



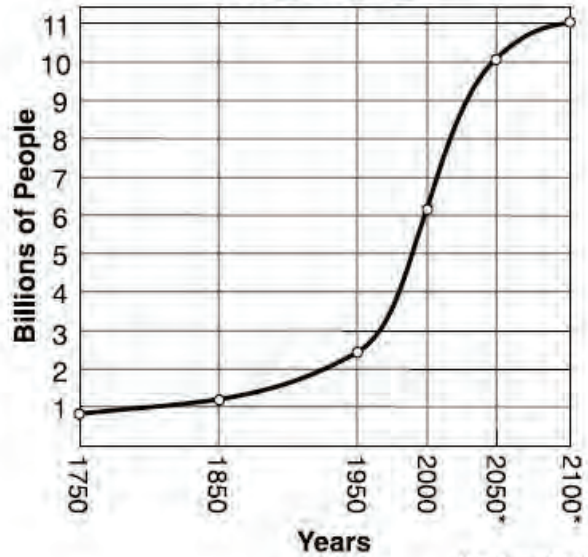
CASCADE
engineering

long-term sustainability



people

dramatic population growth

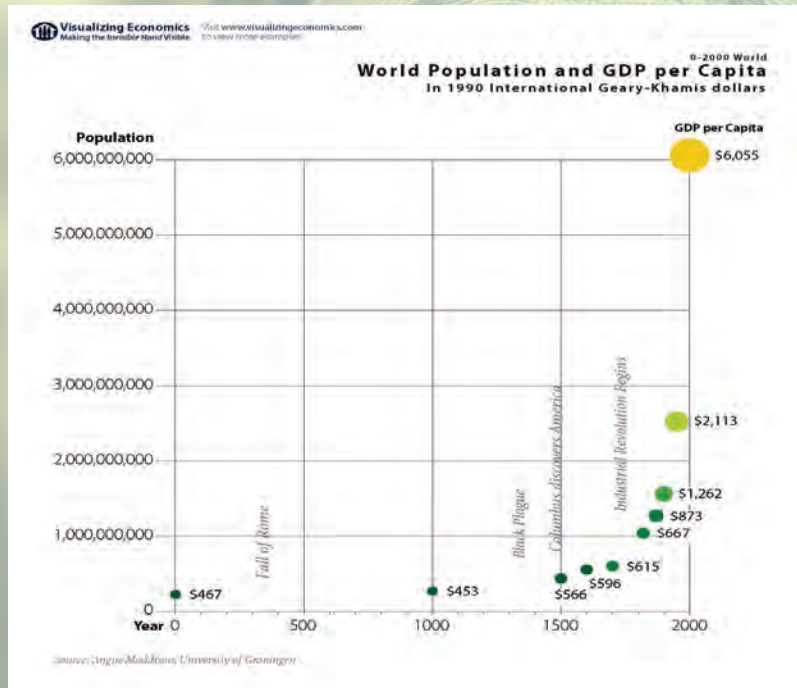


*estimated

Source: United Nations (adapted)

