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## Outstanding Lineup of Speakers to Present at The Business of Green Media Conference at Cal Poly Jan. 24

SAN LUIS OBISPO – A stellar group of leaders in the graphic arts industry will be speaking on issues related to sustainability in business at the "The Business of Green Media" conference planned for Jan. 24 at Cal Poly.

The conference, intended particularly for the graphic arts industry, will take an in-depth look at current developments, state and federal regulations, and other conditions directly related to the "greening" of the printing industry.

The conference will open with a keynote address by Don Carli, senior research fellow at The Institute for Sustainable Communication. He will speak on "Sustainability, Climate Change and the Evolution of Greener Graphic Communication Supply Chains."

Following Carli's talk, a number of sessions will be held to help attendees learn how to deal profitably, productively and expediently with future legislation and other requirements.

Sessions will include: 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.

Speakers include Conrad MacKerron of As You Sow; Noel Jeffrey, editor, Printing Impressions; Gerry Bonetto, Printing Industries Association of Southern California; James Duffy, CEO, Alonzo Printing; Frank Barnett, sustainability manager, Anderson Cenveo; Scot Case, TerraChoice; Mark Coudray, Coudray Graphic Technologies; James Sobbizadeh, director of production, Fetzer Vineyards.

The wrap-up session include a discussion of key aspects of developing a sustainability policy and a review of the tools, strategies and resources that attendees can put to work immediately, as well as a question-and-answer period. Conference sponsors will be on hand to share their green solutions. Sponsors include Cenveo, GreenerPrinter, Kodak, Mohawk Papers, Océ, Quebecor World, SAPPI, Xerox, and the Cal Poly College of Liberal Arts.

The conference is being produced by Cal Poly's Graphic Communication Institute and SustainCommWorld, of Mercer Island, Wash. For more information on The Business of Green Media sessions and activities, visit <a href="http://grci.calpoly.edu/sustainability.html">http://grci.calpoly.edu/sustainability.html</a>.

For more information on registration, contact Harvey R. Levenson, head of the Graphic Communication Department at Cal Poly, at 805-756-6151 or <a href="mailto:hlevenso@calpoly.edu">hlevenso@calpoly.edu</a> or

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## About Cal Poly's Graphic Communication Department and Institute

Cal Poly's Graphic Communication Department (<a href="www.grc.calpoly.edu">www.grc.calpoly.edu</a>) 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 (<u>www.grci.calpoly.edu</u>) focuses on services for industry, including research, testing, product evaluations, consulting, seminars, workshops and conferences.

## About SustainCommWorld

SustainCommWorld LLC (<a href="www.SustainCommWorld.com">www.SustainCommWorld.com</a>) is focused on sustainable communications in the graphic arts and digital media arenas. Founded by five graphic arts veterans who have 20 years' experience in the digital media field, SustainCommWorld focuses on events, seminars, exhibitions and consulting projects aimed at expanding sustainability into all areas of communication.

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