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Media Contact

Bethany Waggoner

Bethany@gogreenconference.net

512.516.9326

KEYNOTES ANNOUNCED FOR SECOND ANNUAL GOGREEN CONFERENCE IN AUSTIN
Session Topics + Descriptions Released For 2012 Program

January 3, 2012 (Austin, Texas) – Three distinguished sustainability experts representing major metropolitan areas across the Central Texas region have signed on to keynote the second annual GoGreen Conference, held in Austin on April 4, 2012. Their remarks will be given as part of a full-length leadership panel, moderated by Texas Tribune Founder and CEO, Evan Smith, at the beginning of the day's program.

The panel will showcase transferrable lessons and strategic roadmaps to sustainability from:

Trisa Thompson | Vice President of Sustainability, DELL

Trisa Thompson is the Vice President of Corporate Responsibility at Dell, with responsibility for Dell's global giving and sustainability. She was the founding co-chair of the Dell Chapter of the women's networking group, W.I.S.E. (Women In Search of Excellence), and serves on the PRIDE Executive Board. She is also a member of the Global Giving and Sustainability Councils.

Trennis Jones | Corporate Responsibility Officer, Seton Family of Hospitals

Trennis Jones serves as Corporate Responsibility Officer at one of Central Texas' largest non-profit organizations, Seton Family of Hospitals. He is responsible for risk management, security, organizational development, talent management, diversity, and human resource services. He also fosters a deep commitment to making healthcare accessible to the most vulnerable people in the regional community.

Cris Eugster | Chief Sustainability Officer, CPS Energy

Cris Eugster is the Executive Vice President and Chief Sustainability Officer for CPS Energy, serving the greater San Antonio community. He leads the transformation for CPS Energy to drive greater energy efficiency, renewable energy sources, distributed generation, and consumer participation and involvement.

Moderator: Evan Smith | Founder & Chief Executive Officer Texas Tribune

Evan Smith is the founder, editor-in-chief and CEO of The Texas Tribune, a non-profit, non-partisan digital news organization based in Austin. The Tribune's deep coverage of Texas politics and public policy can found at its website, texastribune.org; in the pages of the New York Times; and in newspapers and on TV and radio stations across the state.

Additionally, GoGreen '12 Austin session topics and descriptions for its 2012 program are now available at austin.gogreenconference.net. The agenda puts squarely in focus key issues critical to the prosperity and success of the Central Texas economy and support of the regional environment: energy and efficiency, waste management, food systems, water management and more. A detailed issue of the full program is planned for early spring.

About GoGreen '12 Austin

The GoGreen Conference is a one-day sustainability conference for business professionals in Central Texas. Featuring regionally targeted panel sessions on key topics and sustainable business leaders, GoGreen provides access to best practices, innovative strategies and actionable steps for businesses looking to green their organizations with profitability in mind.

About Social Enterprises, Inc.

Social Enterprises is a Portland-based events services firm, specializing in the planning, promotion and execution of high-level events for non-profit, social cause, and sustainability-focused organizations. The Social Enterprises team is committed to enacting positive change and enhancing communities by driving the development of cutting-edge sustainability and social responsibility initiatives. More information on Social Enterprises events and mission can be found at socialenterprises.net.

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