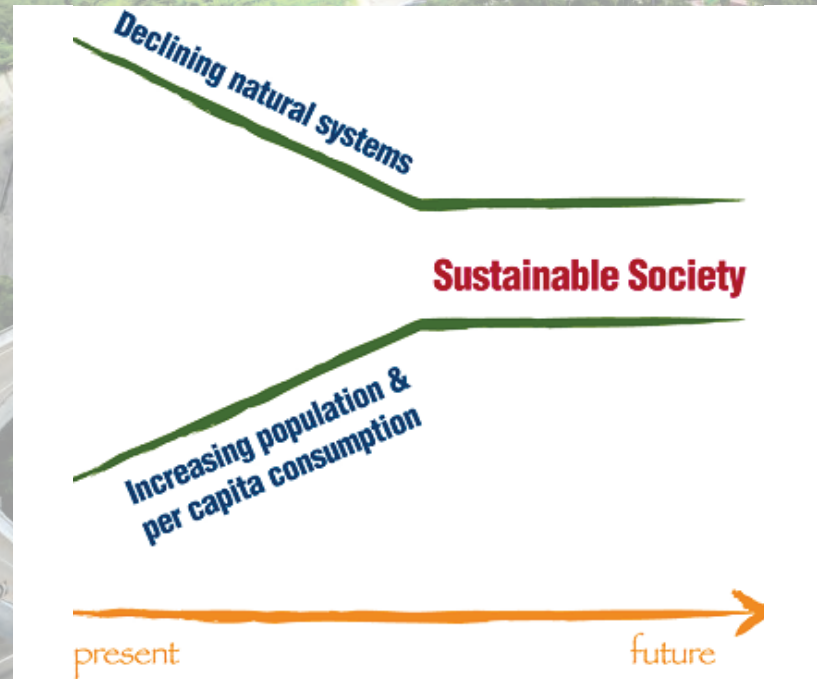
people

global increase in affluence



planet

systemic change



profit

next quarter seems to be all that matters
why does it have to be that way?

we as investors demand it

we as consumers demand it

 profit

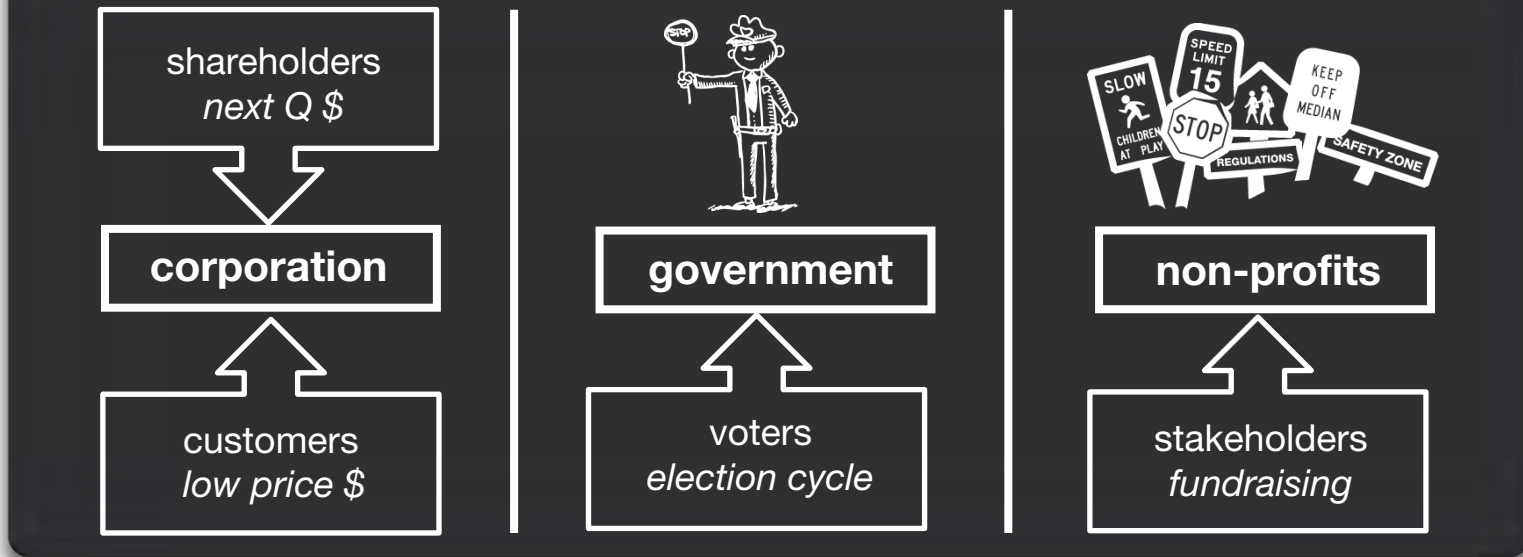
traditional silo-ed model

“It is technically 'illegal' for a public company to invest in the future of our environment or society to the detriment of it's bottom line per it's fiduciary duty”

so change the shareholder direction...

profit

traditional silo-ed model





myth #1

you can't make money
and make a good business



A blue circular icon containing the word "profit" in white, lowercase, sans-serif font.

profit

family owned business & B Corp

family shareholders can elevate the importance of social and environmental issues

Benefit (B) corporations write into their bylaws that the company is for the benefit of all stakeholders not just shareholders

