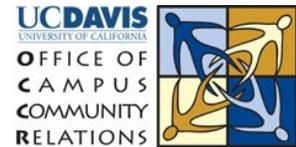




Presented by:



Small Business Success & Sustainability Symposium & Luncheon
Thursday, November 17, 2011 9 am—1 pm
California Environmental Protection Agency Headquarters
1001 I Street, Sacramento, CA 95814

Who Should Attend: *Small Business Owners, CEOs, Management Teams, Marketing Professionals, Community Outreach Coordinators, Aspiring Entrepreneurs and Students Interested in Sustainability*

Why You Should Attend: *Interact with celebrated business leaders, change-agents and key innovators to learn exciting trends, gain critical knowledge and develop winning partnerships to prepare your company for a world where profit, people and the environment connect. Our panel of experts will share information that is immediately useful and lead discussion on the following topics:*

The Business Logic of Sustainability: Merging Economic Growth with Social Responsibility—The explosion of organic and eco-friendly products on retail store shelves and in our daily lives is more than just a passing fad—it's big business. Smart business owners are learning to make the best use of their current assets while repositioning themselves to take full advantage of a reset world. Learn from the experiences of companies who are seeing quantifiable results through successful projects. Discover how reducing your company's carbon footprint can increase your bottom line.

Marketing, Messaging & Media Relations: Greenwise vs. Greenwash—In today's business environment, companies have to work harder than ever to generate awareness that sets them apart from others in order to gain a competitive edge. Green and sustainability marketing present unique challenges, not the least of which is the lack of standards for determining what it means to be a truly green and sustainable product or company. Experts in the industries of interactive marketing, public relations and broadcast media will tell you how to develop your message and marketing strategy, and execute it with confidence. Learn best practices in marketing the green status of your business and strengthening your brand without breaking the bank.

Innovative Solutions: Creative Ways to Sustain Your Business—The current economic crisis presents multiple challenges for small businesses. Companies need to look beyond traditional business strategies for sustainability. This session will show you how to implement new, creative and unconventional ways to help strengthen your business and prepare for an economic upturn.

Empowerment Through Education: Who's Got Your Back—Learn how educational institutions are meeting the challenge to offer curriculum that will teach business professionals and traditional students to create innovate products and processes, and use progressive environmental policies for competitive advantage. Learn how to build a successful network and find out who's got your back.

To register call: (916) 807-3667 or call Jennifer Green at (916) 807-3667
Or email jenpresents@msn.com for online payment options