



WHOLE FOODS MARKET GLOBAL VICE-PRESIDENT JOINS GOGREEN CONFERENCE AUSTIN ROSTER OF 60+ REGIONAL SUSTAINABILITY LEADERS

Lee Matecko Leads Cadre of Newly Announced Speakers and Program Updates at GoGreen Austin April 6

Whole Foods Market Global Vice-President, Lee Matecko, leads a cadre of newly announced speakers for the **GoGreen '11 Austin Conference**, taking place on **April, 2011** at the Austin Convention Center.

Matecko joins the **2011 Sustainable Business Showcase: Going Green Award Winners** panel session moderated by Colin Pope, Editor of the Austin Business Journal. Also featured on the panel are Ronda Rutledge, Executive Director of the Sustainable Food Center, and Jeff Hamilton, Director of Service Support at Toyko Electron. All three will discuss their unique approach to sustainability, plus outcomes and benefits these initiatives have brought to their organization.

Additional speakers recently added to GoGreen Austin's considerable roster include Sheryl Cole, Austin City Council; Gail Vittori, Director, Center for Maximum Potential Building Systems; David Rockwood, Vice-President, GSD&M Idea City; Marilee McInnis, Communications Manager, Southwest Airlines; Mike Watson, Director of Compliance, Dell Global Takeback Program; Mitch Jacobson, Co-Director Austin Technology Incubator: Clean Energy Incubator; and Nicholas Cole, CEO of Car2Go.

The GoGreen Conference Austin 2011 program also expanded with location specific sessions in place on the **Mueller Neighborhood Development as a Model: Concepts to Development; Greenwashing: The Truth in Advertising** (special presentation by Enviromedia Principal, Valerie Davis); **2011 Energy Innovators: Changing the Business Landscape; Local Sustainability Resources: Public Sector Business Support;** and **Overcoming Barriers to Sustainability: Strategies for Leading Change.**

GoGreen '11 Austin: Conference Details

The GoGreen '11 Austin Conference takes place on Wednesday April 6, 2011 at The Austin Convention Center (500 East Cesar Chavez Street, Austin 78701). Sessions run from 8:30am to 5:00pm, with a hosted networking reception immediately following featuring live music by Austin's own Barbara Nesbitt. 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. Please visit: <http://www.austin.gogreenconference.net> for more information and to register.

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