



The Better Business Conference
Greening Your Business, Growing Your Bottom Line

Hi Team--

It's time to get rolling on making this sustainability conference a reality this February. I think we're off to a great start, but we do have a lot to do, too. **Please update this document and make it better! It's a wiki world out there!** Remember to keep [Ryan Nevius](#) from Sustainable Midlands in the loop. As we know, our project has been broken up into three teams:

1. Conference Planning
2. Marketing
3. Implementation

	Marketing	Planning	Implementation
Contact	Scott Moorhouse	Travis Bjorklund	Chase Morgan
Duties	• Name/Brand • Advertising • Video Case Studies • Website • Social Media dissemination	• Get administration on board • Make initial contacts with Chamber • Finalize schedule • Find Case Studies (with Implementation) • Find Partnerships • Find experts • Organize Breakouts	• Find/book venue • Volunteer • Signage, materials • Speaker logistics • Case Studies (share with planning) • Rentals

October Goals	Finalize Name/Brand Launch Initial Website/Facebook/T witter	Finalize schedule Get top five list of potential speakers/case studies Get administration on board Choose a date	Secure venue Create Materials list
November Goals (pre-Thanksgiving)	Have website/social media completely online Begin planning video case studies (2)	Have case studies/speakers confirmed Make Community contacts at Chambers of Commerce, etc. Begin gathering necessary content for workbook	Talk to earth Fare about donating food/etc. Find other possible sponsors Begin putting together workbook

Important links/resources

Link	Description
Sustainable Midlands Website	http://www.sustainablemidlands.org/
NI Grad Website	http://scnetimpact.blogspot.com/
SaaS Sustainability Tool	http://www.green2sustainable.com

Important Contacts

Name	Contact	What fer
Ryan Nevius	ryan@sustainablemidlands.org	She's the co-organizer!

Tentative Conference Schedule

12- 4:45 plus networking happy hour

12: Introduction from Students, Sustainable Midlands, and (hopefully) Dean Teegan

- Outline of Conference

- Takeaways

12:15: Keynote Speaker

12:35: Introduction to Concepts

- Certifications

1:00: Case Study 1: Cost Savings

1:30: Break

1:45: Industry Breakout Sessions

- Tools

- Mechanics

- HVAC

- Lighting

- Water

- Equipment

- Personnel and Appliance Usage

- 5 Goals

3:45: Case Study 2: Marketing

4:15: Closing Keynote

4:30: Wrap-up and Look forward to next year and beyond

To include: Publishing of Goals/Policy Statements?