

# 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.

Tom Bowman – Bowman Design Group  
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.

Doug Henton – 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



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

Matt McCarron – Bay Area Green Business Program

Panda Morgan – Northeastern California Small Business  
Development Center

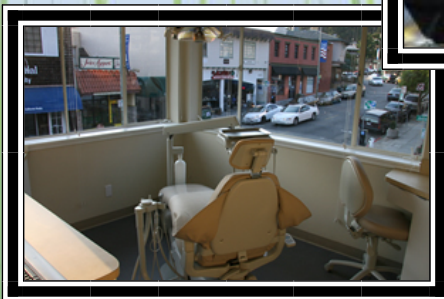
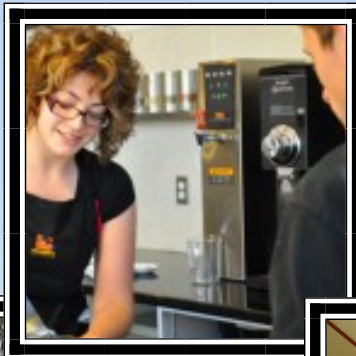
Hank Ryan – Small Business California

4:00

## Informal, No-Host, Off-Site Reception

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

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