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For Immediate Release

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Sustainability Leaders Rally Behind Cal Poly Conference on “The Business of Green Media”

SAN LUIS OBISPO -- Eight leading national corporations and Cal Poly’s College of Liberal Arts have signed on as initial sponsors of the university’s Sustainability Conference, “The Business of Green Media,” set for Jan. 24.

“Sustainability is a very important issue and will be so for the foreseeable future,” said Harvey Levenson, head of the Graphic Communication Department at Cal Poly. “Conference sponsors, such as Cenveo, GreenerPrinter, Kodak, Mohawk Papers, Océ, Quebecor World, SAPPI, and Xerox, along with the College of Liberal Arts, have positioned themselves as leaders in promoting sustainability as an important industry and societal issue to be dealt with now.”

The conference is intended to provide thought-provoking, high-payback information about the challenges of sustainability and climate change and to deliver practical steps that can be taken immediately,” said Conference Chair Don Carli, senior research fellow for the Institute for Sustainable Communication.

The Honorable Robert C. Tapella, the new public printer of the United States, will be the featured speaker at a Sustainability Banquet, to be held at the end of the event. He will discuss the government’s position on sustainability “musts” for the graphic communication industry. The banquet will be at the Embassy Suites hotel in San Luis Obispo.

The conference is produced in association with SustainCommWorld of Mercer Island, Wash. For more information on “The Business of Green Media” sessions and activities, visit <http://grci.calpoly.edu/sustainability.html>.

For more information on registration, contact Levenson at 805-756-6151 or

hlevenso@calpoly.edu or Terry Wellman, SustainCommWorld, 206-275-9992 or Terry@SustainCommWorld.com.

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 is focused on sustainable communications in the graphic arts and digital media arenas. Founded by five graphic arts veterans who have ridden the digital wave over the last 20 years, SustainCommWorld LLC organizes events, seminars and exhibitions and consults on projects aimed at expanding sustainability into all areas of communication.

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