



October 31, 2012

City of Portland Commissioners

City Hall

1221 SW 4th Avenue

Portland, Oregon

Dear Commissioners:

Thank for your time today!

Here's a recap of today's three minute presentation from Better World Club.

Better World Club is the nation's only eco-friendly auto club.

We offer 24/7 nationwide road service assistance, insurance, and travel. We are the green alternative to other auto clubs and BWC's headquarters has been located in downtown Portland since the company's founding 10 years ago.

BWC has one of the lowest customer complaint records in the industry:

80% customer retention rate

BWC distinguishes itself in many ways:

ONE PERCENT of our gross revenues are donated to environmental advocacy and cleanup.

Better World provides our auto insurance clients with a free carbon offset.-Carbon offsets balance off the greenhouse gas created by fossil fuels

BWC has donated to the Portland Public Schools for the retrofitting of oil-burning boilers and purchased sensors for classrooms.

BWC has made donations to legislation to increase fuel economy standards

This only scratches the surface of Better World Club's environmental efforts. Better World Club takes on the other auto clubs (and their membership in the highway lobby) over public policy—everything from fuel economy and greenhouse gas emissions to bike lanes

We discount our membership fees for hybrids and other alternative fuel vehicles; we have discounts on hotels and rental cars but often deeper discounts on green hotels and rental cars.

We pioneered bicycle roadside assistance—and still have the only nationwide bicycle roadside assistance.

In July, Better World became one of the first companies to offer cyclist the only comprehensive & affordable accident and liability insurance. The \$39.95 annual bicycle membership fee now includes up to \$1 million of liability coverage and up to \$100,000 of medical insurance reimbursement.

Nation's only eco-friendly auto club—and only nationwide road service for bikes

Better World Club offers 24/7 eco-friendly road service assistance for automobiles, motorcycles, RV's and bicycles- 1% of gross revenues are donated to environmental advocacy & clean-up. We offer maps, discounts on hotels, rental cars and tours (and often bigger discounts when they're "green"). Based in Portland, we have one of the lowest complaint records in the industry nationwide and in Canada.

Annual bicycle coverage \$39.95

Annual Basic automobile coverage is \$55.95/

Annual Premium automobile coverage is \$89.95

Enrolling City Members can now receive a [15% discount](#) on Better World Club Memberships and numerous discounts with BWC Partners

Kicking Asphalt electronic newsletter included with information about impactful transportation legislation and other environmental issues

Electronic enrollment on line or call Customer Service at 1.866.238.1137

[Discount Code BARB1515](#)

[No administrative HR hassles, we keep track of enrollments](#)

Mitch Rofsky, President and Co-Founder has been involved in socially responsible businesses his entire career. He was the first Chair of Business for Social Responsibility. He was a featured expert at the Social Enterprises, Inc. Portland "Go Green 2008 Conference." Mitch writes for the Los Angeles Times, The Boston Globe, The Huffington Post and His vision has been the guiding principle behind Better World Club. Mitch Rofsky has devoted his entire career to socially responsible business.

Sincerely,

Barbara O'Hare, Sales

Better World Club

412 NW Couch St. Suite 100

Portland, Oregon 972099

503 880-7448

oharel1@frontier.com

www.betterworldclub.com

CHANGING MORE THAN TIRES!

Biographical Brief
Mitchell Rofsky, President
Better World Club

Mitch Rofsky has devoted his entire career to socially responsible business.

Once upon a time, Mitch was an attorney for Ralph Nader, where he lobbied Congress for Public Citizen's Congress Watch. Mitch always discloses that he worked for Nader before he became a politician. He specialized in banking and finance legislation and was associated with a string of legislative victories, including the antitrust Reform Act of 1977, the National Cooperative Bank Act and the Community Reinvestment Act.

Mitch was asked by the Carter Administration to join the transition team that put together the National Cooperative Bank. In 1980, he joined the Bank's management team. He ultimately became Executive Vice President of the bank and President of its venture capital arm, NCB Development Corporation- The National Cooperative Bank.

