

North Lake Tahoe Chamber of Commerce and Sierra Economic
Development Corporation present:

Grow the Green (\$\$\$)

By Going Green

with
Sustainametrics'
Kristin York



How much do you know about your business going green?

This class is designed to help you understand what it means to be green and set you on course for growing your business by going green. We'll start with a brief overview of sustainability - the hottest business topic since the technology revolution and take a look at how the most successful businesses approach greening their operations and marketing their efforts.

Then, its time to roll up your sleeves. We'll walk you through how to perform a green business assessment and how to tap into valuable incentives and rebates that can help you save money.

Finally, we'll explore green marketing techniques. We'll look at how you can

- Reap the benefits of your sustainability efforts
- Use cost effective social media to target new and existing customers
- Connect with customers in a meaningful way and,
- Increase revenues by marketing to a huge emerging demographic
- You'll come away from the class with a basic toolkit of checklists and resources to get you started!

Classes Available: All Classes are \$55 per person

Date: Thursday – August 18, 2011

Location: Mark Twain Cultural Center, 760 Mays Blvd Ste. 10, Incline Village, NV

Time: 12:00pm-1:30pm

Date: Wednesday – September 7, 2011

Location: Tahoe City PUD Board Room, ,221 Fairway Drive, Tahoe City CA 96145

Time: 12:00pm-1:30pm

Date: Thursday – October 20, 2011

Location: Mourelatos Lakeshore Resort, Tahoe Vista, Kings Beach CA 96148

Time: 12:00pm-1:30pm



Bring Your Lunch

Don't miss out on this valuable class!

Call today to reserve your seat: (530) 823-4703, or email: info@sedcorp.biz

Payable in advance by mail or credit card. Space is limited, so don't
delay.

