

A background image showing a group of people in a meeting, with an American flag in the upper right corner. The text 'Advocating for Business' is overlaid in a script font.

*Advocating for Business*

Press Release

For Immediate Release

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Going Green: The Value to Business

With energy consumption skyrocketing and seemingly endless resources beginning to look finite, the idea of “going green” is quickly changing from “trend” to “standard operating procedure”.

Businesses are making changes that conserve resources and reduce carbon emissions and using this as a strong marketing tool shows the community that your organization is committed to something greater than itself. Helping to protect the environment has become a new business imperative that can improve the bottom line for the community and often times for the company as well.

As our region moves toward more sustainable development, greener energy production and environmentally conscious business practices, the Clermont Chamber of Commerce together with the Cincinnati Chapter of the American Marketing Association host a breakfast meeting to focus on how to market your green business strategies.

Featured speakers for this program are Steve Melink, founder and CEO of the Melink Corporation, the 1<sup>st</sup> LEED (Leadership in Energy and Environmental Design) Gold Certified building in Ohio, and Kitalena Mason, Public Relations/Marketing Specialist of Ohio’s first IKEA store, a business committed to promoting, encouraging and practicing efforts to help save the environment.

The program will be held at the Oasis Conference Center located at 902 Loveland-Miamiville Road in Loveland on Tuesday, December 9, 7:15 – 9:00 a.m. Clermont Chamber members and American Marketing Association Members may attend for \$30. Non members are welcome at \$45. Reservations may be made online at [www.clermontchamber.com](http://www.clermontchamber.com) or by telephone at 576.5000.

*Founded in 1969, the Clermont Chamber of Commerce promotes local and regional business through business attraction, retention & expansion, educational and networking opportunities, business consulting assistance and business advocacy for the over 1000 Clermont Chamber Members. Find us at [www.clermontchamber.com](http://www.clermontchamber.com). The President of the Clermont Chamber of Commerce is Matthew D. Van Sant, and the Chairman of the Board is Chip Gerhardt of Government Strategies Group, LLC.*