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**TGN November Meeting
“Developing and Communicating Marketing
Messages for Green Businesses”
Workshop & Panel Discussion on
Sustainable Transportation Modes**

Wednesday, November 18 / 4-7pm
Austin Yoga School / 1122-C South Lamar Blvd.

\$20 in advance/ \$10 for members of Texas Green
Network
\$25 at door/\$15 for TGN members

Members can register by emailing [membership@
TexasGreenNetwork.org](mailto:membership@TexasGreenNetwork.org). Non-members can register
[online here](#).

This month our “teams of six” networking groups
will engage in a workshop on developing and
communicating marketing messages for green
businesses. Then we will provide a fun test run for our
collaborations at the TGN open mike.

Expect an opportunity to sit on the floor with new
friends, eat great vegetarian foods, and bring some
of your sharpest business thinking to a unique
networking experience. Plus, we will get warmed up
with our panel discussion.

**Panel Discussion— “Sustainable Transportation
Modes for Business”**

The Panel:

Thomas Butler, board chair of [Austin CarShare](#), also
works at the Downtown Austin Alliance as the director
of the Transportation and Streetscapes Program.
[Austin CarShare](#) is the first car sharing program in
Texas.

Ann McSpadden, owner of [Alien Scooters](#), is
especially focused on developing solar energy charging
systems to complement their wide array of eco-
friendly electric vehicles.

Jason Burroughs, owner of [DieselGreen Fuels](#),
founded DieselGreen Fuels as an offshoot of a non-
profit cooperative in 2005. Since then, he has grown
it to become Austin’s only supplier of biodiesel fuel,
a clean-burning alternative to petroleum diesel.
Jason also writes for *BiodieselSMARTER Magazine*,
participates in national conferences on community-
based biodiesel, and is on the board of the Biodiesel
Coalition of Texas.

Food and Beverage!

[Ecstatic Cuisine](#) will be serving delicious vegetarian
finger foods including their roasted garlic hummus,
homemade traditional babaganoush, smoked Turkish
tomato salad, Arabian spiced pita chips, and more.

[Theo Chocolate](#)—Enjoy chocolate from the only
organic, fair trade, bean-to-bar chocolate factory in the
United States!

[SESA Teas](#) —Amazing, refreshing, handcrafted tea
blends, organic and fair trade.

[Greater Texas Water Co](#)—Refreshing water will be
available from our friends at Greater Texas Water Co.

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***What are the “Teams of Six”?**

Many people comment that networking events can be kind of a free-for-all with limited opportunity to make real connections. The Texas Green Network’s “teams of six” give attendees an opportunity to make five new friends and real connections in a stimulating and fun environment.

When you arrive, you will find sign-in sheets with only six blanks on each. Look for names you do not know, sign in and sit down right away with your new team. The event activities will be a surprise, but *don’t* be surprised to make a few new business colleagues.

Your passion for your business and for the issues important to you comes out when working in one of our teams of six. Our common passion is one reason why great connections are made at the Texas Green Network.

Please arrive early as we have a full agenda and our panel discussion will be first. We look forward to seeing you this coming Wednesday.

Upcoming TGN Meetings/Events

Tuesday, December 15th

Second Annual Green Holiday Bash at Barr Mansion
Hosted by the Texas Green Network, Austin Eco-Network, Eco Series, NetImpact, and many others.

January 21st

First TGN San Antonio meeting at the Holiday Inn—
San Antonio International Airport (the IGH pilot hotel for “Green Engage”).

January 27th

TGN Austin January Meeting at Xtreme Xhibits.

Welcome to New TGN Members

We interrupt this regularly scheduled green industry calendar to present you the newest members to the Texas Green Network. A hearty “welcome” to them all:

[AirportShareACab](#)

[Amy L. Hunt](#)

[Axis Green Services](#)

[go-greenbanners.com](#)

[KST Electric](#)

[Marsh Vorspan Partners](#)

[Rob McDonald](#)

[Xtreme Xhibits by Skyline](#)

Joining the Texas Green Network

Membership in the Texas Green Network is about leadership in the business community and being a part of the future of an emerging business culture in America. It is about making a statement that sustainable business practices are a must—essential to the future of our community, planet, and economy.

Membership dues are minimal, offered on a sliding scale from \$50-\$250, based on annual sales. Our goal is to support each other in the success of a sustainable economy. The dues are low so membership can grow.

[Find out more and apply for membership here.](#)

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CALENDAR

**2009 Net Impact Conference:
“Advancing Sustainable Global
Enterprise: Changemakers, Innovators,
and Problem Solvers”
November 13-14
Ithaca, NY / Cornell University**

More than 1,800 graduate students and professionals will assemble in Ithaca, NY, to discuss how businesses and organizations can effectively address social and environmental challenges. The conference will foster enriching and inspirational discussion, present opportunities for professional development and networking, and challenge conventional definitions of success in the business field.

