

## Taking Green Seriously

When Patagonia needed to expand its DC, its first consideration was environmental impact.

Adventure clothier and outfitter Patagonia always has been cutting-edge when it comes to the environment. The company, started by a band of climbers and surfers, lives by its mission statement: "Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis."

This mission comes through in every aspect of the company's business. It was the first California company to use renewable energy sources like wind and solar to power its buildings. The company's cotton products are made with organically grown cotton and its wool products are made without chlorine. From donating time and service to environmental causes to dedicating at least 1 percent of its sales to hundreds of grassroots environmental groups all over the world, Patagonia puts its money where its mouth is.

It's no surprise then that Patagonia's DC, located in Reno, Nevada, has been at the forefront of green design. Originally built in 1996, the Patagonia DC represented the latest and greatest in environmental design

and operations. It has continued these practices since opening and today, the company has just completed a large expansion project that takes the original green design elements to a whole new level.

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Patagonia Mission Statement



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Information for Members of the  
Warehousing Education and Research Council

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PEOPLE

## Women in Logistics: Changing Demographics

It used to be that attending a trade show in the logistics industry meant that, for a few days, you were going to see a lot of male faces and very few female faces. But if you've been to a WERC conference or other trade show lately, you've probably noticed that the make-up of the industry is getting a decidedly more even-gendered look to it.

In fact, according to Catherine Cooper, CIO of Ozburn-Hessey Logistics, a 3PL based in Nashville, Tenn., that make-up is changing a great deal. "You'll see the ratio of women attending a logistics conference at around 30 percent to 40 percent these days," she says.

The attendance at these industry shows, of course, is a reflection of the make-up of the logistics industry as a whole. Where once the industry was heavily male dominated, it is becoming more diverse each year. And more women than ever are making it to the top of the industry.

"There are strides being made," says Martha Cooper, PhD, professor of marketing and logistics at The Ohio State University in Columbus, Ohio. Cooper is the author

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