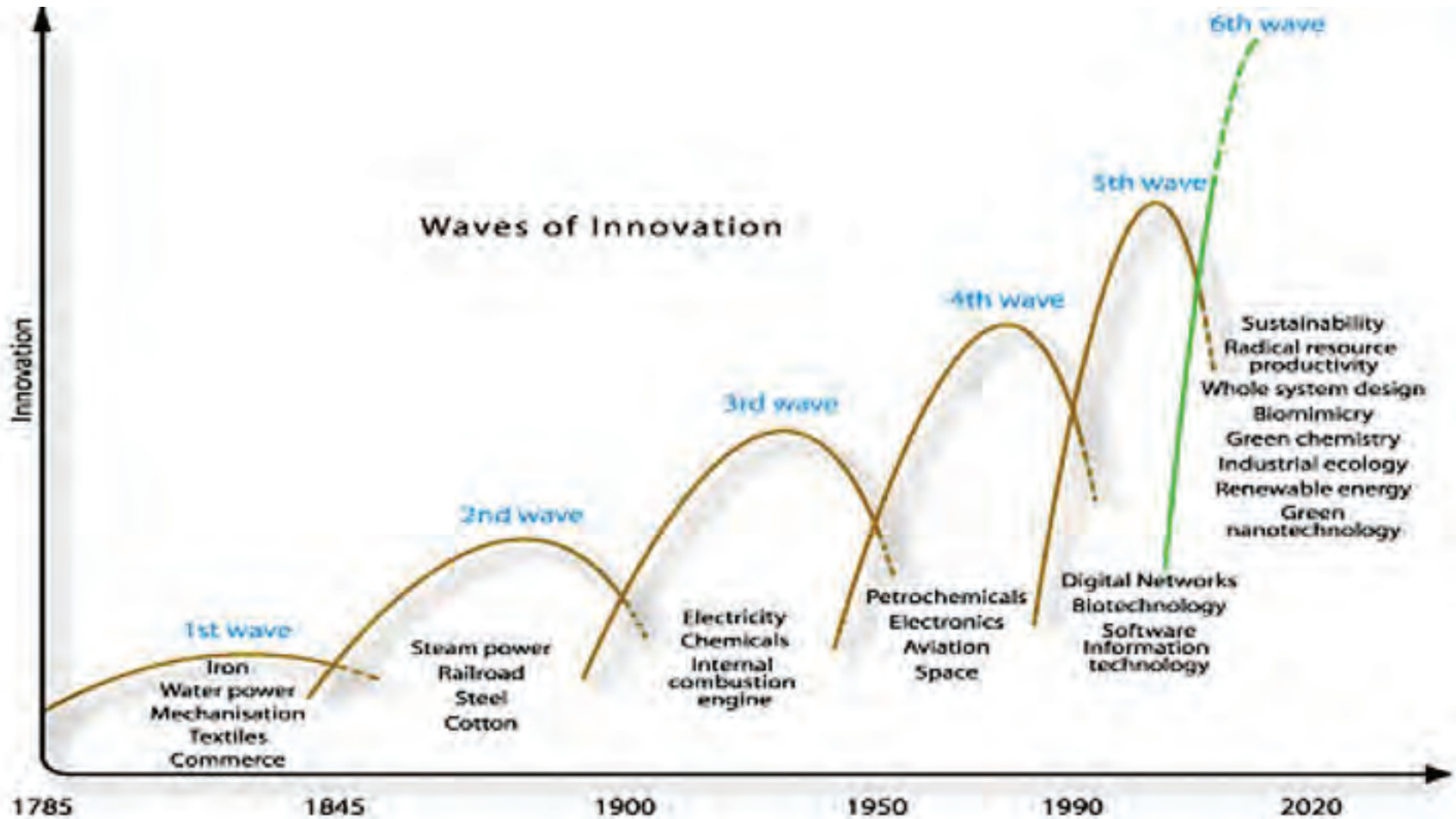


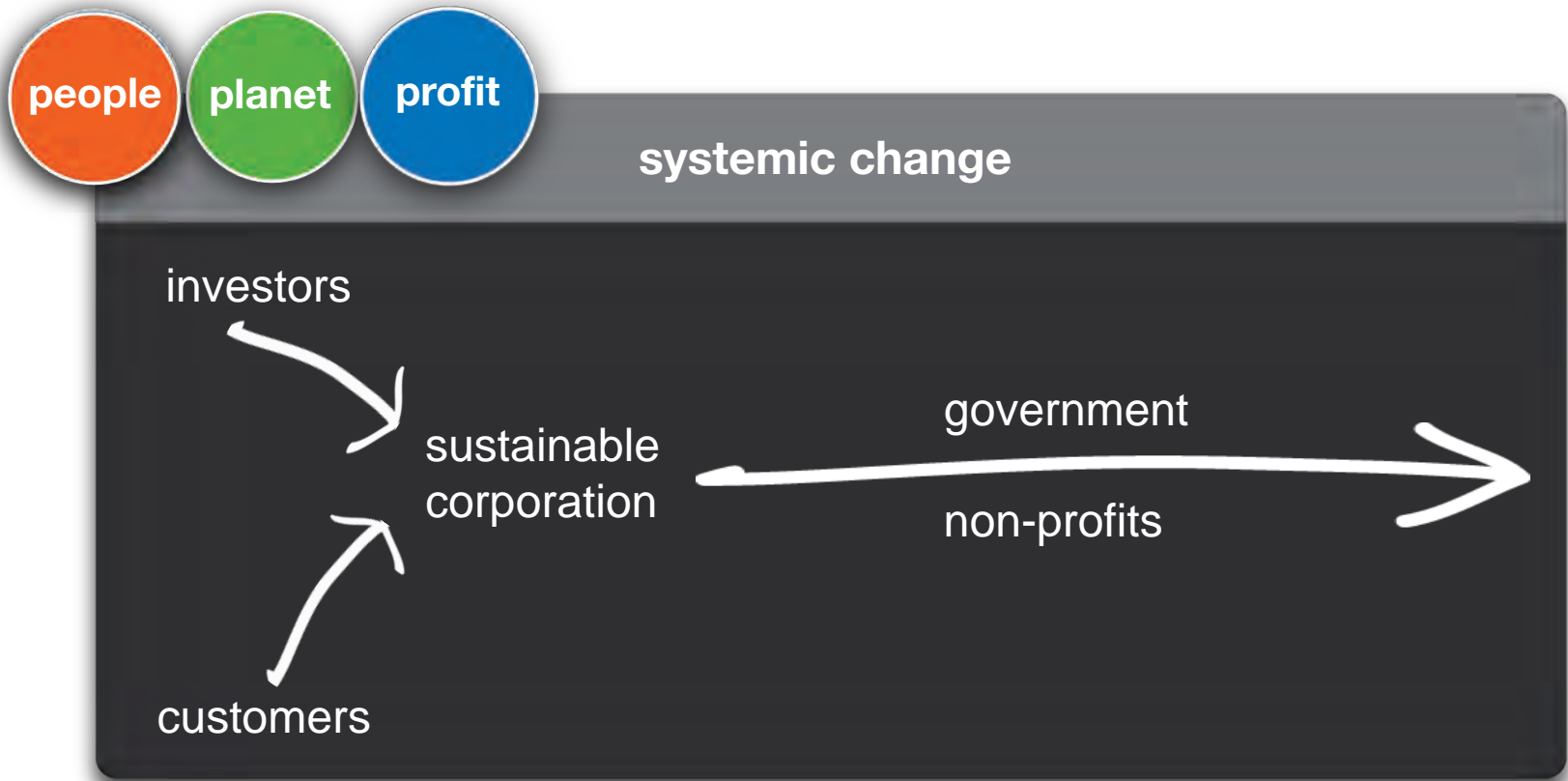
profit

B Corporations are ranked and encouraged to improve their scores

Example B Report

Accountability	5.7	57%
– Governance	3.2	54%
– Transparency	2.5	63%
Employees	29.3	59%
– Compensation & Benefits	21.8	73%
– Work Environment	7.5	75%
Consumers	5.4	18%
– Beneficial Products / Services	5.4	18%
Community Area of Excellence*	24.8	62%
– Suppliers	6.5	65%
– Local	9.3	93%
– Diversity	4.9	49%
– Charity / Service	4.1	41%
Environment	18.1	36%
– Facilities	4.7	39%
– Energy Usage	1.2	16%
– Supply Chain	9.1	51%
– Manufacturing	3.0	25%
Total	81.3	42%





about cascade

founded by Fred Keller in 1973

\$300 million
annual sales

registrations:

