

How To Survive In Tough Times



A Business-to-Business Workshop & Luncheon

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Luncheon & Keynote - \$40

Morning Workshop - \$150

For Information Call
749-5845

Green Business Practices to Help You Navigate and Thrive in Today's Recession

FEATURING JACQUELYN OTTMAN

Respected as the nation's leading expert on Green Marketing, Jacquelyn Ottman has been a consultant to more than 60 Fortune 500 companies and had a major influence on the growth of the U.S. EPA's Energy Star program. She is the author of *Green Marketing: Opportunity for Innovation*, and founder of J. Ottman Consulting, a marketing design firm for green innovations, products and services.

The principal organizer and driving spirit behind the *Design:Green* eco-design educational initiative, she sits on the Advisory Board of the Centre for Sustainable Design (U.K.), the Center for Small Business and the Environment, and the NYC chapter of O2, of which she is a past co-chairman. She was the Keynote Speaker at the 2008 Sustainable Brands Conference, the world's largest industry event related to sustainable business practices.

How can individual companies survive the recession and still come out on top?

At this event you will learn:

- Why sustainability is the pathway to business growth.
- About the "Triple Bottom Line" of sustainable development.
- How to turn risks into genuine business opportunities.
- How the shift in consumer values has become the model for operating a profitable business.
- About some of the most innovative and successful examples of sustainable businesses, ads and products.
- How to position your business for a strong future.

April 24, 2009

8:30 a.m. - Green Marketing 101 Workshop (*seating limited*)

11:30 a.m. Networking & Exhibits

Noon - Luncheon & Keynote Address by Ms. Ottman

Doubletree Hotel Tucson at Reid Park
445 S. Alvernon Way • Tucson, Arizona