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**Experts on Achieving Sustainable Business Success Convene October 29 in New York**

*Andrew Winston chairs "Sustainable Business Success: An Eco-Advantage Summit"*

BURLINGAME, Calif., July 23, 2008 –Sustainable Life Media (SLM) announced today a new conference for corporate operational executives and managers, to be held in New York City, October 29th. Culminating an 18-month, nine city *Eco-Advantage Salon Tour* produced by SLM in collaboration with Andrew Winston, co-author of the best selling sustainable business book "Green to Gold", *Sustainable Business Success* (SBS-NYC) will bring together many of the leading innovators who are leveraging sustainability to drive new operating efficiencies, reduce risks and costs, and build stronger ties to their employees and their communities.

SBS-NYC complements SLM's highly regarded *Sustainable Brands Conference* by addressing the behind-the-scenes business operations that contribute to a successful corporate transformation to sustainability. "In launching SLM, we set out to help executives and managers understand how adopting a sustainability lens on their business can help their bottom line and create new competitive advantage" said KoAnn Vikoren Skrzyniarz, President and founder of Sustainable Life Media. "In many companies, brand issues lead the way toward a transformation to sustainability. But successful sustainable brands require not just product innovation and smart communications, but also a corporate-wide commitment to "walking the walk" every day through strategic changes in operations. And as energy and other resource costs soar, all companies are scrambling to understand how they can reap the rewards of more efficient ways of doing business."

SBS-NYC is designed as a fast-paced, interaction-rich overview of how sustainability ties to tangible business benefits. The one-day event offers the chance for those new to sustainability to quickly get up to speed on this new corporate mindset and to begin to build a toolkit for creating lasting value. Representatives from some of the most innovative companies showing the way to green and sustainable business practices will lead the discussion of best practices in all aspects of business operations – from purchasing, facilities management, transportation and

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logistics to information technology and HR. Presenters will share their experience on how to get started, hurdles to overcome and what does *not* work, and will offer tips for success and a view in to what bottom line results can be achieved today.

*Sustainable Business Success* is co-chaired by Mr. Winston, founder of Winston Eco-Strategies and editor of SLM's "Eco-Strategies" e-letter, and Will Sarni, CEO of Domani Sustainability Consulting, SLM's expert in residence on Corporate Climate Management, and editor of "Climate Management Weekly." The conference is sponsored by 3M, Cohn & Wolfe, HP, Sun, WebEx, and other sustainable solutions providers. Rand Waddoups, Sustainability Director at Wal-Mart will lead the day with a discussion about Wal-Mart's experience getting started and making great strides toward operational innovation for sustainability. Fast Company, Green Drinks NY, Sustainable Business Institute and many other SLM affiliates are also involved.

To be held at the American Conference Center in midtown Manhattan on October 29, *Sustainable Business Success* is designed for busy executives and managers in strategic and financial planning, HR, business or economic development, facilities management, purchasing, logistics, supply chain management, IT and waste management. Ample opportunity will exist during this limited seating event to engage with experts as well as to exchange learning and struggles with peers from the local business community.

To learn more about Sustainable Business Success and to register at an early discount, please visit: <http://www.sustainablelifemedia.com/events/eco-advantagesalons/nyc>

To subscribe to SLM Newsletters, free, please visit <http://www.sustainablelifemedia.com/newsletters>.

#### **About Sustainable Life Media**

Sustainable Life Media is the leading producer of sustainable business conferences and events, with supporting products that include websites, newsletters, research and an online community. Sustainable Life Media inspires innovation for sustainability by linking people and ideas that are creating change in the marketplace. By showcasing successful sustainability strategies, emerging best practices, and leading edge product and service solutions, Sustainable Life Media helps businesses drive new business benefit through cost savings, risk reduction, revenue growth and increased brand value. For more information, please visit: <http://www.sustainablelifemedia.com/about>.

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