

# Go Green

## To Keep Your Office in the Black

A Morning Workshop on Making Offices More Sustainable and Cost Effective

Friday, June 8, 2007 • 8:00 am – 12:30 pm

Staples, Inc. Headquarters • 500 Staples Drive, Framingham, MA

**No matter how small or large your office...**

**No matter whether your lease or own...**

*there are ways to make it more efficient, better for the environment, healthier for the staff and less costly to operate.*

Listen to representatives of leading New England businesses and institutions that have made “green” work for them. Get answers:

- Does “greening up” make **business sense** for your office?
- What are the **projects and tools** that worked for other businesses?
- What are the **benefits** others reaped from their efforts?
- How do you turn this work into a compelling story to help you **gain new customers** and retain the ones you already have?

**Register to attend at [www.massrecycle.org/greenoffice.html](http://www.massrecycle.org/greenoffice.html)**

**Bring a co-worker to go to different breakout sessions!**

### WHO SHOULD ATTEND

- Presidents and CEOs
- Building Owners
- Property Managers
- Facility Staff
- Sales & Marketing
- Office Managers
- EH&S Personnel
- Office Staff

### COME IF YOU...

- **Lease** your office space
- **Own** your office space
- **Manage, lease or sell** office space to others

## Go Green and Win!

Your registration includes an opportunity to WIN a Xerox Phaser 8560 solid ink color printer\*

- Color and black & white output 30 pages per minute
- Automatic double-sided printing
- Produces 97% less waste than a comparable color laser printer

See next page for other benefits of attending!



\* Must be present to win.

### PRESENTED BY



in collaboration with the

**Sustainable Business Network of Greater Boston** and the

**Massachusetts Operational Services Division**

Sponsored by



Atlas Watersystems, Inc., Herman Miller Inc.,  
Signature Marketing and Shaw Contract  
Group

# WORKSHOP AGENDA

<b>8:00 - 9:00</b>	<b>REGISTRATION, BREAKFAST, EXHIBITS</b>
<b>9:00 - 9:50</b>	<b>OPENING PLENARY SESSION</b> <ul style="list-style-type: none"><li>• <b>Welcome from Staples, Inc.</b><ul style="list-style-type: none"><li>○ Mark Buckley, Vice President, Environmental Affairs, Staples, Inc.</li></ul></li><li>• <b>Keynote: A Business Case for a Greener Office</b><ul style="list-style-type: none"><li>○ Robert L. Pratt, Senior Vice President - Climate Change/Energy, Henry P. Kendall Foundation</li></ul></li></ul>
<b>10:00 - 11:30</b>	<b>BREAKOUT SESSIONS</b> <ul style="list-style-type: none"><li>• <b>No Office too Small / Green Office 101.</b><p>Where does it make sense to start? How do you make your effort pay off? This session will cover the range of initiatives small-to-medium offices can implement for a greener, healthier and more cost effective operation. The session will feature examples of two offices that decided to change the way they do things, got their staff involved and achieved measurable results.</p></li><li>• <b>Greener Image: Green Computers, Printing Equipment and Supplies.</b><p>Let's face it, most of what offices do is create and print documents – and chances are you are spending too many resources and too much money on it. This workshop will help you optimize your printing operation, choose equipment that contains less toxic substances, cut resource and energy use, and eliminate unnecessary supply purchases. If you have ten or more “imaging devices” (printers, copiers, faxes and multifunction devices) – the more the better – this workshop is for you!</p><p style="text-align: right;"><b>Session sponsor: CAM Office Services.</b></p></li><li>• <b>Owner's Green Manual.</b><p>If you lease or own a medium-to-large office, or if you own or manage office facilities, you are in a unique position to make the office space healthier for the occupants, better for the environment and more cost effective for you. Come to learn about the changes in energy management, custodial operations, waste management and recycling that have worked for other businesses in Massachusetts.</p></li></ul>
<b>11:40 - 12:30</b>	<b>PANEL DISCUSSION</b> <ul style="list-style-type: none"><li>• <b>Making Changes, Tracking Progress and Telling Your Story.</b><p>If you are making an effort to make your office greener, turn it into a market advantage! But how do you turn the changes you are making into a compelling story to tell your customer? What tools are available to track your progress and quantify the impact of your work? These are the questions we will answer with the help of the panel of businesses that are telling their stories to clients – each in a different way.</p><ul style="list-style-type: none"><li>○ <b>Presenters include: Nelson Goddard</b>, Senior Vice President, Cambridge Savings Bank (Cambridge, MA) and <b>William B. Jones, Jr.</b>, Vice President, North American Specialty Insurance Company (Manchester, NH)</li></ul></li></ul>

## REGISTER TODAY!

### ONLINE REGISTRATION AT

[www.massrecycle.org/greenoffice.html](http://www.massrecycle.org/greenoffice.html)

### YOUR REGISTRATION INCLUDES

- Catered breakfast
- *Green Your Office* Kit with a variety of products to jumpstart your efforts
- Workshop Manual
- A chance to win a Xerox Phaser 8560 solid ink printer and other valuable prizes

### ATTENDANCE RATES

*Your savings will exceed the cost of attendance!*

<b>Members</b> of MassRecycle or the Sustainable Business Network	\$40.00
<b>Non-Members</b>	\$55.00
<b>Each Additional Attendee</b> from the Same Company	\$30.00

### BECOME A WORKSHOP SPONSOR!

Call (617) 338-0244 or email [info@MassRecycle.org](mailto:info@MassRecycle.org).