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Leading Authorities to Address Sustainability Conference; Nation's Top Printer To Give Keynote Talk at Banquet

SAN LUIS OBISPO -- Some of the nation's leading authorities on sustainability are slated to give presentations at "The Business of Green Media," the Cal Poly Graphic Communication sustainability conference set for Thursday, Jan. 24. The conference will be chaired by Don Carli, conferences chair of SustainCommWorld and senior research fellow for The Institute for Sustainable Communication. Speakers include:

- Frank Barnett, sustainability director, Anderson Cenveo
- · Gerry Bonetto, vice president, Government Affairs, PIA of Southern California
- Scot Case, vice president, TerraChoice Environmental Marketing Inc.
- · Linda Chipperfield, vice president of marketing and outreach, Green Seal Inc.
- Mark Coudray, CEO, Coudray Graphic Technologies
- · James Duffy, CEO, Alonzo Printing
- · Phil Hamlett, director, Graduate Graphic Design, Academy of Art University
- · Marcia Haynes, executive vice president of corporate sourcing, NBC Universal
- Gary Jones, director, EHS Affairs, PIA/GATF
- · Charlene Lewis, senior sourcing manager/print solutions, Intuit
- · Conrad B. MacKerron, director, Corporate Social Responsibility Program,
- · As You Sow Foundation
- Jack Miller, senior consultant, North America, Pira International
- Phil Nail, founder and chief technology officer, AISO
- · John Parsons, editor, Seybold Bulletin
- · Dave P. Podmaersky, sustainability director, Earth Color
- James Sobbizadeh, director of production, Fetzer Vineyards.

Conference topics include: Sustainability, Climate Change and the Evolution of Greener Graphic Communication Supply Chains; The Business Case for Sustainable Communication Practices; Greener Expectations -- The New Normal; Bringing Greenery into The Mainstream; As California Goes, so Goes the Nation on Climate Change and Air Quality; and Cutting Through the Fog of Green Marketing Claims and the "Alphabet Soup" of Certifications.

The Honorable Robert C. Tapella, public printer of the United States, will address the evening conference banquet. Tapella, a 1991 Cal Poly graphic communication graduate, will discuss what the U.S. Government Printing Office is doing to promote sustainability. He will also talk about the nation's efforts to achieve a "greener" America and what the graphic communication industry can do to help.

"The graphic communication industry is about to be hit with some stringent legislation that will impact nearly all printers and supply chain vendors," said Harvey Levenson, head of Cal Poly's Graphic Communication Department. "It's going to start in California and rapidly spread across the nation. This conference is designed to prepare the industry for what's ahead and how to address issues of compliance."

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Carli said, "Many still erroneously believe that implementing sustainability measures will impose unaffordable cost burdens on their business. 'The Business of Green Media' conference will show attendees how sustainability practices can in fact increase business opportunities and profits, reduce environmental impacts and business interruption risks, increase employee pride and motivation, while also eliminating waste and lowering costs."

The Cal Poly Graphic Communication Institute, supported by the Cal Poly Graphic Communication Department, will host the event in conjunction with SustainCommWorld LLC. The conference is part of Cal Poly's annual International Printing Week and is being sponsored by some of the leading companies in the graphic communication industry, including Anderson Lithograph/ColorGraphics, Greener Printer, HP, Kodak, Mohawk Fine Papers, Océ, Quebecor World, RR Donnelley, SAPPI, and Xerox. Cal Poly's College of Liberal Arts is also a sponsor.

Conference details including registration, program information, and sponsorship opportunities can be found online at http://grci.calpoly.edu/sustainability.html.

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.grci.calpoly.edu) focuses on services for industry, including research, testing, product evaluations, consulting, seminars, workshops and conferences.

About SustainCommWorld, The Green Media Show

SustainCommWorld LLC (www.SustainCommWorld.com) is focused on sustainable communications in the graphic arts and digital media arenas. Founded by five graphic arts veterans who have been part of the digital age for 20 years, SustainCommWorld focuses on events, seminars, exhibitions and consulting projects aimed at expanding sustainability into all areas of communication.

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