

Registration Form

Name _____

Business/Org _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

No. of People Attending _____

X \$39 each = _____

Total enclosed

Fee covers continental breakfast, learning materials and breaks.

Return to:

City of Whitewater
Community Development Authority
312 W. Whitewater St.
Whitewater, WI 53190
mnimm@ci.whitewater.wi.us
473-0148

Hosted and co-sponsored by



In collaboration with



Show Me the Green Profitable Practices That Build on the Local Advantage

A half-day workshop for
small businesses

Tuesday, April 27
8am-11:30am
Cravath Lakefront Center
341 S. Fremont St.,
Whitewater, WI

Small towns and big cities alike are realizing the importance of their unique local character. Campaigns to "Buy Local" and "Think Local First" are appearing almost every month across the country.

We are realizing that **green** means more than just saving energy. It focuses on the **triple bottom line**.

Learn How to...

Earn more. Save more. Enhance your niche in the market. Have a safe, healthy workplace, products and services. Contribute to the quality of life in Whitewater and beyond. Help build momentum for supporting local and independent businesses.

Show Me the Green

Profitable Practices That Build on the Local Advantage



Rick Brooks



Mark Stevens

Featured Speakers

Rick Brooks is the co-founder of the 450-member Dane Buy Local, Vice President of Wisconsin Partners for SustainAbility and Outreach Program Manager in Continuing Studies at UW-Madison. A former small business owner, he specializes in marketing community development, health and social change. Rick has taught in the UW Schools of Business, Human Ecology and Engineering as well as development agencies throughout the US and abroad.

Mark Stevens, PhD, is a community participation specialist with the Center for Community Stewardship. His expertise in dynamic facilitation, planning and sustainability plays a key role in the work of Wisconsin Partners for SustainAbility.

Local business leaders and expertise in finance, energy conservation, recycling, air and water quality and accounting will also be available.

Workshop Agenda:

7:30-8:00am Registration, networking and refreshments
8:00-11:30am **Show Me the Green** Training

Why Should You Attend?

These days, the word “green” shows up almost everywhere. But what does it mean to everyday commerce? Which products and services make sense for you, your customers and employees? How do all these issues fit together?

Show me the Green training helps small businesses to answer these questions by focusing on customer service and local knowledge.

Not Pie-in-the-Sky or Theory, but “Nuts and Bolts”

The focus is on real-world solutions that make sense in purchasing, facility management, printing, information technology and human resources. You will learn about techniques and tools to:

- Increase savings, profits & market share
- Reduce costs: energy, waste & water use
- New twists on marketing strategies with the “Think/Buy Local First” approach
- Get financial help, technical assistance and support through tax incentives, investments, grants and loans
- Identify new, creative approaches to co-promotion

Who Should Attend?

Business owners, managers, employees, and investors who have an interest in the “triple bottom line”-- profit that involves more than just dollars and cents.

Additional Benefits of Attending this Workshop:

- FREE listing on the soon-to-be-launched **Wisconsin Green Exchange** (\$50 savings) a statewide network for services and support. The **Wisconsin Green Exchange** will help you assess strengths and opportunities, get help when you need it, and tell your story to the rapidly growing marketplace for products that are local and sustainable.
- Sample materials, marketing outlets, and resources from Wisconsin
- Connections with active local and national business networks of problem-solvers.

Local? Sustainable?

As consumers we can choose where we spend our money. Each dollar spent with a local business circulates in our community three to five times. If we spend it with a company owned somewhere else, our hard-earned dollars “leak” out of the local economy. Local businesses are our largest employers and most generous donors to community causes. Come and share ideas about the ways we can work together so that everyone benefits!

To be prepared, try some easy reading: *We Have a Few Questions for You* and *Self Report Template for the WI Green Exchange*

In the **Resources** Section of www.danebuylocal.com