During his tenure, the NCB Development Corporation provided the funding that started Working Assets in 1983. Working Assets is now known as one of the major long distance resellers, its nearly 400,000 customers representing the 6th largest reseller of Sprint. But Working Assets started out as a socially responsible money market fund. In 1991, Mitch became President of Working Assets Capital Management. Mitch was President as Working Assets expanded from a "stand alone" money market fund to a family of funds, including equity, balanced and bond funds. Working Assets Capital Management was then sold to the Citizens' Funds where is now has over \$1 billion in assets.

Mitch was the first chair of Business for Social Responsibility. There he served on the Board of Directors with such prominent business leaders as Ben Cohen of Ben & Jerry's, Arnold Hiatt, former Chair of Stride Rite Shoes, as well as representatives of Reebok, Hasbro and many other national companies.

After Working Assets was sold, Mitch started American Consumer Insurance Agency, Inc. (ACI) to see what "social responsibility would mean in the property and casualty insurance market. Within a few years after starting the business in 1996, the environmental community approached Mitch to help fight anti-environmental issues. American Consumer Insurance later merged with several other companies to become Better World Club.

Mitch's writing on business and politics has been published by the Los Angeles Times, The Boston Globe, The San Francisco Examiner and many others- www.commondreams.org. One can also review the newsletter, Kicking Asphalt, which can be found at www.betterworldclub.com.

Mitch is a Graduate of Wharton School of Finance and Commerce of the University of Pennsylvania and the Law School of the University of California.

“Finally, an auto club with decent values.” - cartalk.com

JOIN BETTER WORLD CLUB RISK FREE.
Join for 30 days at no risk.
After 30 days, refund amount will be prorated.

Calculate Total Membership Fees			
Primary member	\$		
Additional member/s	\$	ea.	x
Add On			
Motorcycle	\$17		
RV/Trailer	\$34		
Bicycle	\$17		
BikeOn Insurance \$17/ea	\$	ea.	x
Total	\$		

Select Start Date
Please delay my coverage until _____
MM / DD / YYYY
☐ I want paperless renewal and to receive notifications via email

Payment Information
☐ Check (payable to: Better World Club) ☐ Credit Card

Credit Card Number ☐ Visa ☐ MasterCard ☐ Discover

Expiration Date _____ CSC

Signature _____

Detach form and mail to: **Better World Club**
412 NW Couch St. Ste 100
Portland, OR 97209
Enter Promotion or Affiliate Code Here _____

Receive **20% off** any new membership
with promo code:
BARB1020

Why on EARTH would you stay with the other auto club?

While AAA and other auto clubs take you for a ride with the highway lobby, Better World Club promotes environmental and social responsibility.

- 2005**
- Better World Club offered free memberships to hybrid owners.
 - AAA opposed regulating auto greenhouse gas emissions in Pennsylvania.

- 2006**
- Better World Club instituted a surcharge for vehicles with the worst gas mileage.
 - Southern CA AAA opposed raising the royalty on oil drilling, even though the money would have helped develop alternative fuels.

- 2010**
- Better World Club purchased 5.5 million pounds of carbon offsets as part of their yearly donation policy.
 - AAA Mid-Atlantic opposed a plan to install bike lanes on Pennsylvania Ave in Washington DC.

- 2011**
- AAA California opposed the 3-Foot Law, intended to increase safety for cyclists on busy roads.

- 2012**
- Better World Club launched the first affordable, nationwide insurance plan for cyclists.

You'll never hear from BWC the words that a New Jersey AAA spokesman told the AP: "Yeah, I'd like to preserve open spaces, but I'm a motorist."

Better World Club is out to change more than just tires!

