

Improve Business Profitability *and* Gain Leverage while Doing Good

At this powerful breakfast session learn how to:

Gain Success by Integrating Sustainability into Your Business and Marketing Plans

Date: Feb 27th, 2009 Time: 8-10 AM Fee: \$35

Location: Apple Tree Resort, Yakima, WA RSVP: (509) 454-4006

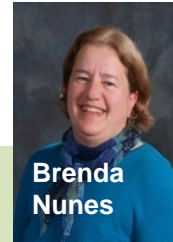
Join us for this **powerful networking breakfast** and leave with concrete, easy to implement action strategies. Enhance 2009 business profitability by integrating sustainability into your business practices and leveraging it in your marketing.

Presenters:

Brenda Nunes, LEED AP, CSBA
Sustainability Foundation

Cheryl Isen, President

Isen and Company- creating
bottom line-driven strategic
marketing



The Case for Sustainability (Brenda Nunes)

Balancing Economic, Environmental and Social Needs

- What is driving the movement?
- Understanding National & State regulations, incentives
- What are the local and regional issues?
- How community involvement helps profitability
- Employee and community expectations
- How sustainable business practices can improve your bottom line

Leveraging your Sustainable Practices (Cheryl Isen)

Learn Why Green Brands Perform Better than Others

- Telling your story--strategically
- Developing your sustainable value proposition
- Walking the talk-simple steps for real results
- Six marketing rules, and avoiding common mistakes
- Visibly sustainable; the curse of greenwashing



ISEN AND COMPANY



The
Sustainability
Foundation ▲