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GOOD THINGS COME TO THOSE WHO GREEN

GoGreen Phoenix Puts Business Case For Sustainability Front And Center At Dec. 6 Event

Nov. 1, 2012 (PHOENIX) — Good things really do come to those who green, and GoGreen Phoenix is out to prove it to Arizona businesses. Conference organizers have amassed a cavalry of regional private and public sector leaders to make the case that working more sustainably is not only “the right thing to do” from an ethical standpoint, but the fiscally responsible thing to do if you want to run cost efficient, profitable organization in the long term. On Dec. 6, 2012, more than 40 of Arizona’s most successful corporate leaders will come together at the Phoenix Convention Center to share their experiences and strategies, as well as the benefits and challenges of embedding sustainable practices into an enterprise.

The 2012 program reflects the nationwide trend of justifying sustainability efforts through metrics, savings and quantifiable benefits. GoGreen Phoenix puts a regional lens on the dialogue via topics that are pivotal to successful growth in Arizona. The conference features keynote remarks by **Phoenix Mayor, Greg Stanton**, and **Arizona Diamondbacks President and CEO, Derrick Hall** — plus an in-depth, special presentation by **Wieden + Kennedy Tomorrow Global Director, Nick Barham**.

Ten additional sessions will cover the following topics:

- **Arizona C-Suite Plenary:** Making The Business Case for Sustainability
 - **Robert Isom**, COO & Executive Vice President, US Airways
 - **Sandra Watson**, CEO & President, Arizona Commerce Authority
 - **Robert Moran**, CEO & President, PetSmart
 - **Avein Saaty-Tafoya**, CEO, Adelante Healthcare
- **Regional Transportation Strategies:** The Rise of Alternative Vehicle Fleets
- **Getting Serious:** Integrating Sustainability and Performance Metrics for Business Results
- **The Mayors Challenge:** Arizona Mayors Discuss Urban Sustainable Development Solutions
- **Discussion Forum:** The Role of Policy in Driving Responsible Business
- **Make Money by Doing Good:** Designing A Triple Bottom Line Enterprise
- **Emerging Leaders:** Cutting Edge Companies & Trends You Must Know
- **Commercial Zero Waste Strategies to Improve Your Bottom Line**
- **City of Phoenix Eco-Hub:** Advice & Incentives For Local Businesses Going Green
- **APS 360° Showcase:** Ask-An-Expert On Maximizing Energy Consumption & Efficiency

Event Details

GoGreen Phoenix, brought to you by **the city of Phoenix** and presented by **Arizona Public Service (APS)**, takes place Thursday, Dec. 6, 2012 at Phoenix Convention Center’s West Building, first floor (100 N Third St, Phoenix, Ariz.). More information and tickets are available at phoenix.gogreenconference.net. Single Full Admission tickets are \$150 and Group Rate Full Admission tickets are \$125 (groups of two or more).

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About GoGreen Conference

The GoGreen Conference is a sustainability learning experience for business and government decision-makers. Featuring regionally targeted content and recognized leaders from the community, GoGreen works across industry silos to foster peer-to-peer learning and collaborative solutions. Our mission is to empower attendees with the sustainability strategies, tools and connections to green their organizations with profitability in mind. Learn more at www.gogreenconference.net.