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**UNIVERSITIES TEAM UP TO HOST
SUSTAINABLE ENTERPRISE CONFERENCE**

Rohnert Park, California – March 14, 2006 - Sonoma State University's School of Business and Economics and New College of California's Green MBA program have teamed up to host the first *Sustainable Enterprise Conference* for Northern California, to be held on April 7, 2006 from 8-5 with a reception following. Ticket prices are: Early Bird Registration: \$95 & \$65 (non-profit, govt, student), After March 24: \$125 & \$95 (non-profit, govt, student). The site of the conference is Sonoma Mountain Village, 1212 Valley House Dr., Rohnert Park, CA.

This one day conference offers a unique opportunity for business leaders to learn about managing an organization to be environmentally friendly, socially just, and economically viable. Attendees will gain valuable knowledge about building sustainable enterprises through workshops, interactive panels, and networking sessions.

The theme of the conference is *Practical Tools for the Transition*. The keynote speaker is Paul Dolan, former Fetzer Vineyards CEO and author of *True to Our Roots: Fermenting a Business Revolution*. He will be describing how Fetzer developed sustainable practices to preserve the environment while strengthening the community and enriching the lives of their employees without sacrificing the bottom line.

Workshops and talks will be led by regional sustainability leaders including: Terry Taylor, President of Global Genesis; Jerrell Ross Richer, Professor of Ecological Economics at both SSU and New College of CA, and J. David Erickson from the Climate Protection Campaign.

The afternoon panel called *Intrepreneurs & Entrepreneurs: Advancing Sustainability in Companies and Markets* will be moderated by John Stayton, Green MBA Program Director. This panel will include: Claire McCarthy from Agilent Technologies; Amy Patton from Medtronic; Jeff Mendelsohn from New Leaf Paper and John Schaeffer from Real Goods.

Current sponsors for the event in addition to Sonoma State University and New College of California include: Clover Stornetta Farms, Numi Tea, Bay Solar Power Design, and Osmosis Health Spa. Register to attend, sponsor or exhibit by visiting www.sec2006.com. For more information contact Stacie Wickham, Promotions Coordinator, at (415) 454-1074 or Stacie@greenmba.com ###