

Vanguard University's Students in Free Enterprise to hold Environmental Sustainability Conference



environmental
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conference

friday: january 30th • 9:00-3:00 p.m. • vanguard university

Released on: January 20, 2009, 2:10 am

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Industry: [Education](#)

Press Release Summary: Targeting the Orange County business community, the conference will feature keynote speakers Shaheen Sadeghi, creator of The LAB & The Camp in Costa Mesa and Pierre Andre Senizergues, CEO of Sole Technology. The conference will focus on environmental sustainability with an emphasis on innovation and creativity.

Press Release Body: Zero-energy design, food miles, photovoltaics, hybrid technology, and carbon offsets. What do all these words have in common? They are associated with the current trend of eco-jargon connected to going green, or being environmentally conscious. **The Environmental Sustainability Conference** scheduled at **Vanguard University on Friday, January 30th**, aims to turn those green buzzwords into practical and effective business practices. The event is

hosted by **Vanguard University's Students in Free Enterprise (SIFE)**.

Conference keynote speakers are **Shaheen Sadeghi**, founder and CEO of LAB Holding, LLC, and **Pierre Andre Senizergues**, founder and owner of Sole Technology, a parent company known for popular brands such as etnies, eS, Emerica, ThirtyTwo, and Altamont. Both men are leaders in bringing environmentally conscious initiatives into their business culture. Sadeghi, the creator of The LAB and The Camp anti-malls, served as president of Quiksilver, and has consulted for numerous Fortune 500 companies such as General Motors, Volkswagen, and McDonald's. Senizergues is a recipient of the Global Green Corporate Environmental Leadership Award recognizing his environmental practices and corporate responsibility by revolutionizing the way Sole Technology does business.

*"It is exciting to see how many businesses and individuals in Orange County are already contacting us about attending this event" says **Bonni Stachowiak**, a faculty member at Vanguard University and advisor to the Students in Free Enterprise chapter. "Bringing together such innovative businesses and people who are passionate about sustainability is rewarding. I can't wait to see what ideas emerge through the collaboration that takes place."*

The conference also includes multiple breakout tracks with local business people who will share their stories about environmental sustainability in today's economy. Featured speakers include **Rachel Hulan** of Path Design, **Christy Kull** of Northrop Grumman, **Spencer Brown** of Rent a Green Box, **Martin Diedrich** of Kéan Coffee, **Jim Woodrow** of Vanguard University, and **Helene Kennan** of Bon Appétit.

These breakout tracks will feature detailed recommendations to both businesses and individuals on how to be creative, while making sustainable choices. One example of a breakout speaker who is growing a business in such a way is **Spencer Brown** of Rent a Green Box.

Brown is the winner of The 2008 Geela Award, the most prestigious environmental and economic leadership award presented by the State of California. He's listed as one of the top ten green companies in the world by springwise.com, winner of the Keen [Stand-UP] for your environment competition, is a profiled case study in The Gort Cloud Book, and is featured in over 35 television programs and published in

over 2,000 web and print articles. Brown is now franchising and licensing his award winning concept and business model across the nation.

Rent a Green Box solves the problem of moving and storage in a way that makes environmental and economic sense. Brown outlines his solution as, *"Why would we cut down our trees to make these cardboard boxes, that are used once maybe twice, to just toss them into a landfill? When you really think about it, without trees, we're all fish out of water."*

There will also be an exhibition featuring environmentally innovative products and ideas. Bon Appétit will cater a low-carbon, organic lunch, providing conference attendees an opportunity to network and share ideas together. The conference is scheduled from 9:00 AM to 3:00 PM.

For more information and to register for the Environmental Sustainability Conference go to <http://www.greenconference.vusife.org/>

About

Vanguard University's Students in Free Enterprise (SIFE) is a local chapter of an international non-profit organization that works in partnership with business and higher education. SIFE mobilizes students to discover their own potential by creating economic opportunity for others through community outreach projects. SIFE is active on 1,500 college and university campuses involving close to 40,000 students in 50 countries. Since 2006, Vanguard University's SIFE team has focused on teaching innovative techniques for achieving success through teamwork and strategic partnerships in Southern California. For additional information, visit www.vusife.org

VUSIFE:

Web Site: <http://greenconference.vusife.org>

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