

Collaborating for a Sustainable Future

7th Annual

Sustainable Enterprise Conference

May 11, 2012 - Rohnert Park, CA



2011 PARTNERS

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Real Goods Solar
Solar Living Institute
Solar Sonoma County
Sonoma County Energy Independence Program
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Sonoma County Waste Management Agency
Sonoma Mountain Business Cluster
Sonoma Mountain Village
Sonoma State Organization Development MA
Sonoma State University
Summit State Bank
Sustainametrics
Taylor Maid Farms
The Gertonson Institute
The ShareExchange
The Sonoma County Water Agency
TLCD Architecture
Trope Group
US Hydrotech Environmental Solutions
WaccoBB.net
WCL Services, Inc. (Biodegradable Lubricants)
WM EarthCare
Women's Initiative for Self Employment
ZAP Jonway

Sponsor & Exhibit Opportunity

Play a vital role in this dynamic day of learning how to make businesses more economically viable, environmentally friendly and socially just; network with Bay Area green business leaders, local officials, and community stakeholders.

All sponsors receive the following benefits:

- ▼ Name, logo & contact information in printed conference program
- ▼ Passes to all conference sessions, activities, lunch, and reception
- ▼ Logo and website link on conference website
- ▼ Verbal acknowledgment during the conference program
- ▼ Exhibit hall space

Lunch: \$10,000

- ▼ 8 passes
- ▼ 2-page spread ad in printed program
- ▼ Your logo projected between presentations
- ▼ Prominent logo on conference materials
- ▼ Acknowledgement in press releases
- ▼ Sponsor banner on main stage

Venture: \$2,500

- ▼ 4 passes
- ▼ Full page ad in printed program
- ▼ Your logo projected between presentations

Enterprise: \$1,000

- ▼ 2 passes
- ▼ Half-page ad in printed program

Sustaining: \$5,000

- ▼ 8 passes
- ▼ Full page ad in printed program
- ▼ Your logo projected between presentations
- ▼ Acknowledgement in press releases
- ▼ Sponsor banner inside main hall

Additional Sponsorship Opportunities

- ▼ Media Sponsor
 - ▼ Leadership Sponsor
 - ▼ Supporter Sponsor
 - ▼ Reception Sponsor
- (page 3 for details)

Phone: (707) 636-4732

Email: sponsor@ContactSEC.com

For details about additional sponsorship and exhibitor opportunities

Exhibits

- ▼ Exhibits are intended to showcase the sustainability aspects of your enterprise.
Exhibits must either demonstrate how products or services help other organizations become more sustainable OR educate attendees about your organization's efforts to become more sustainable. See our website for exhibitor only information.

www.SustainableEnterpriseConference.com

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Sponsor & Exhibit Registration

Sponsor Information:

Name: _____

Email: _____

Title: _____

Organization Name: _____

Website URL: _____

Address: _____

Address: _____

City/State/Zip: _____

Sponsorship Level:

Lunch Sponsor → \$10,000

(8 all-inclusive passes)

Sustaining Sponsor → \$5,000

(8 all-inclusive passes)

Venture Sponsor → \$2,500

(4 all-inclusive passes)

Enterprise Sponsor → \$1,000

(2 all-inclusive passes)

Supporter Sponsor → \$500

(1 all-inclusive passes)

Other (_____)

Payment Method:

Payment enclosed

Email invoice (to pay securely online by credit card)

Billing email: _____

Send a paper invoice to the address above

Sustainable Enterprise Conference Contact Information:

For preferential placement, reply by February 15, 2012

Please send your payment and completed sponsor registration form to:

Sustainable Enterprise Conference

C/O The Leadership Institute
for Ecology and the Economy
555 5th Street, Suite 300A
Santa Rosa, CA 95401

Phone: (707) 636-4732

Email: info@ContactSEC.com

www.SustainableEnterpriseConference.com

▼ ATTEND

Sponsors receive passes for all conference sessions, activities, lunch, and **networking reception**.

▼ PARTICIPATE

Position your organization as a Bay Area Leader in Sustainability with your Sponsorship of this highly successful **7th Annual event**.

▼ EXHIBIT

Demonstrate your **sustainable products** or services and educate attendees about your **sustainability initiatives**.

▼ NETWORK

Network with over 300 attendees! Connect with local, regional, and national business, non-profit, and governmental decision-makers leading the North Bay in sustainability.

▼ SPONSOR

To **become a sponsor**, return this form or call: **(707) 636-4732**

Visit our website to learn more about the conference.



▼ **Lunch Sponsor: \$10,000**

This is our highest level of support and provides your enterprise with full access to all events and branded visibility across all formats including website, main stage, printed materials, program and press releases.

- 8 passes to all conference sessions, activities, lunch and reception
- 2-page spread announcement in the conference program
- Prominent logo placement, press releases, exhibit space and display of sponsor-provided banner at main stage

▼ **Sustaining Sponsor: \$5,000**

Sustaining Sponsors provide the core year to year sponsorship and support necessary to present a quality program and keep the event accessible to a diverse audience. These organizations are have very high visibility in our marketing materials.

- 8 passes to all conference sessions, activities, lunch and reception
- Full-page announcement in the conference program
- Prominent logo placement, press release, exhibit space and display of sponsor-provided signage in the dining hall

▼ **Leadership Sponsor: \$2,500**

This sponsorship offers a way to show your support for students and educators. Leadership Sponsors underwrite conference attendance for academics and encourages student participation in sustainability. Leadership Sponsors receive full sponsorship benefits and contribute conference passes to underfunded students and educators.

- 10 conference passes donated to education - faculty, staff, and student scholarships
- 2 passes to all conference sessions, activities, and lunch for your organization
- Full-page announcement in the conference program
- Prominent logo placement, press releases, exhibit space and display of sponsor-provided banner in the plenary hall

▼ **Venture Sponsor: \$2,500**

Bring your networking team and draw valuable attention to your enterprise with a strong presence in our Plenary Hall, on the website, in our program and throughout our promotional marketing.

- 4 passes to all conference sessions, activities, lunch and reception
- Full-page announcement in the conference program
- Prominent logo placement, press releases, exhibit space and display of sponsor-provided signage in the plenary hall

▼ **Enterprise Sponsor: \$1,000**

Join us in presenting the latest in Sustainable Enterprise and we'll see that your enterprise is publicly noted for their leadership.

- 2 passes to all conference sessions, activities and lunch for your organization
- Half-page announcement in the conference program

▼ **Supporter Sponsor: \$500**

Enjoy an educational day of inspirational speakers and Bay Area networking featuring an organic lunch and post conference wine reception.

- 1 pass to all conference sessions, activities and lunch for your organization
- Quarter-page announcement in the conference program

▼ **Reception Sponsor**

We close the conference day with a networking wine reception offering local wine and cheese. Present your North Bay sourced wine, cheese or other sampling foods for the post conference Wine Reception. sponsor@contactsec.com for details

▼ **Media Sponsor**

We work with North Bay leading community and business publications. sponsor@contactsec.com for details



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:

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

Who are notable past keynote speakers?

Notable past speakers include winemaker and author Paul Dolan, Assemblymember Jared Huffman; Sascha Von Meier, Professor of Environmental Studies Sonoma State University; Maggie Winslow, Ph.D., Dean Presidio Graduate School; Panama Bartholomy, Deputy Director, Efficiency and Renewables Division, California Energy Commission; Jeff Mendelsohn, Founder and CEO, New Leaf Paper.

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.

www.SustainableEnterpriseConference.com

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

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).