

2009 Sustainability Conference

Mountain Green

June 24 & 25, 2009



Keynote Speaker

Leilani Münter

is Carbon Free Girl. Her story is of a race car driver's journey to be carbon neutral; a diary of her lifetime project of sorting through the facts and fiction about alternative fuels, organic food, clean energy, green buildings, solar power, wind farms, composters, recycling, politics and more, all while she makes a living driving a race car at 200 mph. It's not always easy being green but Leilani hopes that by sharing her story, she will make your journey a little easier.

*Leilani will only present on June 24, 2009 at Thomas Wolfe Auditorium in Asheville, NC. The program will begin at 6:30 p.m. This is open to the public. **Seating is limited. A \$5 donation will be requested upon entry from non-conference attendees.***

Sustainable...

- ☼ Tourism
- ☼ Development
- ☼ Home
- ☼ Business
- ☼ Community
- ☼ Region

Sessions Include

- Greening Your Tourism Business
- Return on Investment of Going Green
- Saving Money by Going Green
- Sustainable Purchasing
- Tax Incentives for Going Green
- Retrofitting with Green Technologies
- Discernment on Green Certifications
- Making Your Event Green
- Commercial Green Case Studies
- Residential Green Case Studies
- Affordability of Going Green

Two days offered. Choose either June 24 or June 25. Space is limited. Register online by May 1 for early registration fee.

June 25 is a **full repeat** of the conference on June 24. Register for one day.

www.mountaingreenwnc.org



ADVANTAGE WEST * ASHEVILLE AREA CHAMBER OF COMMERCE * ASHEVILLE BOARD OF REALTORS * ASHEVILLE CONVENTION & VISITORS BUREAU * ASHEVILLE HOME BUILDERS ASSOCIATION * AMBIENT DESIGN GROUP * BUILD IT NATURALLY * BUILDER ARCHITECT MAGAZINE * BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY * COMMUNITY FOUNDATION OF WESTERN NC * COUNCIL OF INDEPENDENT BUSINESS OWNERS * CIVIL DESIGN CONCEPTS * ECONOMIC DEVELOPMENT COALITION FOR ASHEVILLE-BUNCOMBE COUNTY * EQUINOX ENVIRONMENTAL * HANDMADE IN AMERICA * ROBERT J. DEUTSCH, PA (CHAIR) * WARREN WILSON COLLEGE * WESTERN NC GREEN BUILDING COUNCIL * YURKO DESIGN & ARCHITECTURE, PA

Master Speakers



Simon B. Rich

Simon Rich is active in bringing the message of sustainability to our food and energy sectors through his strategic direction, investments and operational experience. He is CEO of Fuqua Rich Weeks, LLC a private equity partnership focused in the energy sector.



Beth Sinnott

Beth is the voice behind Quaintance-Weaver's Proximity Hotel, one of the most environmentally friendly hotels in the country. As an account executive, she's in charge of corporate sales, but she also helps educate visitors about the hotel's many green features.

BECOME A VENDOR! BECOME A SPONSOR!

WHAT SHOULD YOU ANTICIPATE

- 50+ expert presentations
- 90 vendors of sustainable products and services
- Networking among 1,000 participants
- 13 session tracks

LOCATION

The conference will be held at Warren Wilson College, 701 Warren Wilson College Road, Asheville, NC. Contact is pgibson@warren-wilson.edu or 828.771.3781.

Technology at work for you

CONNECTING YOUR BUSINESS TO THE TECHNOLOGY RESOURCES YOU NEED



MOUNTAIN GREEN STEERING COMMITTEE

- ADVANTAGE WEST
- ASHEVILLE AREA CHAMBER OF COMMERCE
- ASHEVILLE BOARD OF REALTORS
- ASHEVILLE CONVENTION & VISITORS BUREAU
- ASHEVILLE HOME BUILDERS ASSOCIATION
- AMBIENT DESIGN GROUP
- BUILD IT NATURALLY
- BUILDER ARCHITECT MAGAZINE
- BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
- COMMUNITY FOUNDATION OF WESTERN NC
- COUNCIL OF INDEPENDENT BUSINESS OWNERS
- CIVIL DESIGN CONCEPTS
- ECONOMIC DEVELOPMENT COALITION FOR ASHEVILLE-
BUNCOMBE COUNTY
- EQUINOX ENVIRONMENTAL
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Warren Wilson College is proud to host the third annual *Mountain Green Conference*. Located in Asheville, NC, The mission of Warren Wilson College is to provide an education combining liberal arts study, work, and service with a strong commitment to environmental responsibility and experiential opportunities for international and cross-cultural understanding in a setting that promotes wisdom, spiritual growth, and contribution to the common good. WWC boasts five LEED certified buildings, a working farm, organically managed garden, native landscaping and a variety of alternative sources of energy. Students of WWC are directly engaged in the development and management of our campus and are integral in the implementation of our environmental sustainability commitment.

sustainable solutions for your business

About the Conference

Mountain Green is a year-round program of The Environmental Leadership Center of Warren Wilson College (ELC). With leadership from attorney Robert J. Deutsch and a Steering committee representing western NC, *Mountain Green* provides an annual conference, a public lunch and learn series, and a service component, *INSULATE!*, to promote sustainable community practices for our mountain region.

The *Mountain Green* conference is held on the campus of Warren Wilson in June and features experts in architecture, development, energy, and construction to discuss best practices along with a professional vendor expo with displays of the latest green technologies.

In 2008 the Steering Committee expanded in order to bridge the sustainable development interests of the tourism sector with the construction industry.



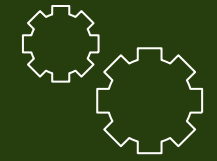
BUILDING COMMUNITY IS SUSTAINABLE

How "Green" is Mountain Green?

Being "green" requires transparency and accountability. The conference organizers are utilizing the purchasing principles of Warren Wilson College to make this event as green as possible and are also asking sponsors and vendors to adhere to these principles while participating in this conference. This means that the content and intent



of the products and/or services of the company promote sustainable, health-sensitive principles.



How was Mountain Green 2008?

I want to congratulate you for orchestrating and conducting a wonderful and beneficial Mountain Green Conference yesterday at Warren Wilson. It was truly refreshing to listen, learn and communicate with some very interesting people who are dedicated to thoughtful design processes whether you call them green, sustainable or LEED. You can already pencil DMR Architecture in as a sponsor and vendor for next year's shindig.

Robert F. Moran, NCARB, Executive Principal, DMR Architecture PLLC

Networking

Over 90 local vendors will be available for you to consult on how to green your business. Vendors will include businesses focused on energy, merchandise, food, maintenance, and housekeeping.