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2014 GoGreen Portland Conference Announces Keynote Speakers

Program to feature Mayor of Portland, Author Renee Lertzman and yerdle Founder Adam Werbach

May 21, 2014 (Portland, Ore.) — The 7th annual GoGreen Portland Conference will take the conversation to the next level on how to effectively build a triple bottom line by leveraging the social, financial, transportation and communication benefits of sustainability. Attendees will engage in a full day of hands-on operational workshops, big picture plenaries, solutions-centered conversations, inspiring keynotes and a showcase of regional businesses. Renowned leaders from every point of influence – experts on the sharing economy, business and public sector leaders, community organizers, academic researchers, and small business owners - will present best practices on how to navigate community, environment and profitability.

“Our 2014 Keynotes discuss current issues such as the emergence of the sharing economy, innovative approaches to ‘going deeper’ into sustainability and the vision for and the role of business in Smart Cities,” says Ericka Dickey-Nelson, Founder and President of GoGreen Conferences. “Tying these key topics to social equity and diversity and the big picture will be our instrumental goal for this year’s conference.”

2014 Keynote Speakers

Charlie Hales | Mayor, City of Portland

As the Mayor of Portland, Oregon, Mr. Hales has a long standing commitment to sustainable leadership. At the Transportation Bureau, Charlie Hales championed light rail expansion, streetcar development and safe bicycle routes to reduce traffic congestion and improve the environment. At the Parks Bureau, he inspired the first successful bond measure in half a century, then leveraged the funds to raise enough additional money to build or renovate 110 parks in every area of the city. As Senior Vice President for Transit Planning at HDR, Inc., he has studied, instituted and managed projects in Cincinnati, Dallas, Los Angeles, Miami, Sacramento, Salt Lake City and Scottsdale.

Renee Lertzman, Ph.D. | Author, *The Myth of Apathy*

An applied researcher, speaker, instructor and strategic communications specialist, Renee focuses on the deeper psychological dimensions of sustainability. Renee designs and teaches innovative courses and workshops for graduate, undergraduate students and practitioners on the psychological dimensions of sustainability, and believes strongly in the need for truly integrated approaches across the behavioral sciences, social sciences, psychoanalytic practices and

social innovation. Renee's work is founded on a meaning-centered approach, addressing behavioral change "from the inside out." She designs strategic communications, research tools and systemic approaches to engagement that help generate the insights required for an innovative, solutions-based economy.

Adam Werbach | Founder, yerdle

Adam Werbach is the co-founder of fast-growing sharing startup yerdle. A lifelong sustainability advocate, Werbach was elected president of the Sierra Club when he was 23. He went on to create Act Now Productions, which he sold to Saatchi & Saatchi to build Saatchi & Saatchi S. He's the author of *Strategy for Sustainability* by Harvard Business Press and serves as sustainability correspondent for TheAtlantic.com.

Event Details

GoGreen Portland 2014, brought to you by the City of Portland, Multnomah County and METRO will take place on **Thursday, October 16th** at the Oregon Convention Center, Oregon Ballroom located at 777 Northeast Martin Luther King Junior Boulevard. Tickets are available online at **portland.gogreenconference.net** or via phone at 503.226.2377. Early Bird rates are good through Tuesday, September 16th, 2014. Single Admission Early Bird Full Conference tickets are \$175 and Group Rate Early Bird Tickets are \$150 (groups of two or more). Student, government and non-profit registration rates are available.

About GoGreen Conference

The GoGreen Conference is a sustainability learning experience for organizational decision-makers. Featuring regionally targeted content and recognized leaders from the community, GoGreen works across industry silos to foster peer-to-peer learning and collaborative solutions. Our mission is to empower attendees with the sustainability strategies, tools, and connections to build resilient, profitable organizations while driving the development of sustainable cities and regions.

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