Comprised of keynote speakers, panel discussions, networking opportunities, case competitions, debates, and much more, the 2009 curriculum will feature cutting-edge business leaders from both the for-profit and nonprofit sectors on the following themes:

- Corporate Social Responsibility
- Energy and Environment
- Finance & Investing
- International Development
- Social Entrepreneurship & Innovation

Net Impact is an international nonprofit organization with an Austin affiliate chapter. The mission is to inspire, educate, and equip individuals to use the power of business to create a more socially and environmentally sustainable world.

[Registration for the conference is here.](#)

Green City Festival

**Saturday, Nov. 14 / 10am-3pm / Free
Austin / Austin City Hall, 301 W. 2nd St.,
78701**

While Texas Green Network focuses on environmental developments, partnerships, and opportunities in the business and economic center, our members are always eager to learn more on how to be more green in their personal lives as well. And we're eager to have a good time too!

The Green City Festival in Austin will provide an opportunity to hear from numerous businesses and government agencies on how they can help us all leave a lighter carbon footprint in our daily lives. While there will be helpful info, the bevy of local musicians, attractions, and kids activities will be a major calling card drawing folks to Austin City Hall.

Speakers will include Austin Mayor Lee Leffingwell, representatives from Austin Energy, Sustainable Food Center, Solid Waste Services, the Wildflower Center, and more.

[Details, including free parking information here.](#)

The Green Smackdown: A Case Study in Driving Behavior Change

Nov. 18, 2009 / 11am-noon

Most companies have at least adopted a recycling program by now, and many have a dedicated “green team” advocating for sustainable behavior by their fellow employees. Employers, for their part, recognize economic as well as moral benefit to such practices, but are hesitant to make much drastic

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behavior mandates for fear of infringing upon workers' freedoms. Quite often there is the feeling that something could be done to effect such positive change, but what?

This remote presentation will address how to reach the not-yet-converted employees in a meaningful way that actually has them motivated and excited. Your host will be Kelly Holmes, who has a proven track record of doing this sort of thing. She spearheaded such a movement at Texas-based Fortune 500 company National Instruments.

In less than two years of developing the company's green team, they have succeeded in starting an initiative to reduce product waste in NI packaging, planned a community garden on the corporate campus, created a popular lunch presentation series, and hosted Earth Week at NI.

[Learn more and register here.](#)

Social Enterprise Confluence 2009 Wednesday, Dec. 9 / 11am-3:30pm / \$40-\$100

What are social enterprises? They are organizations, ventures, or businesses building a more just, sustainable world by applying market-based business strategies to today's social problems.

The Social Enterprise Alliance (SEA) is the only member organization in North America bringing together the diverse field of social enterprise. And the Social Enterprise Confluence 2009 is SEA's first annual virtual conference.

There, now that you're caught up to speed, you can slow down, because no travel is necessary for this convention.

Experts from various realms of social enterprise will discuss current opportunities and provide valuable insights. You will be able to ask questions via the online format. [Find more information and registration](#), which closes November 30.

Green California Schools Summit December 9-11 / Free Pasadena, CA / Pasadena Convention Center

The nation's largest green schools event will provide discovery in how to take school buildings, including existing facilities into the green revolution. Find out how you can save on energy costs, capturing additional funds for basic programs. Get details about funding programs for your school. Discover curriculum resources for integrating principles of sustainability in your curriculum.

California's schools are engaged in the largest school building initiative in the history of our country. This effort has the potential to create a new generation of sustainable, healthy schools, and, at the same time, help facilities achieve long-term savings.

This summit will bring together leaders in this movement to bring together ideas, share strategies, and learn from each other as they foster the spread of these initiatives. [Find out more here.](#)

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LOOKING AHEAD

6th Annual Clean-Tech Investor Summit

January 20-21, 2010

Palm Springs, CA / Renaissance Esmeralda Resort & Spa

Held each winter in Palm Springs, the Clean-Tech Investor Summit brings together leading investors, Fortune 500 executives, entrepreneurs, and service providers for two days of high-level presentations, conversations, and networking.

Investors, multinationals, and governments are all seizing the multi-billion dollar clean-tech opportunity—creating and deploying new and innovative technologies that compete on price and performance while reducing pollution, waste, and resource use. But which technologies will win or lose? What business models will succeed or fail? How will the next generation of policies and financing options impact development?

Each year participants come to The Clean-Tech Investor Summit to learn the answer to these questions and more. The event has become widely recognized as one of the premier events for active investors to network with major corporations and emerging clean-tech companies.

Attendance is capped at 500 to ensure quality interactions at every level, and optimum networking experiences. The 2009 participants included delegates from 30 U.S. states and 10 countries.

[More information and registration are available here.](#) Registration is \$1,895, with group discounts of 25% available for three or more representatives from the same organization.

Cleanovation Conference 2010

February 22, 2010 / \$75

Austin / Exact location TBD

The Texas-Israel Chamber of Commerce, the Government of Israel-Economic Mission, and the Austin Chamber of Commerce cordially invite you to attend the first annual “Cleanovation” Conference in Austin, Texas.