ISO9001/ISO14001
TS16949 Certified

12 manufacturing plants

1000+ employees
expertise in large injection molding
(40 - 9000 tons)

markets

agriculture
furniture
transportation
material handling
renewable energy
solid waste & recycling
safe water
TBL consulting

sustainability focus

cascade engineering purpose

to make a positive impact on our society, the environment and to be financially successful

LEED Platinum Certified HQ and
LEED certified manufacturing
plant in NC

B Corporation Certified

looking to partner with
like-minded companies

Certified



Corporation

bcorporation.net



myth 2

the issues are too big to tackle



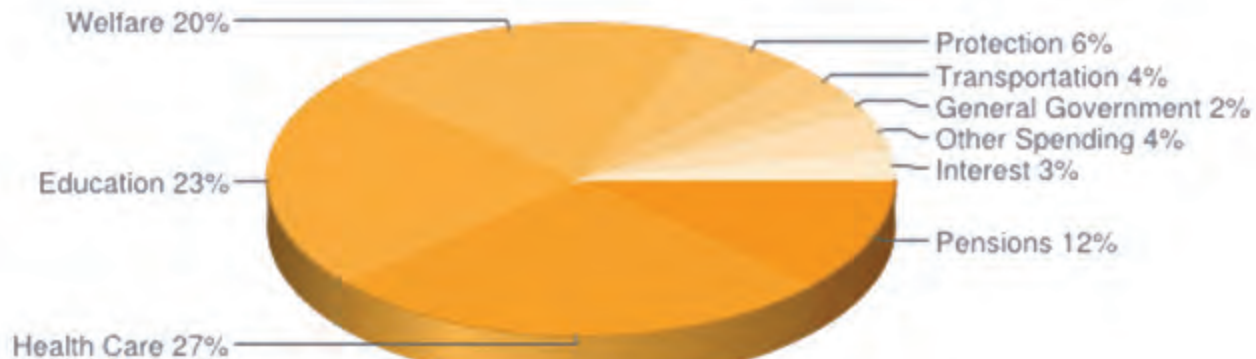




profit

welfare spending is roughly 20% of our state budget

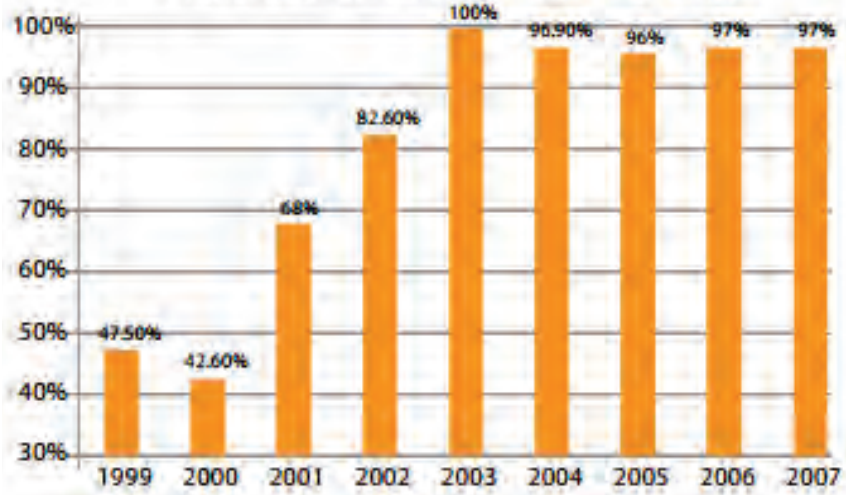
State Spending for Michigan - FY 2012



profit

welfare-to-career success

Welfare-to-Career Retention (Monthly)



people

Deeper Issues We Uncovered

- access to transportation
- access to childcare
- flexibility for child sick time
- racism
- hidden language of poverty
 - learning to speak each other's language
- transparent path to promotion
- transparent path to more pay

