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2012 SUSTAINABLE OPPORTUNITIES SUMMIT FEATURES KEYNOTES FROM MICROSOFT AND FORD SUSTAINABILITY LEADERS

November 29, 2011 (Denver, CO)—The Sustainable Opportunities Summit is excited to announce its speaker roster will be headlined by two of the nation's top sustainability leaders in business: Rob Bernard, Chief Environmental Strategist at Microsoft, and John Viera, Director, Sustainability and Vehicle Environmental Matters at Ford Motor Company, will each contribute plenary remarks at the Summit, **Wednesday, March 21, 2012**.

Bernard and Viera were chosen by the Summit's organizers—CORE, the Deming Center For Entrepreneurship at CU Boulder and The GoGreen Conference—in part for their outstanding reputations as visionaries on sustainability, but also for their proven professional track-records of driving significant and profitable change in a competitive business setting.

"We really like the fact that Rob Bernard and John Viera represent industries that are critical to Colorado's economy," says CORE Executive Director Pete Dignan. "Our state has one of the highest concentrations of information technology workers in the country; and we have a strong high-tech manufacturing sector, including cleantech leaders like Vestas and GE's PrimeStar Solar. Rob's and John's insights on the value of sustainability for business will be highly relevant to our Summit attendees."

The Sustainable Opportunities Summit, founded by the Colorado non-profit CORE, is the oldest and largest sustainability conference for business in the Rocky Mountain Region. Featuring more than 40 top business leaders from Colorado and beyond, the Summit seeks to further a robust dialogue on sustainability best practices, teaching business owners and upper-level professionals how to positively impact their organizations and communities with strategies for greener operations and "triple bottom line" success.

The 2012 Sustainable Opportunities Summit is **Wednesday, March 21** at the Denver Convention Center's LEED: EBOM Certified Four Seasons Ballroom. Visit 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**.

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

business 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.

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.

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.

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