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Sustainable Enterprise Conference Co-Founder Genevieve Taylor Honored at Santa Rosa Chamber's Bob Blanchard Excellence in Leadership Awards

Santa Rosa, California, April 5, 2012 – Genevieve Taylor, co-founder of Sonoma County's Annual Sustainable Enterprise Conference and vice-president at Global Genesis, is a finalist in the Santa Rosa Chamber of Commerce's Bob Blanchard excellence in leadership award. Taylor was chosen for her exemplary work in the category Green Issues and Opportunities.

"I am delighted to be selected as a finalist, and to be included in a group of people who are all making real contributions to Sonoma County," said Taylor. "It's been very rewarding to see the increase in interest and effort around environmental sustainability in Sonoma County, and I am pleased to see that Leadership Santa Rosa and the Santa Rosa Chamber are a part of that conversation."

The Bob Blanchard award is an outgrowth of the Santa Rosa Chamber's Leadership Santa Rosa program, the purpose of which is to identify, develop, and equip effective community leaders who will help create or support a spirit of cooperation for the resolution of future community challenges. The program provides a series of ten, full-day seminars with community leaders on a wide variety of business and leadership topics.

Taylor is a graduate of the Leadership Santa Rosa Program, as well as of a similarly structured program that focuses specifically on environmental, economic and social sustainability, offered by the Santa Rosa non-profit Leadership Institute for Ecology and the Economy. As vice-president of consulting firm Global Genesis, she delivers training in leadership, communications, time management, conflict resolution, and negotiations. In addition, she has been selected as this year's Sustainable Enterprise Conference master of ceremonies.

In 2005, Taylor co-founded Sonoma County's Sustainable Enterprise Conference along with Robert Girling, Ph.D., a professor in the School of Business and Economics at Sonoma State University.

"Robert believed we needed a forum for fostering the conversation about sustainability in Sonoma County," said Taylor. "We gathered people from the business world, from Sonoma State, and from the Green MBA program at Dominican University to create a conference that offers enterprises practical tools for solid change. We focus on topics such as green business programs that are available in Sonoma County, green business venture capital, and how to track sustainability initiatives in local businesses. A host of changes are possible and necessary for improved sustainability, from small, obvious things like eliminating the use of plastic water bottles, to analyzing an entire supply chains to identify ways to make it more environmentally friendly and sustainable."

www.SustainableEnterpriseConference.com

Sustainable Enterprise Conference | 555 5th Street Suite #300A, Santa Rosa, CA 95401 | (707) 636-4732

Now in its 7th year, the day-long Sustainable Enterprise Conference is dedicated to helping North Bay businesses and organizations transition to economic, environmental, and social sustainability. This year's program theme, *Collaborating for a Sustainable Future*, provides insights for organizations and individuals seeking the latest information on how innovation and sustainability will drive the economy while preserving the resources needed for an environmentally responsible and prosperous future. The conference will be held Friday, May 11 at Sonoma Mountain Village, Rohnert Park. For more information and to register, visit www.sustainableenterpriseconference.com/, or contact Oren Wool, event director, at (707) 636-4732, or oren@contactsec.com.

About the Sustainable Enterprise Conference

Produced by a group of Northern California business leaders, university faculty, non-profit leaders and entrepreneurs, the Sustainability Enterprise Conference aims to educate and work with North Bay enterprises and the local community to help integrate environmental responsibility, sustainable business practices, and economic and social equity issues to ensure a high quality of life for future generations. 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 that is dedicated to insuring a sustainable future for California's North Coast.

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