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GreenInitiativesConference.com

Organizer: **Fidelity One Conferences**
 Date: 09.29.10, 08:00AM – 09.30.10, 05:00AM
 Location: Georgia International Convention Center-Atlanta, GA
 Sponsor: FidelityOneConferences.com
 Website: www.greeninitiativesconference.com

This is a Senior Level Conference is bringing together more than 150 leaders from the Biggest, Brightest and most revered Organizations from both the Public and Private Sectors from Fortune 1000 Companies to Major Organizations from the Public Sector.



Not a tradeshow but a Senior Level Summit!!!

The Green Initiatives Conference is the perfect forum for Senior Level Decision Makers to exchange ideas, benchmark, network and learn from each other best practices with regards to the latest trends in sustainability and how Smart Organizations are embedding sustainability into their organizational DNA and processes.

This event is geared towards everyone involved in implementing and spearheading Green Initiatives for their respective Organizations from the CEO (City and Municipal Managers); Chief Sustainability Officers-(C.S.O), "Green Officers", Organizational Strategists, Heads of Facilities Management and Procurement, CFOs, CIOs and last but not least, all line managers from different functional areas of an organization.

The star line up of speakers includes

- Mindy Mahoney, Director Sustainability for the City of Atlanta
- Lynnette Young Executive Vice President, Sustainable Atlanta
- Amy Larkin, Greenpeace Solutions Group, Greenpeace
- Anda Ray, SVP of Environment & Technology, Tennessee Valley Authority (TVA)
- Jenny Cross, Global Director of Sustainability, Mohawk Industries
- Tim Bent, Director of Environment, Bridgestone
- Michelle Erikson, Initiative Director Sustainability & Research, Citigroup
- Pete Marte, CEO, Hannah Solar
- Will Sagar, Policy Director South East Recycling Development Council(SERDC)
- Zoe Antitich, Vice President and Head of the Carbon Disclosure Project, the worlds leading collector and disseminator of carbon data. Their data lies at the heart of thousands of corporations and government's policy and decision making.
- John Burgess, President and CEO-Coca-Cola Recycling, ranked #1 by Newsweek magazine as Americas Greenest Company for their environmental and sustainability initiatives.
- Garry Wygant, Senior Vice President of Corporate Development for Coca-Cola Recycling
- Ken Mitchell, Senior Climate Change Advisor, Environmental Protection Agency (EPA)
- Steve Leffin, Global Director of Sustainability, UPS
- Jody Wociewicz, Director of Sustainability for Yamaha USA
- Rochelle Routman, Chair of Sustainability Working Group, Georgia Power
- Mindy Mahoney, Director Sustainability for the City of Atlanta
- Claude Ouimet, SVP & GM, InterFaceFlor
- Jeff West, Director of Sustainability for Shaw Industries (A BerkshireHathaway Company).

Participants will learn how leading Public and Private Sector Organizations are forging ahead and moving their "Green Initiatives" from beyond just being a "cost center" to being a viable way to streamline their operations in a way that makes a huge impact not just on the environment but on their financial and social bottom lines as well.

The conference will give a 360-degree view of the hurdles and opportunities surrounding the sustainability issue and then address the business case for going green across different functional areas.

For more information, please contact:

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