This conference will provide utility companies, clean energy companies, investors, and technologists with the opportunity to learn about highly advanced clean-tech technologies available in both Texas and Israel markets. Featured speakers will include Israel’s Chief Scientist and University of Texas graduate Dr. Elie Oppen, as well as Mark Armentrout, former chairman and current board member of ERCOT — the Electric Reliability Council of Texas, Texas’s independent grid operator for most of the state of Texas.

Supported by both Israeli venture capitalists and government agencies such as the BIRD Foundation, a joint U.S. and Israeli government fund targeted to fund R&D partnerships between Israeli and U.S. companies, this conference will host \$1B in investment potential. [Registration is available here.](#)



GREEN BUSINESS NEWS

Yet Another Report Showing Texas is Poised for Clean Jobs Boom

11/04/09—It seems every month at least another report finds that a U.S. clean energy mandate would boost the economy and job market in major ways, and Texas stands to benefit among the most in the country. It would appear that saving the planet might not be enough motivation for certain circles, but since money talks, the stream of similar findings could prove to spur some action.

The latest findings were presented by the Blue Green Alliance in a study on the potential impact of clean energy legislation on the U.S. manufacturing industry. “There’s no question that our big investment in clean energy can lead to the rebirth of American manufacturing,” said David Foster, executive director of Blue Green Alliance.

Texas was identified as the second highest potential for creating new jobs with an estimated potential of 60,100 renewable manufacturing jobs created. California held the top spot at 95,616 jobs and Illinois rounded out the top three with 56,579.

While all the reports point to a simple conclusion, there remains a major obstacle: lobbyists.

Good News and Bad News for Texas in Forbe’s “Most Toxic Cities” List

11/04/09—Forbe’s published their findings in an evaluation of the toxicity of the 40 largest metropolitan areas in the United States. Atlanta, GA, earned a

#1 distinction they’d rather do without as the most toxic city in the U.S. In a bit of a shocker, Las Vegas, NV, came in as the least toxic city. (Apparently, liver toxicity wasn’t one of the study’s criteria.)

Texas was represented by four cities, including one in the top ten on both ends of the spectrum. The best and worst Texas cities were Austin-Round Rock as the fourth cleanest metro area, and Houston as the fourth most toxic. Dallas eeked out of the top ten as the eleventh most toxic city. San Antonio measured #22.

The rankings are not leveraged in a per capita manner, making the New York City metro area’s spot as the tenth least toxic city all the more impressive.

[Read the full story here](#), or just go straight to [the full list](#) (which also includes a link explaining the methodology).

West Texas to be Home to Breakthrough China-U.S. Partnered Wind Farm

10/29/09—Austin-based wind energy company Cielo Wind Power LP is moving forth in a joint venture with China’s Shenyang Power Group to build a 600-megawatt wind farm on 36,000 acres in West Texas. When complete, the estimated \$1.5 billion project is projected to produce enough electricity to power 180,000 homes.

Turbines manufactured in Shenyang, China, will begin shipping to Texas in March 2010. The project will create hundreds of new jobs in the U.S., most at the facility-to-be in West Texas.

High-ranking Cielo officials have given credit to the

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American Recovery and Reinvestment Act of 2009 for helping to make such an international partnership of this scale possible for a U.S. company.

grown to 780 million to date. By 2030, the annual gasoline savings are expected to equal current U.S. imports from the Middle East.

[The full report can be downloaded here.](#)

BEYOND TEXAS

Green Building on Dramatic Rise Despite General Market Downward Trends

11/05/09, Oakland, CA—While the findings come from inside the industry, there's no denying the numbers presented in the 2009 Green Building Market and Impact Report published by GreenerBuilding.com. A key figure is the estimated 40% growth in 2009 of floor area registered and certified by the U.S. Green Building Council's LEED rating system.

The number of employees working in improved indoor environments in LEED buildings is approximately 580,000 in the U.S. This group is expected to reach 29 million by 2020, and 64 million by 2030. The productivity benefits from LEED buildings to date range from \$230 million to \$450 million.

In addition to rating the health of the green building industry, the report published interesting data on the impact of such building practices since 2000, including:

- Estimated 50 billion gallons in water saved.
- 2.9 million tons of annual carbon dioxide savings from energy efficiency and renewables (a figure expected to grow to 130 million tons per year by 2020).
- Estimate of reduced vehicle miles traveled has

About the Texas Green Network

The Texas Green Network seeks to accelerate the adoption of sustainable practices in the business community. Our vision is to provide an innovative, fun and rewarding infrastructure that fosters networking and communication among businesses, organizations, our government and individuals.

We do this through a variety of channels including our online member directory and website, monthly networking meetings, forums focusing on target issues, newsletter, partner events and more.

Step up to the open mike at one of our meetings and meet a passionate bunch of leaders and thinkers that make up the TGN community.

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