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www.sustainableconnections.org

Early Bird Rates end May 1st.

This event **SOLD OUT** the last three years, ensure your space by signing up today!



REGISTRATION	EARLY BIRD	AFTER May 1 st
General	\$129	\$149
SC Member	\$99	\$119

"I continue to be amazed at the vitality of Sustainable Connections. This was the best local conference I have attended in a long time, and I was very impressed by the cross-section of business people in attendance. Thanks for all you do!" ~2006 attendee

EXPO BOOTHS

Limited number of display tables available: \$300 General, \$250 SC Member (INCLUDES one FREE admission)

"Wanted to drop a quick note from Snowy Colorado and thank you for getting me to attend the Biz conference last week. It was a phenomenal experience and got me thinking all weekend about many of the topics. Great work and tell the team what a fantastic job they did on pulling it all together. Thanks" ~ 2007 attendee

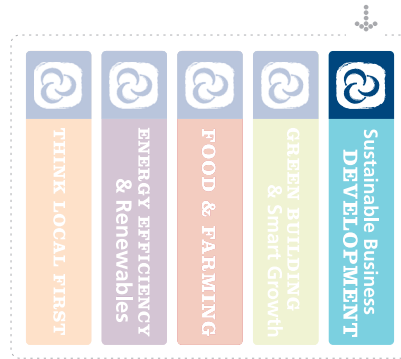
FOR MORE INFORMATION

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Bellingham Towers
119 N. Commercial Street, Suite 350
Bellingham WA 98225



5th ANNUAL SPRING BUSINESS Conference & Expo

2008

Thursday, May 15th 2008, 8am-5:30pm
Bellwether Ballroom on Bellingham Bay



The largest business conference in NW Washington, with inspiration and hands-on tools to equip today's entrepreneurs for tomorrow's economic opportunities.



600+ local businesses taking action for a healthy community

360-647-7093 www.sustainableconnections.org



Arran Stephens, co-founder and CEO of Nature's Path Foods, will share the story of how his company has grown from a small family farm in Canada to North America's largest manufacturer of certified organic cereals. Unusual in a time of industry consolidation, Nature's Path remains independent and family-owned. Stephens says being independent is key to their success and that, "The importance of green values in our business is as important as the people and family behind the business."



Sharif Abdullah, Founder and Director of the Commonway Institute, challenges people to rethink values, actions, and the reality of the world. Sharif is the recipient of the 2007 "Hero of Humanity Award" and his books include *The Power of One: Authentic Leadership in Turbulent Times* and *Creating a World That Works for All*. Sharif believes we are here to actually act like we love each other, and to act out that love on a daily basis. "By changing how we think, we can change ourselves, our nation and the world."



Kevin Wilhelm is CEO of Sustainable Business Consulting, a Seattle-based firm focused on improving profits through the use of sustainable business practices. Kevin is an expert and national thought leader in the field of business and Climate Change, an advisor to the Corporate Climate Protection Agreement and is chair of the Sustainability Committee of the Greater Seattle Chamber of Commerce. Kevin was also the lead author on "Clean Technology – The Answer for Washington's Carbon Constrained Future."



PLUS conference attendees will have the opportunity to provide input to **State Representative Kelli Linville**, and **Bellingham Mayor Dan Pike** on Mayor Pike's vision of making Bellingham the "greenest" community and economy in North America!

Jessica Coven serves as policy associate for **Climate Solutions**, a research and advocacy organization pioneering practical and profitable solutions to global warming. Her panel will provide more information on the burgeoning national movement to create "Green Collar Jobs," which meld efforts to reduce poverty while addressing environmental challenges.



Jil Zilligen is Chief Sustainability Officer at Nau, Inc., an outdoor apparel company with a unique business model built on sustainable business practices. At Nau, Ms. Zilligen is responsible for eliminating or minimizing environmental impacts, maximizing equity for all, and setting new benchmarks for corporate responsibility and philanthropy. Prior to Nau, Ms. Zilligen was Vice President of Environmental Initiatives at Patagonia, where she was responsible for the company's environmental work for ten years.



Lee Collinge, Communication Director of the Metropolitan Group, will talk about Marketing that Matters – effectively telling your company's "story", and living the brand inside your organization. The Metropolitan Group is one of North America's premier communications companies focused on giving voice to social purpose organizations – nonprofit, public sector and socially responsible corporate clients.



"I wanted to write and let you know how much Friday's event meant to me. I was moved deeply by the sense of community you all are promoting. I have lived in Whatcom County almost all of my life but have never felt connected to it. As an artist I've mostly been working in my ivory tower. However, now as an art tile maker and wholesale business, I need to build my local market and to do that I've needed to reach out but it has been difficult. Now as a proud Sustainable Connections member I know some of the people I need to meet... Thanks!!" ~2007 attendee

AGENDA

(See www.sconnect.org for up-to-date schedule details)

- 8** **REGISTRATION & EXPO** - Network with the best business owners in NW Washington!
- 8:30** **WELCOME**
- 9:00** **KEYNOTE ARRAN STEPHENS:** The Family Business - how Nature's Path Foods has grown from a small family farm to North America's largest manufacturer of certified organic cereals
- 10:15** **60 SECONDS OF FAME**
- 10:30** **BREAKOUT SESSIONS:**
 - Getting Started on Your Carbon Footprint: A Hands-On Introduction
 - Toward Zero Waste: Local entrepreneurs who are innovating Zero Waste practices
 - Green Collar Jobs: Panelists include Climate Solutions, Opportunity Council, and Bellingham Technical College
- 11:45** **LUNCH & EXPO**
- 1:00** **60 SECONDS OF FAME**
- 1:15** **KEYNOTE SHARIF ABDULLAH:** Creating a world that works for all
- 2:45** **Jil Zilligen, Nau; Lee Collinge, Metropolitan Group:** Telling Your Story and living the brand inside the organization
- 4:00** **WA State Representative Kelli Linville and Bellingham Mayor Dan Pike:** Making Bellingham the greenest community and economy in North America!
- 4:45** **NETWORKING WITH BEVERAGES**
- 5:30** **CLOSING**



is a non-profit membership organization of 600+ NW Washington business and community leaders working to transform and model an economy built on sustainable business practices. We envision business practices that lead to **Strong Community, Healthy Environment, Meaningful Employment, and Buying Local First** as commonplace in our region and a model for the rest of the world.

