



For Immediate Release

October 6, 2008

West Michigan Sustainable Business Forum to host Carbon Management Event

GRAND RAPIDS – On October 13, 2008 Mark LaCroix, Executive Vice President of Business Development at the GreenLife Organization, LLC, will be speaking at the West Michigan Sustainable Business Forum's (WMSBF) regular monthly meeting. The topic of his presentation will be carbon management and ways businesses can avoid, reduce, replace, and offset their carbon footprint.

"Carbon management is one of the biggest issues in sustainable business today," said WMSBF Board President Marylu Dykstra, "This session will be extremely informative, and will help companies better address this aspect of their business operations."

Following LaCroix's presentation, David Rinard, Director of Corporate Environment, Health and Safety at Steelcase Inc., will lead a discussion on measures that can be taken to manage carbon emissions including a run-down of governmental programs and legislation.

The meeting will be held at Cascade Engineering, 3400 Innovation Court SE in Grand Rapids, from 12 pm to 2 pm on Monday, October 13. Cost of the program is \$10. Lunch is provided.

Those wishing to attend this meeting are asked to RSVP to wmsbf@wmeac.org by Thursday, October 9.

Contact Kyle Ten Broeke at (616) 451-3051 ext. 24 or Marylu Dykstra at (616) 868-6306 for more information. You may also visit the WMSBF website at www.wmsbf.org.

The West Michigan Sustainable Business Forum is a network of businesses and individuals dedicated to promoting the "triple bottom line" of sustainable business. The GreenLife Organization, LLC of New York assists companies, institutions, and businesses to reduce carbon emissions and offset those that remain.

###