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North Bay Conference Focuses on “One Planet for a Sustainable Future”

Rohnert Park, CA – April 6, 2016 – The **2016 Sustainable Enterprise Conference** will take place on Thursday, April 7th at SOMO Village in Rohnert Park, California, with a theme of “One Planet for a Sustainable Future.” Inspired by the work of Bioregional and their One Planet Principles, this event will show how sustainability can be easy, attractive and good for the economy.

The Sustainable Enterprise Conference is the North Bay’s Green Business Forum where professionals are meeting inspiring people and finding out how businesses, government agencies and our communities are working together to build a resilient and just economy, foster civic equity, and address global climate events.

Now in its eleventh year, the Sustainable Enterprise Conference is an opportunity to discover current trends in enterprise management and network with North Bay professionals. Featured speakers, Dell Entrepreneur-in-Residence Elizabeth Gore and Sonoma State University Professor Emeritus Rocky Rohwedder, Ph.D. will draw light to how building profitable companies, empowering entrepreneurs and reducing our impact on the environment work together.

Participants at this year’s conference will gain real and actionable 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. The Sustainability in Practice track will offer hands-on training from professionals and consultants working in sustainability.

This event is designed to showcase the North Bay’s most exciting companies as well as non-profit, academic, and government organizations that are leaders in institutional and regional sustainability.

*“The Sustainable Enterprise Conference acts as an accelerator for sustainable businesses”, explains **Dr. William Silver, Dean of the School of Business and Economics at Sonoma State University.** “It is a place where the business community comes together to not only explore new innovations in business practices, but also to create new connections and*

partnerships. It is the strength of this network that creates a strong and powerful value chain for sustainable businesses in our community.”

Using the One Planet principles attending academics, government officials and business leaders will experience how important it is to consider the social and environmental impacts of our economic decisions. Conference participants will learn how important personal health and happiness really are to the wellbeing of our communities.

The conference opens at 7:00 a.m. with a buffet breakfast and also includes lunch and a closing reception, all featuring local and organic ingredients. Built in to the schedule of the event are multiple breaks and opportunities for networking.

Regional leaders such as Sonoma State University, SOMO Living, Traditional Medicinals, Beneficial State Bank, Straus Family Creamery, Jackson Family Wines and Oliver’s Markets are all supporters of the Sustainable Enterprise Conference and the conference’s convening organization Sustainable North Bay.

*“Sustainability has to be the way your do business; this is the only way we can have a business on the planet 50, 100 or 200 years from now” says **Blair Kellison, Traditional Medicinals CEO**. In recognition of their outstanding work, Traditional Medicinals has received a number of awards including the Community Approach to Sustainability Award presented by the California State Senate.*

Past conferences have sold out, so advance registration is recommended at:
<http://sustainableenterpriseconference.com/registration>

About the Sustainable Enterprise Conference

The day-long **Sustainable Enterprise Conference** is the North Bay’s premiere networking event for business, government, education, and community leaders seeking inspiration and education about sustainability trends, policies and products. Over 50 speakers, 300 attendees and 50 exhibitors are expected.

The **Sustainable Enterprise Conference** is presented by Sustainable North Bay, established to convene informative, interactive events that highlight opportunities for sustainable value creation. The Sustainable Enterprise Conference is produced in cooperation with SOCO Nexus, Commons.org and Sonoma County GO LOCAL, and is hosted by SOMO Village, North America’s first One Planet Community.

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