

## ***Sponsorship Opportunities and Giving Levels*** Green To Gold Seminar, Fall 2006

### **\$2000—Leader**

Receive top billing, including logo and name recognition in signage, advertisements, all event publicity and at the event itself. This level also includes an open invitation to all members of your organization to an exclusive presentation/meeting with Ms. Hitchcock on the morning of the event (Thursday, 9/28).

### **\$1000—Sponsor**

Receive name and logo recognition in all event publicity and at the event itself. Two individuals from your organization will be invited to the presentation/meeting described above.

### **\$500—Advocate**

Your name will be included in the publicity materials and your support will be acknowledged at the event itself.

*This seminar is being organized by MusEco Media and Education Project in collaboration with the Yellowstone Business Partnership, the Big Sky Economic Development Authority, the Center for Applied Economic Research and the Montana Business Incubator in Billings.*

*G to G steering committee: Kris Prinzing (MusEco), Joe McClure (Big Sky EDA); Jan Brown (Yellowstone Business Partnership); Ed Gulick (High Plains Architects); Dave Stoltenburg (Montana Business Incubator); Scott Rickard (The Center for Applied Economic Research); Dr. Mary McNally (Interim Dean, MSU-B School of Business) and Chuck Tooley (former Mayor of Billings).*

## **Green to Gold: Watching Sustainability Transform Your Bottom Line**

A half-day seminar featuring nationally-recognized sustainability implementation expert ***Darcy Hitchcock*** introducing Montana businesses to the profit potential in being or becoming a sustainable business in Montana.



**Where:** Billings, MT

**When:** Thursday, September 28, 2006, 11:30 am—4:30 pm

**Featuring:** Darcy Hitchcock *and* a panel of local experts

**Cost:** \$25 per attendee

**To Register:** 294-2260 or [www.musEco.org/G2G/reg.html](http://www.musEco.org/G2G/reg.html)

**For More Information:** Kris Prinzing (294-2260) or Joseph McClure (256-6871)

***YOUR opportunity to help ensure a golden future for Montana Businesses and for Montana's legendary quality of life!***



MUSÉCO  
MEDIA AND EDUCATION  
PROJECT



## More about **Green to Gold**: *Watching Sustainability Transform Your Bottom Line*

A half-day seminar featuring the NorthWest's foremost sustainable business guru

### **Darcy Hitchcock**

introducing Montana businesses and community leaders to the profit potential in being or becoming a sustainable business in Montana.

The seminar will begin with a sustainable gourmet lunch locally catered, featuring of local and organic foods .

During lunch, local and regional business leaders will share their experiences incorporating sustainability into their businesses and institutions, allowing attendees to get a first person account of what is truly possible right here in Montana.

### **Attendees will walk away ...**

- understanding the concept of sustainability and how it can help their business **succeed**;
- appreciating how specific strategies can improve **business performance** ;
- recognizing major sustainability-related impacts their own organizations are responsible for;
- possessing the **resources** and **contacts** necessary to make the sustainability transition;
- envisioning possible projects specific to their needs that will improve their businesses sustainability performance...

**AND their bottom line!**

## **Darcy Hitchcock**

is president of AXIS Performance Advisors.  
([www.pacifier.com/~axis](http://www.pacifier.com/~axis))

Prior to forming AXIS, she was the director of a national training company, developing packaged training programs and consulting with a number of Fortune 100 firms. There, she developed a reputation for innovative management techniques and creative learning strategies.

Having published scores of articles, booklets and books, Darcy has a knack for making complex theory easy to understand and implement.

She is an official speaker for the Oregon Natural Step Network, teaching people about a science-based sustainability framework.

She is also past president of the Portland, Oregon chapter of Business for Social Responsibility.

