

SUSTAIN

A LIFE MAGAZINE

Puebl 
Sustainable Solutions L3C

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PUEBLO SURFING CHRONICLES

TALES OF SUSTAINABILITY ALONG THE ARKANSAS RIVER



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The birth of the L3C.



TEAM NOTES

In the fall of 2016, I began a 14 month sabbatical to study in more detail the history, culture and the arts of Pueblo, Colorado. I felt that if I were to invest in Pueblo for the long term, I needed to understand in greater depth and ease the layers of Pueblo's unique community fabric. When studying many of the issues confronting the community today, I was most struck by the 1.7% housing vacancy rate in Pueblo, which means that whether you are homeless or even wealthy, there is not enough housing inventory to sustain stable and thoughtful economic growth. This was the start of **Pueblo Sustainable Solutions L3C** and the partnership with my brother Jeff, who has for the past 15 years been actively engaged in sustainable housing development in Costa Rica.

After conversations with many of Pueblo's front line thought leaders, it became evident that after housing then came energy, waste and industrial hemp. These four pillars form the foundation and priorities of **Pueblo Sustainable Solutions L3C** and serve as the directive in our educational and development efforts. **SUSTAIN** magazine is our way of sharing the stories of sustainability along the Arkansas River.

As a mission driven low-profit private enterprise we actively engage and partner with non-profit and other public benefit organizations in order to ensure stability and sustainability for the future. We encourage you to find a place on the wave of sustainability and GET WET!

Gregory Howell

Director of Creative Solutions

Jeff Howell

Director of Development

Cover: Co-founder Jeff Howell preparing for the shores of Pueblo.

Photo credit: Dusty Hale

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PUEBLO TODAY & SUSTAINABILITY

TALES OF SUSTAINABILITY ALONG THE ARKANSAS RIVER

Community, Creativity & Courage

Community

Pueblo is and always has been a city at the crossroads where people and ideas converge in a powerful display of creative genius. Since its earliest days, the citizens of Pueblo have brought to the fabric of the community a long tradition of exploration, discovery and self-expression --- turning ideas into action. The Arkansas River in Pueblo has served as the international boundary with France, Spain, Mexico, and the Republic of Texas, making it a true frontier region in the southwest where everyday is extraordinary. The region has been at the epicenter of opportunity in Colorado since the early 1840s when the early settlers built the El Pueblo Fort for trading and commerce. The steel industry driven by Colorado Fuel & Iron ushered in generations of workers from around the world who brought with them their own unique cultures and perspectives on humanity.

Creativity

Exploration, discovery and self-expression have been key drivers in the development of Pueblo since its earliest beginnings. History, culture and the arts have empowered individuals to share their stories of the good, the bad and the ugly. Humanity can get messy, but it is during these moments when one finds him or herself on the fringe or outside of one's comfort zone that light shines bright. A community that embraces and understands the power of light and creativity is more apt to be fluid and flexible in the process of problem solving. Change agents in the community welcome diversity and encourage participation and ownership from all stakeholders in the conversation.

CHANGE IS HARD. AND WHEN YOU ADD SUSTAINABILITY TO THE EQUATION, 1 + 1 DOES NOT ALWAYS EQUAL 3. IT TAKES FAILURE AND A LOT OF COURAGE TO MAKE A DIFFERENCE FOR OUR CHILDREN OF THE FUTURE.

Courage

NO is a hard YES and you have to hold down the grass really hard when you create a new pathway for others to follow. Change is hard. And when you add sustainability to the equation, 1 + 1 does not always equal 3. It takes failure and a lot of courage to make a difference for our children of the future. Pueblo's unique landscape is fostering the extension of the frontiers of opportunity. Communities must have a conversation about the complex issues of shelter, energy, waste, water and food when we talk about sustainability and the human race. This must start locally. Pueblo has the courage and the capacity to face the challenges before us today.

Learn More



Peppermint Pigs & Their Houses by the late **Nina Cravens-Fry**. The Pueblo Peppermint Pigs are part of the *Beyond the Canvas* initiative to help local artists bring their iconic images to the marketplace.



L3C WHAT?

SOCIAL ENTERPRISE BRIDGING THE PRIVATE AND PUBLIC BENEFIT SPHERES OF ACCOUNTABILITY IN ACTION

An L3C is new variation of the limited liability company (LLC). It is also known as a low-profit, limited liability company. What sets it apart from regular LLCs and other for-profit entities (i.e. corporations, partnership, etc.) is its ability to pursue charitable, educational or socially beneficial objectives as its primary motive. Although the L3C can also pursue profit-oriented objectives, they are secondary to its social goals. The L3C is a hybrid entity taking on the flexible characteristics of an LLC in combination with a low-profit socially beneficial objective.



