

## FOR IMMEDIATE RELEASE

### Media Contact

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### **2012 GOGREEN CONFERENCE PROGRAM HIGHLIGHTS A GROWING SUSTAINABLE ECONOMY IN CENTRAL TEXAS AND THE BOTTOM-LINE BENEFITS OF GREEN BUSINESS PRACTICES**

February 9, 2012 (Austin, Texas) – The GoGreen Conference proudly announces its full 2012 Austin program, available for review at [austin.gogreenconference.net](http://austin.gogreenconference.net). The agenda will highlight particularly successful aspects of the flourishing sustainable economy in the Central Texas region, and outline the bottom-line benefits of adopting green business practices. Two tracks — “Vision” and “Nuts & Bolts” — will provide attendees with both strategic blueprints and tactical, how-to advice for leveraging sustainability at their organizations.

"This program is the result of a strong collaborative effort with regional stakeholders and businesses," said Ericka Dickey-Nelson, Founder and Event Manager of the GoGreen Conference. "Our goal was to build an agenda that tackles the unique challenges and opportunities present in the Central Texas region, and supports the growth of its green economy. We believe the 2012 program will be an incredible resource to business leaders here who want to green their organizations without sacrificing profitability."

### **KEYNOTE PANEL**

**Texas Sustainability Leaders Forum:** Roadmaps to Stay Ahead of the Curve

### **VISION**

- **Drought Busters:** Managing Water for the Long Haul
- **Rise Of The Creatives:** Leveraging Culture to Build a Sustainable Economic Engine
- **Keep Texas Local:** Food Security for a Growing Region
- **Young Guns:** Emerging Trends + Culture Shifts as a New Generation Takes the Torch
- **2012 Forecast:** Hot Opportunities in Clean Tech + Energy
- **Connecting The Regional Economy:** How Key Industries are Laying the Foundation for a More Sustainable and Prosperous Future in Central Texas

### **NUTS & BOLTS**

- **Waste Not, Want Not:** Tactical Advice to Minimize Waste + Maximize Savings
- **ENGAGE!** Forming, Facilitating and Transforming Employees Into Sustainability Champions
- **People Power:** Bringing to Light the Hidden Value of the Sustainability Equation

— more —

- **How Low Can You Go?** Cost Effective Tools + Incentives for Lowering Business Energy Consumption
- **How To Become A Green Business:** An A - Z Guide (presented by the City of Austin)
- **Lost In Translation:** Reframing "Green" to Reach Mainstream Audiences

GoGreen '12 Austin, with support from the City of Austin and Texas Gas Service, takes place Wednesday, April 4, 2012 at Austin Music Hall. The full program, current speaker roster, environmental considerations, and registration and event details can be found at [austin.gogreenconference.net](http://austin.gogreenconference.net).

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#### **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 event 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](http://socialenterprises.net).