

# the eco-forum

returns to **New York City** and for the first time will be taking place in **Los Angeles**

our first event in New York City sold out in advance,  
be sure to apply today to secure your spot!

With a focus on building relationships and education, **the eco-forum** offers members powerful resources for growth, advancement and fulfillment. By bringing together innovative thought leaders, business entrepreneurs and senior executives from disciplines that intersect within the green space; the eco-forum presents a new approach to the realization of tangible business results.

**TESLA**

**ROUGETOMATE®**

**Los Angeles**  
**Thursday, November 12th, 2009**

6:00 pm to 9:00 pm  
admission is \$75

Opening Remarks by  
**Erin Carlson**  
Director of Yahoo! for Good  
**Yahoo! Inc.**

**Say it like it matters:** Communicating about green in a way that attracts a wider audience. Only a small portion of consumers care about the purely "green" message, so how can we talk about helping the environment in a way that appeals to a broader customer base? Erin will talk about the insights drawn from the hundreds of millions of people who visit Yahoo! every month.

**TESLA Motors Showroom**  
11163 Santa Monica Blvd  
Los Angeles, CA

**New York City**  
**Wednesday, November 18th, 2009**

6:00 pm to 9:00 pm  
admission is \$75

Opening Remarks by  
**Kathy Loftus**  
Global Leader Sustainable Engineering,  
Maintenance, & Energy Management  
**Whole Foods Market**

**Clean Retail and the Business of Sustainability:** Why going green for competitive advantage alone probably won't work. How to change current business thinking to include stakeholder interdependencies, ecological consciousness and goals besides maximizing profits.

**Rouge Tomato**  
10 East 60th St.  
New York, NY

**This invitation does not guarantee admission**

cocktails & hors d'oeuvres shall be served  
compliments of 360 Vodka



For consideration, please fill out the application (page 3) and email it to [RSVP@gogreenexpo.com](mailto:RSVP@gogreenexpo.com) by November 6 for Los Angeles & November 13 for New York. Attendance is limited to 125 guests per event.

Admission is based on your corporate affiliation and will be granted strictly to C-Level Executives, Business Owners, CSR Executives, Sustainability Executives & Non-Profit Leaders. You will be notified within 48 hours of your acceptance.



## the eco-forum founding members

seth berk, sr. vice president of **Go Green Expo** (co-founder)  
bradford rand, president / ceo of **Go Green Expo** (co-founder)  
judy tenzer, vp of corporate social responsibility for **American Express**  
alex matthiessen, president of **Riverkeeper**  
mariel hemingway, **Author, Actress & Environmental Activist**  
emmanuel verstraeten, president & owner of **Rouge Tomate**  
gay browne, founder of **Greenopia**  
dr. allen hershkowitz, sr. scientist of the **NRDC**  
jean-michelle lopez, corporate responsibility and public affairs, **MTV Networks**  
michael richter, founding partner of **Environmental Capital Partners**  
mara engel, co-founder of **Organicworks Marketing**  
nicole rousseau, vice president of retail marketing for **HSBC**  
gregory wendt, cfp director sustainable investing for **Enrigh Premier Wealth Advisors**  
roo rogers, co-founder of **OZOcar**  
christopher gravagna, ceo of **Print Responsibly**  
Josh Tickell, **award winning film producer & director**

*all approved guests shall receive a PDF file in advance including the bios of all founding members and attending guests.*



# the eco-forum reservation application

to reserve your place at **eco-forum**, please fill out the application below entirely and email it to [RSVP@gogreenexpo.com](mailto:RSVP@gogreenexpo.com) by november 6 for los angeles & november 13 for new york. you will be contacted by our team to confirm your reservation. your credit card will not be charged until the application has been accepted and you have been contacted. you may choose to attend one or both events.

name \_\_\_\_\_ email \_\_\_\_\_

company \_\_\_\_\_ phone \_\_\_\_\_

title \_\_\_\_\_ website \_\_\_\_\_

150 word bio:

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select one or both events to attend

Los Angeles       New York City

by checking this box, i allow go green expo, llc. to charge my credit card in the amount of \$75 per event i choose to attend as my admission fee

american express                       visa                       mastercard

credit card number \_\_\_\_\_ / \_\_\_\_\_ exp. date \_\_\_\_ / \_\_\_\_

name on card \_\_\_\_\_

billing address \_\_\_\_\_