meeting. Let's see if we can stop a few of them to see what they took away from the meeting, which featured

Jennifer Roberts and Tom McKittrick as special speakers. "Ma'am, could I have a moment of your time and ask who you are and what you thought was the highlight of this month's meeting?"

"Yes, I am **Georgia Fisher** from **The Budd Group**. The meeting was great. Jennifer Roberts was exceptionally good. Her perspective wasn't just about Charlotte, which I think is something we all can become guilty of. Tom McKittrick's project is great, it's forward thinking at its best. We should all be involved in this type of thinking. I liked the way the speakers brought the group the message that we need to start re-inventing ourselves, if we haven't already, otherwise, our businesses probably won't survive these challenging economic times."

Now, here's someone else leaving the meeting. Let's see if we can get his thoughts. "Sir, could I have a moment of your time to find out who you are and what you got from this CGIN meeting?"

"Sure, my name is **Bobby Byrd**, and I am President of **The Byrd's Group**. I think Tom McKittrick and his message struck me most. What those guys are doing is pretty far out. They're onto something with the technology and building - and the recycling is amazing. That part, and the vision for it, are really unique. Also, the way they're going to assist Duke Energy is neat. Everything Tom said, and what they want to do, is going to help with energy conservation and waste elimination. What they want to do - going green on that level - is fantastic!" Let's get one more perspective of tonight's CGIN meeting.

"Sir, may I ask your name and what you found interesting in tonight's meeting?" "I am **Chip Smith**,

President of **Smith Grounds Management**. I thought that Tom McKittrick was a great speaker and he had great vision. He really had my attention while he was speaking; it was well worth my time to attend."

Great things are happening, and if you're not at the meetings, you could miss an idea that could make a difference in your business.

What would you do if you could have more time in your day? What would you do with the additional time you captured within your workforce? How often do you hear from someone else that there's not enough time? "I don't have enough time due to my busy, busy schedule." I wouldn't necessarily call it a schedule; for me, a schedule is an organized plan or map for the minutes in our days -- and it's about identifying priorities. When I was growing up we talked about dreaming. We talked about the American dream, and the American dream wasn't just for immigrants, it was for Americans. I talk to people that talk to people and I hear all the time that we have stopped dreaming. What's worse is that we stopped teaching our kids to dream and believe in themselves. When's the last time you stopped being completely present, and reflected - now, I mean truly reflected -- on your day?

Our grandparents didn't have TV's. Don't get me wrong, I thoroughly appreciate the technology and innovation that has simplified our lives and made things more efficient. But one thing our grandparents did is they stopped at the end of the day to reflect. That ongoing reflection gradually becomes a series of lessons learned, a better way, and prosperity. When you have to rely on what you can make, grow or barter I guess you're forced to slow down enough to get it right the next time.

During our last meeting, I talked to a lot of people, many of whom were there for the first time. One person in particular said, "I thought I would come out, get out and see some people."

Of course I said, "Welcome, and please come back." I immediately thought this person's outlook could actually be a problem. Making it the norm to stay inside your business, your family, or just your normal peer group,

can be limiting. Attending meetings and learning about the industry and sharing with your colleagues can be transforming. So, I really question membership and the industry. What is our purpose? Could the local industry owners come together and share ideas that better helps them be better industry leaders? The possibilities are exciting, but they won't happen if you're staying in the land of scarcity. Come on out!

## Great night for fellowship and important information . . . were you there?

On August 24th, the Carolina Green Industry Network had its Third Quarter Meeting at Reedy Creek Park. The meeting was well attended and a great meal was enjoyed by all who were there! We were honored to have as speakers Jennifer Roberts, Chairwoman of the Mecklenburg County Commission and Tom McKittrick, President and Founder of Forsite Development.

Jennifer Roberts shared her green industry global perspective and how it could affect the present and future policy of the area in which we live. Jennifer strongly believes that this region is prime for being a great region for recycling. Through businesses recycling, community gardens, eliminating food deserts and education, sustainable environment is an attainable goal. We are living in an era of re-invention and those in the green industry can be innovative leaders toward that goal. Jennifer said that the best ideas come from people who are on the front lines, so she invited those in attendance to send ideas and thoughts on the subjects of recycling and sustainability to her. Many in attendance took the opportunity given to ask Jennifer questions and talk with her after the meeting.

Our second speaker, Tom McKittrick, shared his vision for the 667 acre ReVenture Park coming to the west side of Charlotte. Tom is the President and Founder of Forsite Development which began in 2004 and ReVenture Park is an outcome of much planning for the future. ReVenture is designed to leverage synergies between multiple