A GREEN BUSINESS OPPORTUNITY ROUNDTABLE

THURSDAY, JULY 23, 2009
8:00AM - 11:00AM
SANTA MONICA LIBRARY (MLK AUDITORIUM)

FREE ADMISSION  REGISTRATION REQUIRED
www.greenbusiness.eventbrite.com

ROUNDTABLE PANELISTS:
Andrew Basmajian, Environmental Outreach Specialist, Office of City Manager, Santa Monica
Tom Bernthal, CEO, Kelton Research
Chris Chamberlin, Group Director, Sustainability at PainePR
James Darrish, Senior Director of Technical Operations, Westfield, LLC

Moderator:
Emily Della Maggiora, President, Treehouse Strategies Inc.; Santa Monica College, Workforce & Economic Development

SCHEDULE OF EVENTS:
8:00 - 8:30 am  Check-in (complimentary continental breakfast)
8:30 - 8:45 am  Welcome: Nancy Greenstein, Trustee, Santa Monica College
8:45 - 9:00 am  Opening Remarks: Pam O’Conner, Mayor Pro Tem, City of Santa Monica
9:00 - 10:30 am  Rountable
10:30 - 11:00 am  Q/A

ROUNDTABLE PARTNERS:
Kelton Research  www.keltonresearch.com
Paine PR  www.painepr.com
Westfield, LLC  www.westfield.com/corporate
City of Santa Monica  www.smccgov.net

Join Los Angeles Business and Industry Executives share insights and expertise on the direction of “green” in this new economy and the impact of messaging and communication on the consumer mindset, share examples of how corporations are changing their business practices and adjusting their business models to address the growing concerns of consumers, and what impact this will have on the future of our workforce.

For more information, please contact Ruth Casillas at: casillas_ruth@smc.edu or 310-434-4040