people

the source

our partners

- American Seating
- Butterball Farms, Inc.
- Cascade Engineering
- Cascade Fresh Cleaning Co.
- Clark Retirement Community
- Department of Human Services
- GR Spring & Stamping Inc.
- Grand Rapids Foam Technologies
- Head Start for Kent County
- Holland Home
- Imperial Clinical Research Services
- Porter Hills Retirement Community & Services
- Pridgeon & Clay
- Richwood Industries Inc.
- Spectrum Industries
- St. Ann's Home
- The DECC Company Inc.
- Vi-Chem Corporation
- Wolverine Coil Spring

people

cascade engineering

Jahaun McKinley
front line leader



people

cascade engineering

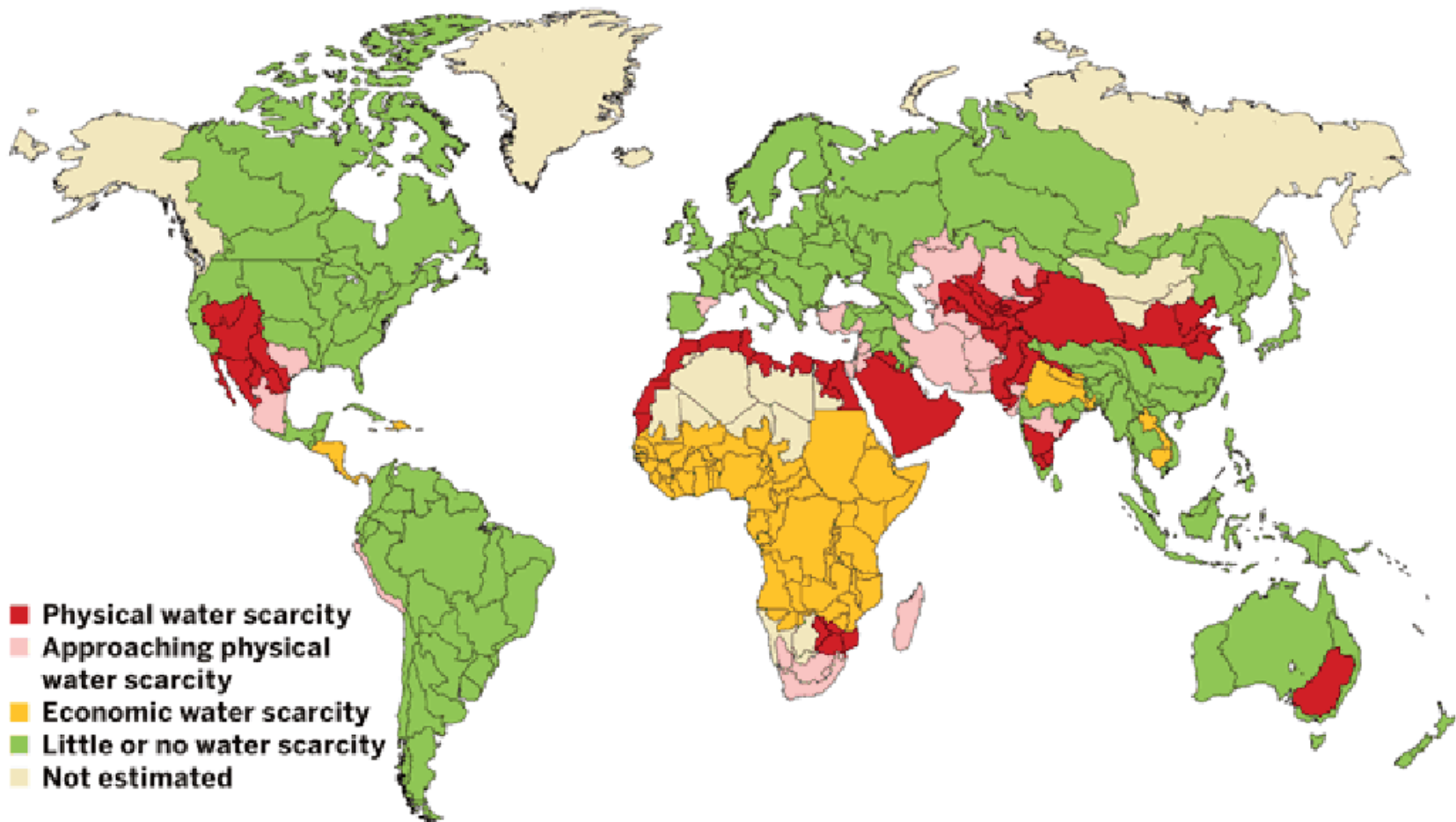
Jo-Anne Perkins
VP Environmental Systems & Services



















