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Cal Poly to Host Second Annual Business of Green Media Conference

SAN LUIS OBISPO -- Cal Poly's Graphic Communication Institute (GrCI) and SustainCommWorld are joining forces once again to offer the second annual The Business of Green Media Conference on Jan. 22, 2009, at Cal Poly's San Luis Obispo campus.

The conference will explore the current state of the printing industry with regard to green sustainable products, certifications and solutions. The program will include addresses on "The Sustainability Shakeout and What it Will Mean to You," "Carbon Footprinting and the Life Cycle Analysis of Print and Digital Media," "Sustainability Dashboards, Environmental Management Systems, and Lean Green Media," "Green Certifications, Green Power, Chain of Custody and EcoLabels," "Sustainability Reporting and Sustainable Business Practices," "Marketing of Sustainable Print Solutions," and "What Lies Ahead on the Horizon."

The growing demand for green services is moving the graphic arts industry to offer more than recycled paper and soy ink, said GrCI's Harvey Levenson. "Developments in the printing industries are happening at a faster rate than at any previous time, which may force low-performing print shops to close in this tight economy."

The Business of Green Media Conference will help participants determine how well their company is doing and explore methods to improve sustainability practices while maintaining profitability. Attendees will learn about achieving profitability while reducing energy consumption and waste.

Today's graphic arts industry clients want to do business with companies that are practicing sustainability in the areas of recycling, carbon footprints and global warming. The conference will cover customers' expectations and how to meet them.

In addition, the conference will address local, statewide and federal government regulations and expectations, and provide advice on compliance. The conference will also focus on ways to achieve sustainability certifications and what such certifications mean in the way of marketing advantages.

This one-day event will be packed with industry leaders explaining how they are successfully meeting these objectives. The conference will be followed by a Sustainability Banquet at the Embassy Suites hotel in San Luis Obispo.

"The response to last year's conference was so positive, and the issue of sustainability has received increased importance since last year, that we expect the 2009 conference to be much larger in attendance and corporate sponsorships," Levenson said. "Sustainability has become a bottom-line issue demanded by industrial customers and ultimate consumers."

Registration for the conference begins Oct. 6 at www.BusinessOfGreenMedia.com. For information regarding registrations and corporate sponsorships, contact Lyndee Sing of the

Graphic Communication Institute at Cal Poly at 805-756-2645 or 805-756-6151 or lsing@calpoly.edu or Kathleen Kaiser at SustainCommWorld, 805-524 6970 or Kathleen@BusinessOfGreenMedia.com.

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About Cal Poly's Graphic Communication Department and Institute

Cal Poly's Graphic Communication Department (www.grc.calpoly.edu) was founded in 1946 and is one of the largest and best-known programs of its kind in the nation. The department includes concentrations in printing and imaging management, electronic publishing and imaging, design reproduction technology, graphics for packaging, and individualized study. The program is strongly supported by industry with equipment, supplies and software for the department's more than 33,000 square feet of modern laboratories. The Graphic Communication Institute at Cal Poly (www.gci.calpoly.edu) focuses on services for industry, including research, testing, product evaluations, consulting, seminars, workshops and conferences.

About SustainCommWorld

SustainCommWorld is focused on educating communication professionals from corporations, institutions and government agencies about developing sustainable green workflows and supply chains to lower their carbon footprint. SustainCommWorld produces two major events: The Business of Green Media Conference in cooperation with Cal Poly's Graphic Communication Department and the Graphic Communication Institute at Cal Poly, and The Green Media Show, a conference and expo in Boston. For more information go line to www.BusinessOfGreenMedia.com.

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