



**INAUGURAL GOGREEN CONFERENCE AUSTIN SHOWCASING 60+ OF THE REGION'S TOP SUSTAINABLE BUSINESS LEADERS APRIL 6th**  
***GoGreen '11 Austin Conference Celebrates Austin's Leadership as a Green Economy and Teaches Best Sustainable Business Practices***

March 28, 2011 (Austin, TX) — The inaugural **GoGreen Conference comes to Austin April 6**, featuring **over 60 of the region's brightest minds on sustainability**.

Bringing together representatives from the public, private and non-profit sector, GoGreen Austin is a one-day sustainability conference designed to bridge gaps, inspire and educate on green business best practices in order to benefit people, the environment and company profits.

"Sustainability is happening," **said Gail Vittori, Director at the Center For Maximum Potential Building Systems**. "It's a compelling business proposition; it provides a competitive edge; it establishes a basis for resilient value; and we will do better from listening to and learning from each other."

Vittori will speak at the **Mueller Development as a Model: Concepts to Reality**, to showcase the ambitious effort to redevelop Robert Mueller Municipal Airport into a mixed-use urban village in the heart of Austin. This session also features Greg Weaver | Executive Vice President, Catellus; Alan R. Bell | Director for Design and Construction, Seton Family of Hospitals (Mueller Case Study) and Kent Burress | CEO, Ronald McDonald House (Mueller Case Study). [Click here](#) to view our in-depth interview with Gail Vittori.

"Bringing people together from out-of-state, in-state and in-city presents a great opportunity for thought-leaders to partner, collaborate and share ideas around sustainability," **said Jose Beceiro, Director of Clean Energy at the Greater Austin Chamber of Commerce**. "That only helps us further develop these concepts and better implement new programs."

Beceiro will lead the **Funding Green: Financing Options for Sustainable Business Initiatives** session at GoGreen '11 Austin, leading a discussion that will focus on the public and private funding climate for clean tech startups as we emerge from the recent recession along with a focus on the growing Texas solar market and how federal investment into solar through ARPA-E and the Department of Defense could benefit the Texas solar industry.

City of Austin Chief Sustainability Officer, Lucia Athens, leads the 2011 Austin roster as Keynote, supported by an illustrious cadre of Texas' green elites including Lee Matecko, Global Vice-President at Whole Foods; Ronda Rutledge, Executive Director at the Sustainable Food Center; David Rockwood, Vice-President Community at GSD&M Idea City; Brandi Clark, Founder of Austin Econetwork; Nicholas Cole, CEO of Austin's beloved car-sharing service Car2Go; Representative Mark Strama, State of Texas House of representatives; Valerie Davis and Kevin Tuerff, Principals of

Enviromedia; Mike Watson, Director of Compliance at Dell; Mitch Jacobson, Co-Director of the ATI: Clean Energy Incubator; Ron Van Dell, CEO of Solarbridge Technologies; Jim Walker, Director of Sustainability at the University of Texas; Don Cook, Global Supply Chain Manager at National Instruments; and Sheryl Cole of the Austin City Council to name only a few. View a full our full speaker line-up here: <http://austin.gogreenconference.net/program/>

### **GoGreen '11 Austin: SESSION TOPICS**

- o 2011 Energy Innovators: Changing the Business Landscape
- o Funding Green: Financing Options for Sustainable Business Initiatives
- o Green Marketing & Branding: Creating Behavior Change
- o Best Sustainable Business Showcase: 2011 Going Green Award Winners
- o A Balanced Triple Bottom Line: Including Equity in Corporate Sustainability
- o SMART GRID: Texas State Business Opportunities
- o The New Manufacturing Renaissance: Innovative Companies Changing the Playing Field
- o Green Transportation: Alternative Vehicle Strategies for Business
- o Mueller Development As A Model: Concepts to Reality
- o Green Your Supply Chain: Power of Purchasing
- o Greenwashing: The Truth in Green Advertising
- o Overcoming Barriers to Sustainability: Strategies for Leading the Change
- o Smart Water: Managing Water Resources for Business
- o Green Building: Learn Why and How from Local Projects
- o Collaborative Approaches to Achieving Zero Waste in Your Business
- o Local Sustainability Resources: Public Sector Business Support

The GoGreen Austin Conference takes place on **Wednesday April 6, 2011** at The Austin Convention Center (500 East Cesar Chavez Street, Austin 78701). Sessions run from 8:30 a.m. – 5 p.m., with a hosted Networking Reception at 5 p.m. Full Day Admission is \$150 per person or \$125 for groups of two or more. Special pricing for students, community partners and non-profits is available. For more information or to register, visit:

**<http://austin.gogreenconference.net>** or call **512.516.9326**. Get the latest GoGreen Conference news and updates on Twitter at [@gogreenconf](https://twitter.com/gogreenconf).

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