final myth

change must be big





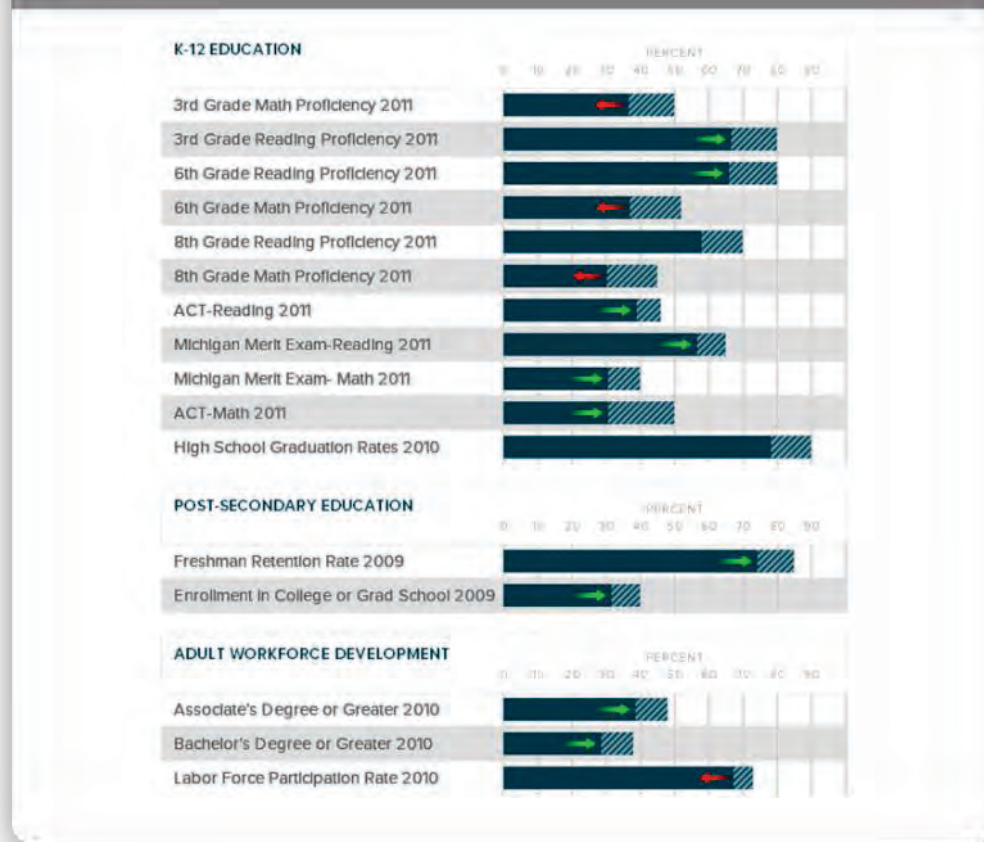
vision : top-20 regional workforce, globally by 2025



Early Childhood Development	K-12 Education	College & Work Readiness	Post-Secondary Education	Adult Workforce Development	Entrepreneurship & Innovation	Employer Practices
LONG-TERM RESULTS		MID-TERM RESULTS		NEAR-TERM RESULTS		



metrics track progress to vision



profit

measurable impact

employee value

increase employee engagement

reduce the \$2,730 annual disengagement cost*

increase retention

reduce \$2,000 - \$7,000 turnover cost**

increase morale

uplift reputation

improve recruiting environment

reduce absenteeism

*www.msnbc.msn.com/id/48177002/ns/business-forbes_com/?

** Cascade Engineering 2011

profit

measurable impact

reputation value

reduce direct marketing costs (\$50,000 – \$150,000) substituted with positive PR*

increase awareness, favorability and perceived product value

justify premium pricing

increase existing customer's confidence
attract new customers

increase value in the financial marketplace

enhance relationships with key suppliers and partners

grows exponentially by word of mouth

*www.msnbc.msn.com/id/48177002/ns/business-forbes_com/?







thank you