



For Immediate Release

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Conference to Offer Green Strategies for New North Businesses

NEW NORTH, November 13, 2007 – There's a lot of hype surrounding the "going green" movement in business, but for small and medium-sized companies, understanding and implementing green business practices can be an overwhelming task.

The Eco-Summit Conference, to be held at St. Norbert College in De Pere on December 5th, will offer attendees a chance to learn how to implement green practices from experts on sustainability in business.

The conference features an exciting agenda, with Richard Young, Professor at Penn State University-Harrisburg and co-author of [The Green Baron: A Business Parable on Ecolution](#), providing the keynote address. Young is the Senior Research Fellow of the Institute for Supply Chain Management and a Research Associate at Penn State's Center for Supply Chain Research, and is an expert on environmental sustainability.

Also speaking at the event is William Blackburn, owner of William Blackburn Consulting. Blackburn is the former vice president and chief counsel for environmental, health, and safety (EHS) and the sustainability leader at Baxter International, a multinational manufacturer and distributor of health care products. Blackburn led the development of world-renowned EHS and sustainability programs which have been recognized around the world with more than 330 external awards.

Blackburn will also moderate a panel on the approach to sustainability for companies, universities, and healthcare providers, featuring Paul Linzmeyer, President of Bay Towel, Steve Dunn, Chair of the Supply Chain and Operations Management department at the University of Wisconsin-Oshkosh, and other experts in the field.

Admission to the all-day conference is only \$45, and includes lunch. For more information on the Eco-Summit Conference, or to register securely online for the event, please visit www.greanbiz.com and click on the 'Events' menu. Space is limited.

New North, Inc. is a regional collaboration effort focused on promoting regional cooperation and economic development in an 18-county region in Northeast Wisconsin. The 18 counties included in the New North are Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.