- We care about our members, and we want them to know what their membership supports.
- We donate 1% of our revenue to environmental cleanup and advocacy
 - We have the only nationwide bicycle roadside assistance
 - We offer reduced membership rates to owners of hybrids and other alternative-fuel cars—and surcharge gas guzzlers (Who else does that?)
 - We offer discounts to public transit riders
 - Our roadside services are carbon-neutral
 - We recognize domestic partnerships
 - We recently joined Seventh Generation, Patagonia, Ben and Jerry's, and Utne Reader in an effort to oppose corporate personhood

 **betterworldclub**
Improve Your Car-ma!

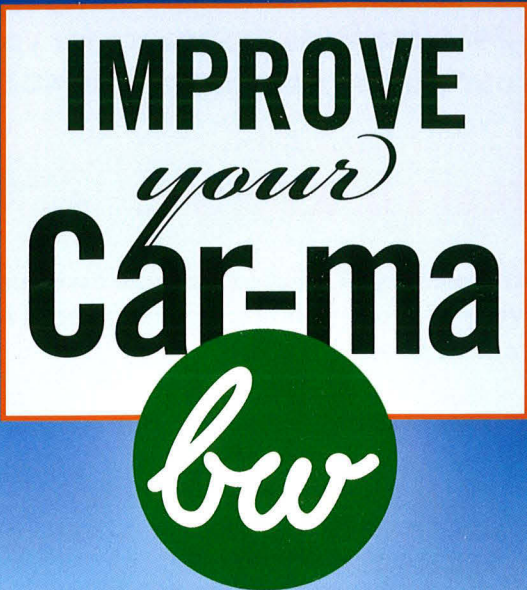
412 NW Couch St Suite 100
Portland, OR 97209

Customer Service:
Toll Free: 1-866-238-1137
Local: 503-546-1137
Fax: 503-546-1117
(M-F, 8:30 am to 5:30 pm PST)

Email: club@betterworldclub.com

More information online at:
www.betterworldclub.com

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Join America's 1st and only
eco-friendly Auto Club
with 24/7 nationwide roadside
assistance for cars and bicycles,
including Accident & Liability
Bicycle Insurance.

 **betterworldclub**

1. Do You Have Coverage in My Area?

Yes! 24/7 Roadside Assistance for your motor vehicles and bicycles is available in all 50 states and Canada from our trusted network of over 40,000 service providers. Our average nationwide response time is 38 minutes.



2. What's in it for Me?

Enjoy the security of reliable roadside assistance wherever you drive – while supporting social and environmental responsibility

- 24/7 Nationwide Roadside Assistance
- Toll-free emergency service
 - Towing up to 5 or 100 miles, depending on coverage
 - Flat tire and lockout assistance
 - Battery jump starts
 - Fluid delivery
 - RV/Motorcycle coverage (see website for restrictions)
 - Coverage that follows the member

- Bicycle Roadside Assistance & Insurance
- Up to 30 miles of transportation per call for you and your bike.
 - **NEW! BikeOn** Accident & Liability Insurance for cyclists

- Discounts
- Up to 50% off national hotels/motels
 - 5-35% off car rental rates
 - Additional savings on hybrid car rentals and eco-friendly lodging
 - Free maps & Trip Plans
 - membership discounts for mass transit riders
 - membership discounts for hybrid, electric, and biodiesel vehicles

3. Select Your Start Date

If you are still a member of another auto club, just pick the date you would like your membership with us to begin.

4. OK, How Much Will it Cost?

Choose Your Coverage	Primary Member	Additional Member/s	Add On (The flat fee covers all members listed on a membership)	Motorcycle coverage	Bicycle coverage*	RV/trailer coverage (includes motorcycles)
Premium Auto	89.95/yr	\$35 each		\$17	\$17*	\$34
Basic Auto	55.95/yr	\$25 each		\$17	\$17*	N/A
Bicycle Only	39.95/yr	\$17 each		N/A	N/A	N/A

We are generally less expensive than AAA. If not, call us for a price match at 1-866-238-1137

Premium Auto
All discounts and services including towing up to 100 miles from pickup. Four service calls per year, per person.

Basic Auto
All discounts and services including towing up to 5 miles from pickup. Four service calls per year, per person.

Motorcycle
Extends Basic or Premium benefits to cover motorcycles and scooters over 50cc's.
(Scooters under 50cc's are already covered under our auto plans)

RV/Trailer
Extends Premium Auto benefits to cover RVs, trailers, and motorcycles.

