

What is the Sustainable Enterprise Conference?

The Sustainable Enterprise Conference is a day-long learning and networking conference dedicated to helping North Bay businesses, academic, government and non-profit organizations transition to economic, environmental, and social sustainability.

The 2012 event will be held May 11 at Sonoma Mountain Village in Rohnert Park, CA.



Why is the Sustainable Enterprise Conference important now?

Today, more than ever, there are real bottom-line benefits and economic rewards for businesses that make environmental and social sustainability a priority. Participants at the Sustainable Enterprise Conference will hear luminary speakers and participate in workshops and panel discussions to learn how they can drive financial, environmental, and social success in the new economy.

How many people are expected to attend this year's conference?

Approximately 350 North Bay business, nonprofit, and educational leaders are expected to attend this year's conference. Over 30 speakers, 50 exhibitors and 30 student volunteers will also participate.

What are the benefits of attending the Sustainable Enterprise Conference?

Participants at this year's conference will gain real and useable insights into how to transition their organizations to sustainability in three key areas – environmental, social, and economic. Workshops and networking opportunities will allow participants to learn firsthand of the challenges and rewards of making this transition and will enable them to leave with tools and knowledge they can use to change their organizations.

Who should attend the Sustainable Enterprise Conference?

The Sustainable Enterprise Conference is particularly geared to the interests of North Bay business leaders and those responsible for taking action around the sustainability of their enterprise. Past participants have included:

- Executives, managers, and individuals responsible for setting long term direction
- Professionals and consultants who are engaging in sustainable enterprise activities
- Staff and members of nonprofit organizations with a desire to operate more sustainably
- Entrepreneurs who are starting or plan to start new enterprises
- Educators and students with an interest in sustainable enterprise
- Those who influence, design, or implement public policy

Who are notable presenters for 2012?

For 2012 we've already received speaking confirmations from Assemblymember Jared Huffman, California Energy Commission, Deputy Director Panama Bartholomy, Sonoma County Supervisor Efrén Carrillo, Dominican University of California Sustainable Programs Director Joey Shepp, and Presidio Graduate School Interim Dean of the Faculty Ed Quevedo.



How do I register for the Sustainable Enterprise Conference?

Interested participants can register online at www.sustainableenterpriseconference.com

Registration is open until May 4 or we until have reached capacity. Seating is limited.

Who produces the Sustainable Enterprise Conference?

The Sustainable Enterprise Conference Steering Committee is a group of Northern California business leaders, University faculty, nonprofit leaders, and entrepreneurs joined together to promote sustainable business practices. We partner with business organizations, chambers of commerce, nonprofits, and other community-based organizations to present this one day event.

The conference operates under the fiscal sponsorship of ***the Leadership Institute for Ecology and the Economy***, a 501(c)(3) public charity based in Sonoma County dedicated to insuring a sustainable future for California's North Coast.

Phone: (707) 636-4732 | Email: info@ContactSEC.com

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2012 Sustainable Enterprise Conference Organizers



Oren Wool

Sustainable Enterprise Conference – Executive Director

Principal | 108 Technologies

Oren Wool works promoting ideas, policies, companies and products that embrace sustainable development and foster social equity. He implements technology solutions that improve organizational communication and support brand messaging including email marketing, social media, web design and online project management.

Prof. Robert Girling, Ph.D.

Sustainable Enterprise Conference - Program Director

School of Business and Economics | Sonoma State University

Prof. Girling is teaching social entrepreneurship, international business and sustainable business strategy at Sonoma State University. He has worked and taught in 15 countries and consulted with the World Bank, USAID, and the United Nations. He is the author of 50 articles and books and is currently writing a book on Good Companies.

Tanya Narath

Sustainable Enterprise Conference - Financial Director

Executive Director | Leadership Institute for Ecology and the Economy

Leadership Institute Fellow

Tanya Narath is the Executive Director, CEO and a Fellow of the Leadership Institute for Ecology and the Economy. She is a member of the Sonoma County GoLocal Cooperative Board of Directors and the City of Santa Rosa's Community Advisory Board.

Genevieve Taylor

Sustainable Enterprise Conference - Master of Ceremonies

Partner | CircadiaOne

Leadership Institute Fellow

Genevieve Taylor is a partner for CircadiaOne, a new consulting firm that guides enterprise change to sustainability. She is also Vice President at Global Genesis, where she delivers training in leadership, communications, time management, conflict resolution, and negotiations.

Jeff Young

Sustainable Enterprise Conference - Exhibits Director

Maestro of CollaborAction | Co-ignite

Jeff's central passion is helping people learn how to become the business they are meant to be and break the rusty, worn-out habits of the industrial era. Jeff firmly believes we need to creatively and collaboratively work together to utilize our diverse viewpoints, skills, and backgrounds if we are to succeed in taking the next step in our collective future.

Jan Kahdeman

Sustainable Enterprise Conference - Press Relations

Consultant | Jan Kahdeman Communications

A writer and editor at heart, Jan Kahdeman consults in marketing communications, public relations, grant research/writing, and technical writing. Her clients include organizations in the non-profit sector and local commercial and high-technology enterprises.

Julie Montgomery

Sustainable Enterprise Conference - Greening Director

Founder | Sage Principles

Julie Montgomery is the founder of Sage Principles, a sustainability consulting business in Santa Rosa that helps small and medium size businesses in Sonoma County improve their environmental performance. She is a certified Sustainability Professional through the International Society of Sustainability Professionals (ISSP).