



“Sustainable Business Management (SBN) is a certification organization that supports businesses going green and connects local businesses in the Boston area. And our organization members consist of entrepreneurs in the Boston area, each with their own life narrative that hasn’t been told before. And so to tell their incredible life stories, SBN Snapshots was created. SBN Snapshots is a program where SBN partners were interviewed to tell and understand their story, their inspiration for their businesses, world views, and ideals. Each individual member brings their own experiences to the organization, and understanding where they come from and what they represents also expresses the values of SBN. SBN Snapshots will be short series of glimpses into their lives where you’ll get to hear a few words from SBN members about what they believe their business stands for and a life lesson they learned while developing their business.”



Michael Kanter (Owner of Cambridge Naturals and speaker on climate change issues)

“The world’s a mess... I used to say I was strangely optimistic in spite of all evidence to the contrary. I still sometimes say, but I don’t even really believe it when I say it, that I’m a pessimist based on intelligence and an optimist based on will, but I’m really having a hard time finding that will given the forces that rage against us. But having a business like ours, it gives us an opportunity to prove that we can sell products that are healthy, and keep people healthier. It’s an opportunity to be a good business; a fair business, to show that that can be done”

“Every little thing helps’, ‘Change your lightbulbs’, Take shorter showers’, or ‘Recycle.’ All those things are great and you should do them to some extent, but the problems we’re dealing with are systemic. If we can’t figure out how to restore carbon to the soil, then all those things are irrelevant because the rising temperatures, rising seas, rising levels of pollution, etc., are not going to go away doing any of those ‘feel good’ things. Actually, I’m going to lie first, I don’t want people to feel good. I want them to do good.”



Jared Auerbach (CEO of Red's Best, visionary entrepreneur)

“But it's also fascinating, you know; getting lots of human beings to come together for one cause is a lot easier said than done. And we've spent the last 10 years here at Red's Best becoming the best in the world that aggregates fish from a large source while working with a huge base of fishermen, docs, and vendors. And for the next 10 years we are finding ways to give consumers and users a window into our product; to experience a quality product brought fresh to their door. That's what's unique about us and our business. We have the opportunity to be extraordinarily impactful 100 years from now; to connect all of the local fisherman in the area and build the Boston Fish Pier hub. And my goal is for people to look back on that impact.”

“I know I make a lot of decisions every day. And most of them don't end up being right. So what I've learned about that over the years as far as being the leader of the organization is that having humility is really important. You have to take your ego out of these decisions. And that's hard to do.”



Irene Li (Owner of Mei Mei, Restaurant advocate)

“Our business has gone through lots of different changes, but sort of the core of what we do is still the same. I'm trying to use better ingredients and there's sort of a new focus on different labor issues and trying to provide really great jobs, which typically are really hard to find in the restaurant industry. That's what I want my business to be.”

“Be as honest as possible with one another and engage in conflict that's productive. Because a lot of the times if we're [employees] in some sort of argument, it feels easier to say “fine, whatever,” and walk away because you don't really want to get in there and you don't want to have an argument. And so I think for us, we all really get along as a staff because of our honest communication.”