

# Taking Advantage of the Growing Green Economy

## Real People. Real Solutions. Real Opportunities!

March 16, 2010 – 9:30 am to 4:00 pm  
Sacramento Convention Center  
Held in Conjunction with the **Green California Summit**

### Agenda

#### 9:30 – 11:00 **Real People with Real Experiences Going Green**

How and why small businesses are “going green” and how their businesses have directly benefited from it.

Stefan Muhle – Orchard Hotel  
Thomas Ackerman – Spirit Graphics  
Bill Wygal – Bill’s Ace Hardware

#### 11:00 – 12:30 **Real Opportunities in the Green Economy**

Panelists will describe California’s green economy and how you can directly benefit from it.

Tracey Grose – Collaborative Economics  
Spencer Brown – Rent a Green Box  
Kristine Mazzei – Green Capital Alliance

#### 12:30 – 2:00 **Lunch (Not Included)**

#### 2:00 – 2:45 **Real Tools for Small Businesses** **Small Business Toolkit Interactive Demonstration**

ARB staff will demonstrate the CoolCalifornia.org web-based toolkit highlighting simple steps to reduce your energy/fuel costs.

Carbon footprint calculator  
Financing/funding  
Case studies  
Business testimonials



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2:45 – 4:00

## Real Solutions - Resources & Assistance for Small Businesses

Local organizations will discuss Green Business Programs and how you can access their services to save money AND make money!

Duane O' Donnell – Business Environmental Resource Center  
Sacramento Sustainable Business Program

Jo Fleming – California's Certified Green Business Programs

Panda Morgan – Northeastern California Small Business  
Development Center

Hank Ryan – Small Business California

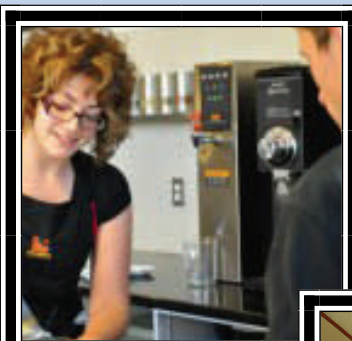
4:00

## No-Host Reception at the M!X Downtown

Please join us immediately after the workshop at the M!X Downtown at 1525 L Street, between 15th and 16th, on the upstairs patio.

*If you have any questions or need additional information, contact :*

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