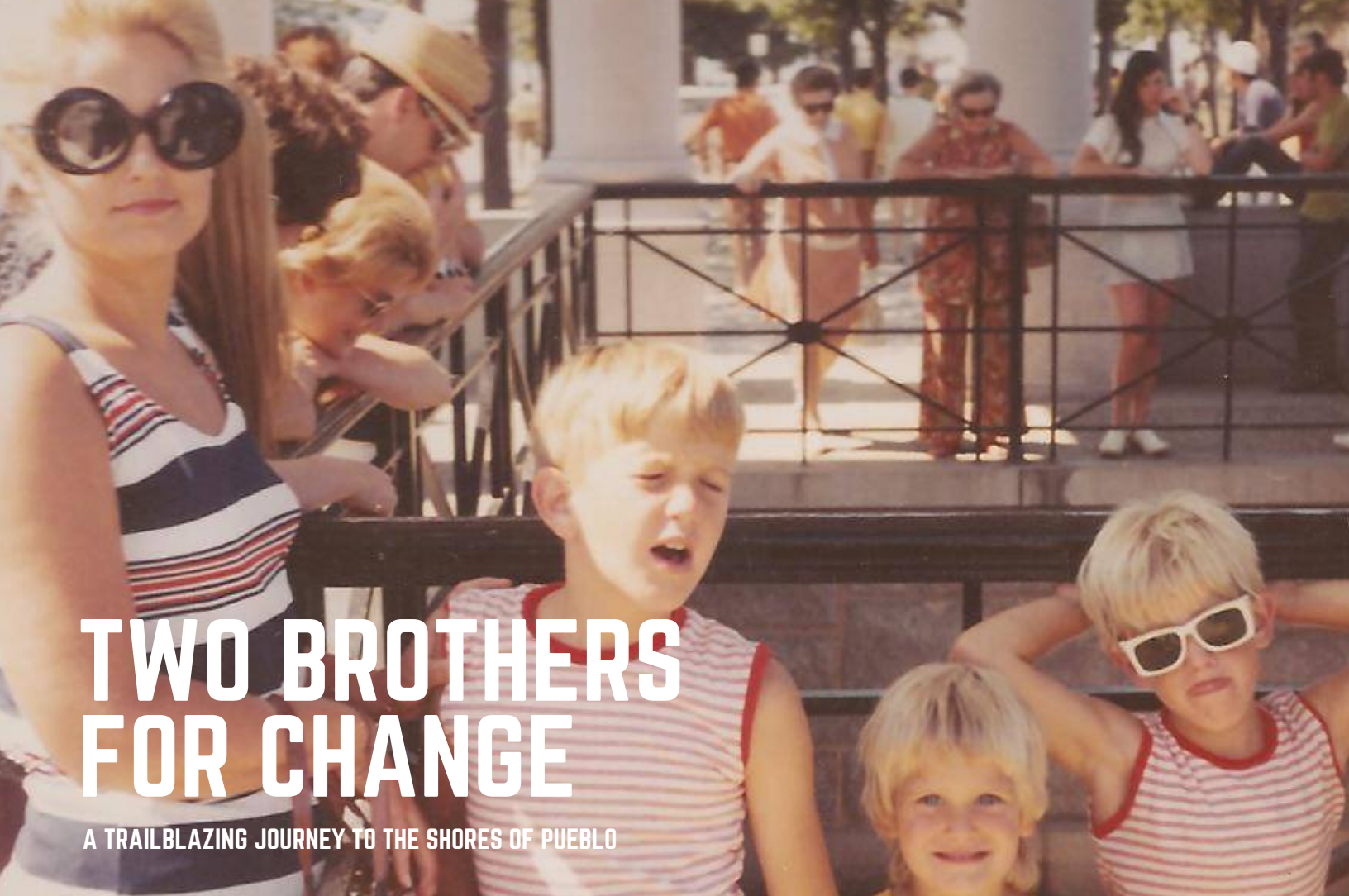
Social Entrepreneurship

At Pueblo Sustainable Solutions, we want to empower community creativity and turn ideas into action. We also champion intellectual freedom, equitable access to information & resources, and democratic conversation. We provide access to credible sources of information, and we create networks of knowledge and exchange in our community. The creative economy is driven by passion and by aligning and connecting social entrepreneurship with resources and services available throughout our community, we foster change and a sustainable future.

Social entrepreneurship refers to the practice of identifying a societal problem and using entrepreneurial principles, such as innovation, to create and implement ventures that achieve change. At Pueblo Sustainable Solutions L3C, we engage and empower social entrepreneurship and its missions and outcomes.

We are innovators who explore new technologies and novel ideas in the relentless pursuit of excellence. Our creatives are embracing the entrepreneurial spirit which includes creativity, persistence, and passion which results in a positive return to society.

[Learn More](#)



TWO BROTHERS FOR CHANGE

A TRAILBLAZING JOURNEY TO THE SHORES OF PUEBLO

How did two brothers from California end up in Pueblo after decades of divergent pathways living in Costa Rica and Japan?

