



Green to Gold:

Watching Sustainability Transform Your Bottom Line SUMMARY

“**Green to Gold: Watching Sustainability Transform Your Bottom Line**” is a half-day seminar designed to **introduce** Montana business people to the opportunities awaiting them by embracing sustainability in their business practices and business plans.

This seminar will be **held in Billings** on Thursday, September 28, 2006. The event is envisioned as becoming an **annual event** to be held in multiple locations around the state in coming years. The initial Billings event will inform future efforts.

The seminar will run from 11:30 am – 4:30 pm. The event will begin with a catered sustainable **lunch**, during which a panel of individuals from our area will share their experiences with integrating sustainable practices into their businesses and operations. The panel will include **Peter Christ of Bridge Creek Backcountry Kitchen and Wine Bar (Red Lodge)**, **Peter Belschwender of On Site Management (Bozeman)**, **Steve Collins of Xanterra Parks & Resorts** and **Yellowstone National Park Environmental Manager Jim Evanoff (both of Yellowstone Park)**.

A registration fee of **\$25** will be charged to attendees to cover food and materials expenses.

The curriculum will **address the unique concerns** of businesses and **demonstrate the opportunities** for successfully adopting sustainable practices. The information will be presented by experienced trainer Darcy Hitchcock and will include engaging visual aids and handouts. The session will feature ample time for questions. Regular breaks will be built into the curriculum.

This seminar is being organized by MusEco Media and Education Project (Billings) in collaboration with the Yellowstone Business Partnership (Bozeman) and individuals from the Big Sky Economic Development Authority, the Center for Applied Economic Research, the Montana Business Incubator and others in Billings.

A companion website will serve as a continuing resources to seminar attendees, allowing them easy access to resources and the ability to maintain new contacts.

Seminar Goals:

- Presenting information in a clear way that meets business people’s needs and allows them to evaluate which opportunities will work for *them*.
- Providing ample resources so business people can easily take further steps.
- Following up – with additional events, personal contacts and assistance as requested.

Overall Goal:

Inform business leaders and critical players in our region of the **opportunities** inherent in running their business sustainably, in order to enable business people in our state to enhance Montana’s economy and quality of life - **from the ground up**.



Further Opportunities this Event Will Provide our Community:

Our Seminar Leader Darcy Hitchcock will give the following **free talk to the public** on the evening of Wednesday, September 27, 2006 in the Beartooth Room in the MSU-Billings Student Union Building:

Sustainability: The Natural Step toward a Better Future

There are so many problems in the world—sometimes it can be overwhelming. However, many of these problems stem from a handful of root causes. Sustainability is a way of seeing the world as a whole system, how our society, economy and the environment interact. Once you understand sustainability, threats, opportunities, and lasting solutions become more obvious. Come hear inspiring stories about steps organizations (businesses, governments and non-profits) are taking toward a sustainable society where people can live well within the limits of nature.

IN ADDITION...

Seminar Leader Darcy Hitchcock will also give the following **private presentation** as the basis for discussion about Billings' future on Thursday morning, September 28, 2006. This meeting is an *invitation only* event for sponsors and community leaders.

Curitiba, Brasil: Constraints and Creative Solutions to Community Challenges

The municipality of Curitiba is famous for sustainability; they have a remarkably high quality of life on a developing country's budget. Their urban planning, transportation systems and social programs are world-class. Darcy Hitchcock visited Curitiba in 2005 to see first hand what they had done. This presentation summarizes the most relevant insights for the developed world.

SEMINAR AGENDA:

Registration opens at 11 am.

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| 11:30 | Introductions —Kris Prinzing, <i>MusEco Media and Education Project</i> |
| 11:45 | Lunch Served |
| 12:00 | Local Experts Panel - moderated by Jan Brown, <i>Yellowstone Business Partnership</i> |
| 1:20 | Break |
| 1:30 | Seminar — Darcy Hitchcock , <i>Axis Performance Advisors</i> |
| 4:30 | Closing Words — Jan Brown and Kris Prinzing |