

**EWS RELEASE**



**For Immediate Release**

**Sustainable Business Conference Models Green Meetings Best Practices**  
*Plans for Greening 2011 Sustainable Opportunities Summit Are Underway*

**DENVER, Colo., January 11, 2011** – [Green Convene Strategies](#), LLC (GCS), a leading green meeting planning and event management firm based in Denver, Colorado, and [CORE](#), a Denver-based nonprofit dedicated to promoting sustainable business practices, today announced that plans are underway for the 2011 [Sustainable Opportunities Summit](#), to be held in Denver, April 11-12, 2011. In its sixth year, the Summit brings together sustainability and business experts from around the globe to advance real solutions for creating a more sustainable and responsible economy. CORE co-hosts the annual Sustainable Opportunities Summit with University of Colorado's Leeds School of Business - [Deming Center for Entrepreneurship](#).

To walk their talk, Summit planners will implement green meeting and event best practices to reduce carbon emissions and conserve natural resources. Working with Green Convene Strategies, CORE is setting goals for diverting conference waste from the landfill, facilitating energy saving tactics, making green menu choices, choosing suppliers with established sustainability programs in place, and encouraging attendees to offset their emissions for travel through the [Colorado Carbon Fund](#). This is the third year Green Convene Strategies is working with CORE on the Summit.

One such supplier is Marriott Denver City Center, the host hotel and venue for the 2011 Summit. The Marriott was a natural choice for GCS and CORE because of the hotel's practices of conserving natural resources, diverting waste from landfill, engaging employees and guests in sustainability programs, and facilitating formal greening initiatives for meetings.

Victoria Stephens, managing principal of Green Convene Strategies, remarked, "Our vision is to ensure that the conference goes smoothly and meets strategic and financial goals while at the same time, we make every effort to minimize the Summit's negative environmental impact." Pete Dignan, newly appointed Executive Director of CORE, said "It's a pleasure to showcase the Sustainable Opportunities Summit as a model for green meetings best practices."

The objective of this educational conference is to help business leaders adopt sustainability as a key driver of strategy. More than simply looking at discrete processes, such as energy efficiency or water conservation, Summit attendees will learn to look at sustainability holistically. Using a systems approach and life-cycle thinking, companies can boost their CSR (Corporate Social Responsibility) programs and drive the triple bottom line.

Said Stephens, "It's exciting to have the opportunity to build on past success and see measurable improvements from the baseline we created. We're looking forward to working with CORE, the Deming Center and our sponsors and exhibitors to make the 2011 Summit a model for green meetings – and the conference of choice for anyone interested in knowing more about economically viable eco-strategies and business opportunities."

**About Green Convene Strategies**

Green Convene Strategies, LLC (GCS) is a convention, tradeshow, meetings and events management company specializing in mitigating the programs' environmental footprint while increasing client ROI. GCS partners with clients to determine the right strategic approach to reach financial, logistical and social responsibility goals. From strategic development to planning and execution, GCS incorporates green best practices into every program. Their vision is to positively affect the outcome of the event, the client's bottom line, and the effect on the planet. See [www.GreenConveneStrategies.com](http://www.GreenConveneStrategies.com).

**About CORE**

Denver-based CORE is the oldest and largest organization in the Rocky Mountain region dedicated to promoting sustainable business practices and a more responsible economy. CORE is supported by membership fees and sponsorships from its 200+ member organizations, which range from large corporations to entrepreneurial ventures. CORE is the regional leader in supporting and training companies to make their activities more sustainable while improving their financial performance at the same time. As a non-partisan nonprofit, CORE facilitates education and collaboration for its members and others. See [www.COREColorado.org](http://www.COREColorado.org).

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