

## FOR IMMEDIATE RELEASE

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## FULL PROGRAM RELEASED FOR 2012 SUSTAINABLE OPPORTUNITIES SUMMIT MARCH 21 IN DENVER

### *15 New Sessions Address Building A More Sustainable Economy In The Rocky Mountain Region And Beyond*

January 25, 2012 (Denver, CO) — CORE, Deming Center for Entrepreneurship and the GoGreen Conference are pleased to announce the release of the 2012 Sustainable Opportunities Summit full program. The Summit, which takes place Wednesday, March 21 in Denver, Colorado, will address 15 topics that are critical to building a more sustainable economy in the Rocky Mountain region, offering attendees inspiration, strategies and tactical advice for integrating green business best practices into their own organizational infrastructure.

"We're thrilled with the depth and breadth of our program this year," says CORE Executive Director, Pete Dignan. "There is something for everyone, whether your business is just getting started or you have been working on sustainability for many years. I'm especially pleased with the mix of national experts and local practitioners who will address both vertical industries like energy, manufacturing and IT; and horizontal topics such as green marketing and zero waste."

The 2012 Sustainable Opportunities Summit program offers five sessions in three separate tracks: *Vision, Strategy and Nuts + Bolts*.

### VISION

- Sustainability Leaders Council Roundtable: Colorado Companies Discussing Tough Choices Associated with Sustainability
- Target Industries Session: Energy—Five Year Investment Outlook
- Water: The Future of Water
- Green Jobs in the Colorado Economy
- Using Gamification to Change Behaviors

### STRATEGY

- Selling to Governments with Sustainable Procurement Policies
- Integrating Sustainability and the Strategic Plan
- The Social Bottom Line: Business as if People Mattered
- Culture Shift and Getting Employees on Board
- Target Industries Session: New Manufacturing Renaissance—Innovative Companies Changing the Playing Field

## **NUTS + BOLTS**

- Target Industries Session: The Intersection of IT and Energy Efficiency
- Bridging the Green Divide: Shifting Green Marketing into the Mainstream
- Comprehensive Approaches to Achieving Zero Waste in Your Business
- CORE Catalyst: Collaborate, Assess, Innovate
- Building Partnerships for High Impact Change—Colorado's Greener Venues

## **KEYNOTES**

The 2012 Sustainable Opportunities Summit also features keynote remarks from Rob Bernard, Chief Environmental Strategist at Microsoft Corporation, and John Viera, Director of Sustainability & Vehicle Environmental Matters at Ford Motor Company.

The 2012 Sustainable Opportunities Summit is Wednesday, March 21 at the Colorado Convention Center's LEED: EBOM Certified Four Seasons Ballroom. Visit [sosummit.org](http://sosummit.org) for the latest speaker announcements, additional event information or to register. Tickets are \$189 for Early Bird Full Day Member Admission and \$289 for Early Bird Full Day Non-Member Admission. Special rates are available for Students and Non-Profit Organizations. Early Bird Rates end February 21, 2012.

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## **About CORE**

CORE is a Colorado-based non-profit organization, dedicated to promoting sustainable business practices as we build a more responsible economy. Our members, from small businesses to large corporations, are growing green jobs in our communities by eliminating waste and innovating more sustainable products and services. To learn more, please visit [corecolorado.org](http://corecolorado.org).

## **About Deming Center for Entrepreneurship**

The Deming Center for Entrepreneurship at the Leeds School of Business advances the University of Colorado Boulder's nationally-recognized program in entrepreneurship education through collaborative initiatives with the business community and across campus. Deming Center students get cutting-edge business and entrepreneurship courses; access to specialty programs in cleantech, bioscience, and natural/organic products; a rich connection of cross-campus opportunities; and engagement with the Boulder region's network of successful, innovative entrepreneurs. Please visit: [Leeds.colorado.edu/deming](http://Leeds.colorado.edu/deming).

## **About GoGreen Conference**

The GoGreen Conference is the sustainability conference for business professionals. Featuring regionally targeted panel sessions and statewide sustainable business leaders, GoGreen provides actionable steps for businesses

looking to green their organizations with profitability in mind. Learn more at [gogreenconference.net](http://gogreenconference.net).