



Thursday, May 15<sup>th</sup>, 8:00am-5:30pm  
 @ Bellwether Ballroom, 1 Bellwether Way

**BUSINESS EXPO HELD DURING SHADED TIMES**

*All events take place in the Bellwether Ballroom unless otherwise noted*

<b>8:00 am</b>	<p><b>Registration</b> – Sign in &amp; pick up conference packet</p> <p><b>Breakfast</b> – Moka Joe coffee, Nature’s Path cereal, &amp; Mt. Bakery pastries</p> <p><b>Explore the Business EXPO...</b></p>
<b>8:30 am</b>	<p><b>WELCOME from Sustainable Connections – Michelle Long, Executive Director</b></p>
<b>9:00 am</b>	<p><b>OPENING KEYNOTE SPEAKER: The Family Business</b> with <b>Arran Stephens</b>, co-founder and President of Nature’s Path Foods. Introduction by <b>Kevin Wilhelm</b> – CEO of Sustainable Business Consulting</p> <p>Arran will share the story of how his company has grown from a small family farm in Canada to North America’s largest manufacturer of certified organic cereals. Unusual in a time of industry consolidation, Nature’s Path remains independent and family-owned. Stephens says being independent is key to their success and that, “The importance of green values in our business is as important as the people and family behind the business.”</p>
<b>10:00 am</b>	<p><b>60 Second of Fame!</b></p>
<b>10:15 am</b>	<p><b>BREAK – explore the EXPO and grab a mid-morning snack!</b></p> <p><i>*Transition to break-out sessions; please accommodate Bellwether staff dividing the ballroom.</i></p>
<b>10:45 am</b>	<p><b>Breakout Sessions – please choose 1 session</b></p>
<i>Ballroom: South Side</i>	<p><b><u>CARBON FOOTPRINT 101 with Kevin Wilhelm</u></b></p>
<i>Ballroom: North Side</i>	<p><b><u>TOWARD ZERO WASTE &amp; The Story of Stuff</u></b></p>
<i>The Admiral Room, Bellwether Hotel</i>	<p><b><u>GREEN COLLAR JOBS PANEL</u></b></p>
<b>12:00 pm</b>	<p><b>LUNCH BREAK &amp; EXPO...</b></p> <p>Wild Catch Salmon, Organic Field Greens, Local Grilled Asparagus, Finished with Herb Crusted Goat Cheese. Served with a Fresh Strawberry and cracked pepper vinaigrette on the side. Accompanied by Rolls and Butter.</p> <p><i>*A vegetarian/vegan option is available upon request. Please obtain a colored ticket at the registration table as early in the day as possible as to ensure the chef can accommodate you!</i></p>
<b>1:00 pm</b>	<p><b>60 Seconds of Fame!</b></p>

1:15 pm	<b>PLENARY SESSION: <u>Telling your story and living the brand <i>inside the organization</i></u></b> , with <b>Lee Collinge</b> – Communications Consultant at Metropolitan Group
2:00 pm	<b>Stretch Break and Fresh Baked Cookies</b>
2:15 pm	<b>60 Seconds of Fame!</b>
2:30 pm	<p><b>AFTERNOON KEYNOTE SPEAKER: Sharif Abdullah</b></p> <p><b><u>CREATING A WORLD THAT WORKS FOR ALL</u></b>: Sharif will provide a sense of empowerment and explain that we have to shift our consciousness – as business has the ability to influence the consciousness of others. We have to change from wasteful, growth oriented business practices to sustainable ones...and from 'me' centered to global centered ...from mono cultural to pan cultural practices.</p> <p><b>Q&amp;A &amp; Interactive Dialogue</b> - How could we, locally, apply what we've heard today to make the world work for all? To make this a model of the greenest and healthiest community in North America?</p>
<b>4:00 pm</b> <i>Bellwether Terrace</i> <i>(weather permitting)</i>	<b>Cash Bar Opens!</b> – Beverages and beer selection from Boundary Bay Brewery
4:10 pm	<b>AFTERNOON DIALOGUE with Bellingham Mayor, Dan Pike</b> – introduction by Washington State Representative, <b>Kelli Linville</b>
4:40 pm	<b>CLOSING AND THANKS with Michelle Long</b>