Bicycle Only
Our services and transportation up to 30 miles for you and your bicycle. Two service calls per year, per person. Includes accident & liability insurance for **ALL** members.

***Bicycle Add On**
\$17 adds bicycle roadside assistance for all members listed on an auto membership. Also includes **BikeOn** accident & liability insurance for one designated member. Other members can receive insurance for \$17 each.

Additional Members
Cover yourself and up to 3 household members. 4 service calls are available per year to each member. Children aged 16-22 (16-25 if in school) may be covered even if living away from home.

5. It's Easy to Join!

Primary Member Information

Full Name

Email address (for confirmation and paperless renewal)

Mailing Address

City, State, Zip

Phone

Additional Household Members
Maximum of 4 people per membership

Full Name

Full Name

Full Name

Select Membership Level:
☐ Premium Auto ☐ Bicycle Only ☐ Basic Auto ☐ RV/Trailer

Add On:
☐ Motorcycle Coverage
☐ Bicycle Coverage * Insurance benefit defaults to Primary member if no other member is designated below:

Name of designated member

☐ I would also like to purchase insurance for the following members

For an additional \$17 each:

Full Name

Full Name

Full Name

Parsons, Susan

Subject: Commissioner's Presentation for 10/31/12 for Better World Club, Inc. from B. O'Hare
Importance: High

From: ohare11@frontier.com [mailto:ohare11@frontier.com]
Sent: Wednesday, October 24, 2012 4:40 PM
To: Parsons, Susan
Cc: ohare11@frontier.com
Subject: Commissioner's Presentation for 10/31/12 for Better World Club, Inc. from B. O'Hare
Importance: High

Better World Club is the nation's only eco-friendly auto club. We offer 24/7 nationwide road service assistance, insurance, and travel. We are the green alternative to other auto clubs and BWC's headquarters has been located in downtown Portland since the company's founding 10 years ago.

Besides having one of the lowest customer complaint records in the industry, we distinguish ourselves in many ways;

ONE PERCENT of our gross revenues are donated to environmental advocacy and cleanup. Better World provides our auto insurance clients with a free carbon offset. Carbon offsets balance off the greenhouse gas created by fossil fuels. As an example, BWC has donated to the PPS for the retrofitting of oil-burning boilers and purchased sensors for classrooms. These donations have gone to many other efforts as well, including legislation to increase fuel economy standards.

This only scratches the surface of Better World Club's environmental efforts. We discount our membership fees for hybrids and other alternative fuel vehicles, we have discounts on hotels and rental cars but often deeper discounts on green hotels and rental cars.

And we pioneered bicycle roadside assistance—and still have the only nationwide bicycle roadside assistance. In July, Better World became one of the first companies to offer cyclist the only comprehensive & affordable accident and liability insurance. **The \$39.95 annual bicycle membership fee now includes up to \$1 million of liability coverage and up to \$100,000 of accident insurance.**

CEO, Mitch Rofsky, holds a law degree and is a graduate of the Wharton School of Finance & Commerce at the University of Pennsylvania. He has been involved in socially responsible businesses his entire career. He served as the first chair of Business for Social Responsibility. Mitch has been published in the Los Angeles Times, The Boston Globe, The Huffington Post, among others. His vision has been the guiding principle behind BWC.

Better World has more than an 80% customer retention rate nationwide and would be extremely interested in getting the City of Portland to be a flagship customer. We would be happy to provide your employees with a discount.

I am looking forward to presenting on 10/31 @ 9:30 a.m. to the Commissioners-Thanks!
Barbara O'Hare, Sales 503 880-7448 Mobile ohare11@frontier.com
Better World Club, Inc. www.betterworldclub.com

10/24/2012


Request of Barbara O'Hare, Better World Club, Inc. to address Council regarding
the nation's only eco-friendly auto club (Communication)

OCT 31 2012

PASSED TO SECOND READING

Filed OCT 26 2012

LaVonne Griffin-Valade
Auditor of the City of Portland

By 

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Saltzman		
4. Leonard		
Adams		