

# Green and Purple!

## Copeland Casati Leads Clients & the Green Movement with Style



Copeland Casati (left) and Amy White

**C**opeland Casati's lifestyle is all things modern. She is a savvy businesswoman, a social media devotee, and an avid environmentalist. She has a keen eye for contemporary design and she proudly sports a head of radiant pink hair.

Copeland runs a sleek media agency called copeland casati media, C3 out of her home, using the Internet to coordinate clients, collaborators and employees across the U.S. and the rest of the world. "Clients love to come here and see how you can merge your personal and professional life and be successful at both," says Copeland. Every day she wakes up and walks from her bedroom to the office, where she logs on and begins her work day at 7am. She cooks lunch while chatting on the phone with business clients and takes short breaks to exercise or spend time in the vegetable garden with her two children and the dogs. She also impresses visitors to the home office with her visual creativity, displaying a beautiful collection of contemporary furniture and artwork.

by Natalie Mesnard

When she is not working on media projects, Copeland also runs three other small businesses, partnering with several architectural firms to create prefabricated passive-solar homes for those motivated to live in more eco-friendly environs. The three businesses provide different home styles: modern, cottages, and cabins.

Volunteer work rounds out Copeland's busy life. "We love wearing different hats here," she says.

No discussion of hats at Copeland's office can be complete without an enthusiastic discussion of Vintage Hat Fridays. In the winter months, Copeland and Amy White, her sole in-house colleague (several other colleagues telecommute), spend Fridays wearing old-fashioned hats with outfit to match. They blog about their creations, complete with pictures and a contest for best getup. The two women note that most outfits are bought on the cheap at local consignment shops, demonstrating how recycled clothes can be trendy and exciting.

Practices that are both design-conscious and environmentally friendly are a huge part of Copeland's approach to life. She is building a net-zero energy home in rural Virginia through one of her own prefab house kit partnerships. The structure is contemporary in design and uses only solar energy to support appliances and heating or air conditioning. She blogs about the ongoing project at greenmodernkits.com. In her current home, Copeland composts everything and cleans up with re-useable cloth rags and napkins. Company communications are all-digital. Employee Amy bought a home near Copeland's so she could commute to work by bicycle.

"Although I am a huge environmentalist, a lot of it just makes really good business sense," says Copeland. She saves money on energy and materials, and her online relationships keep her constantly immersed in the latest technology and social media.

Even Copeland's free time is spent in environmental pursuits. She organizes the Richmond Green Drinks group, connecting members of the green movement across the city. She is an active proponent of legalizing small livestock—chickens and small goats—in suburban and urban areas. "I believe that fresh organic food is not a privilege, it's a right," says Copeland, asserting that all Americans should be able to raise their own animals for eggs and milk.

Wherever she goes, Copeland Casati is a trendsetter. Day after day, she re-envisioned the modern professional lifestyle. She shows that green business models can and often do work better than traditional ones. Environmentalism can be both beautiful and practical. Home



Copeland Casati is a trendsetter. Day after day, she re-envisioned the modern professional lifestyle.

and work can merge harmoniously. And, of course, the president of a high-profile advertising company can still have fabulously pink hair.

To learn more about Copeland's businesses, visit [copelandcasati.com](http://copelandcasati.com), [greenmodernkits.com](http://greenmodernkits.com), [greencottagekits.com](http://greencottagekits.com) and [greencabinkits.com](http://greencabinkits.com). ▶



Natalie Mesnard is a freelance writer and environmental activist. She also hopes to participate soon in Vintage Hat Fridays—check out Copeland and Amy's outfits at <http://www.greenmodernkits.com/labels/Vintage%20Hat%20Friday.html>!

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