



## GREEN BUSINESS PRACTICES

Good For Business—Good for the Earth

*Join Marin business and community leaders in a discussion on green business practices lead by*

**JIM CASSIO**

**Career Information and Workforce  
Development Consultant**

*The workshop will focus on:*

- ♦ *Sectors of the green economy*
- ♦ *Green business practices*
- ♦ *Employee engagement in green practices*
- ♦ *Seven ways your business can go green*
- ♦ *Product certification*
- ♦ *Starting your own green business*

*Jim Cassio has done hundreds of labor market studies and published numerous research reports, as well as career resource books. Jim specializes in industry, occupation and workforce issues. Recent career publications include:*

*Green Careers: Choosing Work for a Sustainable Future  
Green Careers Resource Guide (now [greenoccupedia.com](http://greenoccupedia.com))  
Career Pathways Handbook*

*You can read more about Jim Cassio at : [www.cassio.com](http://www.cassio.com).*

**Bob Brown**, with *Greening for Profit*, will be available for those Marin businesses wanting to learn more about how **“Going Green Saves You Green \$\$”**



**January 19, 2012  
9—11am**

**Marin County Office of Education  
Conference Center  
1111 Las Gallinas  
San Rafael, CA 94903**

**RSVP by January 12, 2012  
to [ccuneo@co.marin.ca.us](mailto:ccuneo@co.marin.ca.us)  
or 415.473.3309—include  
your business name,  
phone and email.**