



**IN-DEPTH INTERVIEWS RELEASED FEATURING THE CITY OF AUSTIN'S LUCIA ATHENS +  
ENVIROMEDIA'S VALERIE DAVIS**  
*Renowned Sustainability Experts Are Featured in Speaker Interviews Leading up to First  
Annual GoGreen Conference in Austin April 6, 2011*

**February 8, 2011 (Austin, TX)**—Two of Austin's most respected green professionals—The **City of Austin's Chief Sustainability Officer, Lucia Athens**, and **Enviromedia Co-Founder and CEO, Valerie Davis**—share details on their organizations' sustainability efforts in a series of in-depth interviews leading up to the first annual **GoGreen Conference** in Austin, **April 6, 2011** at the Austin Convention Center.

Lucia Athens and Valerie Davis are featured speakers at the GoGreen Conference Austin, with Athens Keynoting the event and Davis speaking on the Green Marketing and Branding Panel. Covering the issue from public and private sector perspectives, the interviews offer an early glimpse at the conference dialogue on the challenges, innovative solutions and opportunities for businesses working to go green and talk about it responsibly.

"You have to look inward, not just at why you're doing this but at your whole inventory of activity," said Davis. "Ask about what else your business could be doing. Figure out when you can do each thing and what's feasible—and what's not. Then at least you'll know where you stand and have a plan for communication and getting better. That's the critical point. Take that inventory before you get to the marketing stage. That's where I think a lot of the accidental green washing happens. Businesses go off half-cocked.

In her interview, Lucia Athens, Austin's new Chief Sustainability Officer focuses on partnerships and programs that facilitate taking green business initiatives to scale faster and how Austin is leading the way for cities with its comprehensive Star Community Index rating system.

"The index covers a multi-faceted spectrum of issues that comprise sustainability that cities need to be thinking about and planning for," said Athens. "And we expect this tool to have as much impact on cities and planning approaches to sustainability as LEED has had on the building industry. This will be the first time there will be a metric available to cities to use across the board, so they can measure how they're doing with the same metric as other cities. We'll be able to do rankings and make comparisons."

Enviromedia's Valerie Davis pinpoints the challenges involved in strategically integrating sustainability into all aspects of a business and in talking about those efforts without green washing. She also brings up the significant opportunities available to businesses that endeavor to seriously take on sustainability in the current climate, rather than waiting until forced into it by the market and/or punitive laws.

"Businesses need to have the foresight to get rolling on sustainability and take the blinders off," said Davis. "Because it won't be status quo going forward on these issues. This isn't just a feel good thing to do anymore. It's your business' future at stake here."

Both interviews are available on the GoGreen Conference Blog and by request. Visit <http://gogreenconference.wordpress.com> or submit a request via email for full transcripts.

**GoGreen '11 Austin** is an **one day sustainable business conference**, taking place **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 featuring a live music performance by Austin's Barbara Nesbitt immediately following. Tickets can be purchased at **Early Bird prices until March 1, 2011**: Full Day Admission is \$125 per person or \$100 for groups of two or more until March 1st. Special pricing for students, community partners and non-profits is available. Please visit: <http://www.austin.gogreenconference.net> or call 512.516.9326 for more information and to register.

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