

Sustainable Business Day at Georgia's State Capitol



ATLANTA — The Georgia Chapter of the U.S. Green Building Council (USGBC), Sustainable Business Partners, Georgia Recycling Coalition, and the Georgia Conservation Voters, gathered at the Georgia State Capitol on Thursday, February 12th to observe the 6th Annual Sustainable Business Day.

The goal of this event was to educate state elected officials on the vital role business plays in addressing Georgia's environmental issues, while demonstrating how economic growth and environmental protection go hand in hand. It allowed representatives from the more than 35 participating sustainable businesses to answer questions and display information about their sustainable products and services. The event also included a brief presentation and reading of the resolution from sponsoring legislators and a proclamation from Governor Sonny Perdue.

This year, the USGBC, in conjunction with Georgia Trane, Winter Construction, and the Turner Foundation, hosted the day's luncheon for the legislators and business representatives providing the opportunity to discuss vital issues one on one. The sustainable businesses in attendance were recognized in appreciation for their commitment and dedication to innovative business approaches, and making Georgia an even better place to live.

"Building green, or upgrading buildings to be green, is no longer considered a trend or a fad," said Pamela Alteri, Marketing Leader for Georgia Trane. "It is socially responsible, and not only is it good for the environment, it makes good business sense as well. It can maximize energy-efficiency, conserve resources, and at the same time provide fiscally responsible solutions, saving people money. The opportunity for businesses like Trane and others to gather in this venue is important, because we are helping educate key decision makers so they can make the best decisions possible and impact their citizens in a very positive manner, and boost the economy at the same time. That is a win-win opportunity."

According to Sustainable Business Partners, sustainable companies in Georgia contribute more than 60,000 jobs and \$28 billion dollars to Georgia's economy. These businesses range from small firms to large international corporations, and are pioneering alternative energy options in Georgia. In addition, they incorporate resource-efficient technologies into their manufacturing processes, represent leaders in the sustainable building industry, and comprise some of the country's largest recyclers. These companies are turning environmental issues into business opportunities.

Pictured from left to right: Jason Roops, Clean Energy Strategies; Polly Sattler, Sustainable Business Partners; Bill McKnight, Packer Industries/Patterson Services; Governor Sonny Perdue; Ben Taube, Southeast Energy Efficiency Alliance; Jill Johnson, Georgia Conservation Voters; Pamela Alteri, Georgia Trane; Chris Osborne, Georgia Conservation Voters