

WHY YOU SHOULD SEND ME TO THE SUSTAINABLE OPERATIONS SUMMIT?

I would like for you to consider sending me to the [2012 Sustainable Operations Summit](#) taking place April 17-19th at the Hilton New York as I believe the knowledge that I would gain from attending would seriously benefit our organization.

Unlike a lot of green conferences, this summit focuses on sustainable initiatives that benefit both the environment and the bottom line. In case you are not aware, [a recent survey by PWC](#) identified that 69% of the S&P 500 saw “significant business opportunities and actionable, long-term strategic advantage” in embracing sustainability. I believe that there is more that we can be doing to grow this statistic and with an exceptional speaker lineup headlined by Bill Clinton, I am confident I would take away tremendous knowledge and contacts that could be used towards achieving this goal. When we consider the business opportunities and potential cost savings, the investment will pay for itself many times over.

Here are just a few things I will gain by attending the Sustainable Operations Summit:

- 1) Learn firsthand from Tony Malkin, owner of the Empire State Building, on how he [cut his energy bill](#) by over 38% resulting in \$4.4 million in annual cost savings!
- 2) Attend an exclusive speech and Q&A session with President Clinton who [recently declared](#) that “Investments in energy efficiency can make a real difference in the American economy, by creating jobs, growing our industries, improving businesses’ bottom lines, reducing our energy bills and consumption, and preserving our planet for future generations.”
- 3) Visit the World Trade Center site and get an insider’s tour of 7 WTC, the first LEED Gold certified commercial building in NYC which is now at [100% occupancy](#).
- 4) Funding for Sustainability Retrofits has been a major hurdle for many. Now there are risk-free financing mechanisms in place, like SeriousCapital, that allow you to reap the benefits of energy efficiency [without the upfront cost](#). Kevin Surace, Chairman and CEO of Serious Energy, will be explaining this in detail at the summit.
- 5) Learn from Patty Calkins who implemented conservation policies and strategies throughout Xerox that helped save [hundreds of millions of dollars annually](#) for the company worldwide.

These are just a few of the sessions and tours that will take part during the summit. You can view the full program at www.sustainablesummit.com.

Please consider my attendance at this summit as an investment in our company. Maybe you might be inspired to join me in New York?