The Howell Brothers grew up in Southern California at the foot of the Santa Monica Mountains which traverse up and down the Pacific Ocean coastline just west of Los Angeles. Every free moment not spent at home, school or church, was enjoyed exploring the hillsides and valleys surrounding their community from Hwy 101 to the Pacific Ocean. Activities were endless from building tree forts to mountain biking to exploring old movie sets which dotted the landscape. Over the years the Brothers developed a strong connection to nature and the awesome responsibilities that come with respecting and preserving the environment for future generations.

Each year the Howell Family embarked on an annual vacation to a faraway destination which offered additional opportunities for Jeff and Gregory to explore and interact with people of other countries and to experience the various ways in which locals engage with nature and the surrounding environment. Over time, each brother developed a distinct vision of the world, with Jeff honoring the ocean as his sanctuary and pursuing a career in thoughtful design and construction in Costa Rica, and Gregory following his childhood passion for Japan working in both the private and public sectors as a liaison and international coordinator for urban planning and design. Having learned the value of hard work and perseverance from the examples set forth by their parents, grandparents and great grandparents, it is no surprise that both brothers ventured overseas on their own terms to

TWENTY YEARS FROM NOW YOU WILL BE MORE DISAPPOINTED BY THE THINGS YOU DIDN'T DO THAN BY THE ONES YOU DID DO.

understand how interconnected we are and the responsibilities that comes with every action we take in the name of growth and development. Through the many successes and failures along the journey of life, the Howell Brothers gained a heightened sense of the meaning and importance of sustainability in almost every decision making process.

In late 2016, Gregory wanted to invest in his new hometown Pueblo and felt compelled to study in more depth the fabric of the local creative economy which had captivated his attention since his first arrival several years prior. After a few months of research and lengthy discussions with his brother Jeff, it became apparent rather quickly that **Housing, Energy, Waste and Industrial Hemp** would evolve as the key initiatives and serve as the mission focus of the newly formed **Pueblo Sustainable Solutions L3C**.

This is how two brothers answered the call to give back to society and to honor the powerful examples of giving set forth by their parents, Darwin and Catherine Howell.

Image: Family vacation photo at Plymouth Rock in the early 1970s



HOUSING

“Pueblo Sustainable Solutions L3C invests in affordable housing and other assets to improve economic opportunities of low income persons and communities.”

As a mission driven low-profit private developer, one of our key priorities at Pueblo Sustainable Solutions L3C is the development and preservation of affordable and sustainable housing in Pueblo, Colorado. We also actively engage and partner with non-profit and other public benefit organizations for the purchase and/or construction of housing projects that serve low-income populations throughout our community. Residents must have access to housing in order to ensure stability and sustainability for the future. We are also actively studying opportunities in the development, redevelopment and/or renovation of commercial real estate in targeted neighborhood revitalization areas.

[Learn More](#) 

ENERGY

The mission of Pueblo Sustainable Solutions L3C is to communicate the most interesting and relevant critical thinking in renewable and sustainable energy in order to bring together the research community, the private sector and policy and decision makers. The aim of our team is to share problems, solutions, novel ideas and technologies to support the transition to a low carbon future and achieve our global emissions targets as established by the United Nations Framework Convention on Climate Change.

Climate change and energy security are two of the most significant challenges the world faces today and future generations will inherit tomorrow. Pueblo Sustainable Solutions L3C is mission driven to make a choice for positive change. At Pueblo Sustainable Solutions L3C, we are committed to protect you and our planet. Through our many initiatives you can make the carbon-conscious choice to work together to move our society one step closer to a more sustainable world. Join in, get wet and help make a difference!

[Learn More](#) 

WASTE

Reduce, Reuse, and Recycle

Every year, Americans throw away 50 billion food and drink cans, 27 billion glass bottles and jars, and 65 million plastic and metal jar and can covers. More than 30% of our waste is packaging materials. Where does it all go? Some 85% of our garbage is sent to a dump, or landfill, although we are quickly running out of space. We've all heard of the 3 Rs of the environment: Reduce, Reuse, Recycle, but do we practice what we preach?

As a mission driven low-profit private enterprise, one of our key priorities at Pueblo Sustainable Solutions L3C is to foster the continued development and ongoing research of sustainable solutions for effective and meaningful waste management in Pueblo, Colorado.

[Learn More](#) 

INDUSTRIAL HEMP

Pueblo, Colorado is strategically positioned to become a global thought leader in the evolving and ongoing dialogue on cannabis and its role in contemporary society today. Despite many federal hurdles along the road of discovery and experience, Colorado and its regional and local governments have been at the forefront of navigating the frontier of cannabis.

[Learn More](#) 



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OFF THE GRID

At 24 years of age, local Pueblo artist Raul Sosa celebrated 'a retrospective...so far'. Raul captured the spirit of creative genius with his own crafted approach to storytelling using new photography platforms and challenging our notions of how to define fine art. Using three unique shows: **Self Portrait**, **Crossed the Line**, and **iPhoneography**, which served as the foundation for this early retrospective, Raul managed to take us to familiar places unknown and back again.

BEST
SELLER



Get a copy of the catalog at Lulu.com.

Pueblo
Sustainable Solutions L3C

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