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NATIONAL GREEN BUSINESS CONFERENCE SERIES LAUNCHES NEW YORK CITY EVENT *GoGreen '12 NYC Brings Together 50+ Regional Sustainable Business Leaders To Share Tools & Strategies For Future Economic Success*

June 5, 2012 (New York City) — New York City is the launch pad for the GoGreen Conference's latest expansion into key markets driving economic and social sustainability in the United States. Featuring more than 50 of the region's top business leaders, GoGreen '12 NYC offers a full day of sustainability strategies, tactical tools and professional development on 12 critical topics around environmental and economic performance, and social equity. The event takes place **Wednesday, September 19, 2012** at The TimesCenter.

KEYNOTES & FEATURED GUESTS

Andrew Revkin

New York Times environmental blogger, renowned author and Pace University Fellow for Environmental Understanding, Andrew Revkin, will give morning keynote remarks, kicking off the day with a big picture snapshot of the challenges and opportunities facing New York City as it takes a leadership role in driving a greener national economy and serves as a living laboratory for advancements in sustainable urban infrastructure.

Pamela Gill Alabaster

Pamela Gill Alabaster, Senior Vice President of Corporate Communications and Sustainable Development, Public Affairs at L'Oréal USA, will give the second keynote of the day, focusing her remarks on the importance of imbedding sustainability deep into an organization's core values and outlining the benefits of a comprehensive approach on achieving impact.

Featured Guests

GoGreen '12 NYC will commence with introductions by featured guests David Bragdon, Director of Long Term Planning and Sustainability in the Mayor's Office, and Cyrille du Peloux, CEO of Veolia Energy North America.

TOPICS

GoGreen '12 NYC will cover 12 topics defined by local stakeholders as critical to the future economic and social success of the region. They include:

- Sustainable Energy: Tools, Strategies & Incentives For Lowering Business Energy Consumption

- Emerging Green Leaders: Trends and Culture Shifts as a New Generation Takes The Torch
- New Manufacturing Renaissance: Innovative Companies Changing the Playing Field
- Green Your Workplace: High Impact Change for Your Business
- The Social Bottom Line: Doing Business as if People Mattered
- Funding Green Programs: Financing Your Sustainability Initiatives
- Collaborative Approaches To Achieving Zero Waste
- Green Marketing & Branding: Mainstreaming Green
- Employee Engagement: Forming, Facilitating & Training Sustainability Champions
- Top 2012 Innovators in Sustainability

EVENT DETAILS

GoGreen '12 NYC takes place **Wednesday, September 19, 2012** at The TimesCenter (242 West 41st Street, New York, NY). Join us for the main program from 8:30 a.m. to 5:30 p.m. and networking cocktail reception immediately following. Tickets are available at: newyork.gogreenconference.net/registration. Early Bird rates are in effect through Tuesday, July 31, 2012.

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About GoGreen Conference

The GoGreen Conference is a high-level sustainability conference for business professionals. Featuring regionally targeted panel sessions and recognized sustainable business leaders, GoGreen provides strategies, tools and actionable steps for businesses looking to green their organizations with profitability in mind. Learn more at gogreenconference.net.

About Social Enterprises, Inc.

Social Enterprises is a Portland-based events services firm, specializing in the planning, promotion and execution of high-level events for non-profit, social cause, and sustainability-focused organizations. The Social Enterprises team is committed to enacting positive change and enhancing communities by driving the development of cutting-edge sustainability and social responsibility initiatives. More information on Social Enterprises events and mission can be found at socialenterprises.net.