

Three Squares Inc. President Invited To Present Event Greening At SWANA Recycling Conference

By Three Squares Inc.

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Three Squares Inc. President Jaime Nack speaks to numerous professionals in the waste management industry about the benefits and challenges of adapting events to include greening and sustainability initiatives.

The Solid Waste Association of North America (SWANA) invited Jaime Nack, President of the sustainability consulting firm Three Squares Inc. (TSI), to present at its “Thinking Outside the Blue Box” Conference held February 8th and 9th in Charlotte, North Carolina. Ms. Nack was recruited to speak at the annual recycling and special waste management symposium based on her expertise in producing green conferences, tradeshows and special events.

Ms. Nack’s presentation emphasized the benefits of adapting events from their inception to include greening and sustainability initiatives. She also covered the various challenges of working with event-production stakeholders such as venue managers, waste haulers, and security teams — many of whom do not always consider the major impact that greening initiatives have on operations.

Speaking to a packed general session of professionals from the waste management industry, Ms. Nack focused on several event-greening case studies acquired throughout her career. Among other high profile events, Ms. Nack drew upon her experience as Director of Sustainability and Greening Operations for the 2008 Democratic National Convention (DNC)—the largest greening effort for a political convention in American history. Riding the wave of success following the DNC, Ms. Nack has since seen tremendous growth within the sustainable event production practice at Three Squares Inc., her Santa Monica based environmental consulting firm. TSI is now a nationally recognized leader in green event production.

“It was an honor to be featured at this year’s ‘Thinking Outside the Blue Box’ Conference,” commented Ms. Nack. “As this conference is instrumental to the development and adoption of recycling solutions that go beyond typical curbside programs, it provided a tremendous opportunity for me to convey the potential impact of large scale event-greening initiatives.” Ms. Nack also remarked that the most notable concern of attendees was how to choose the right venue for a green event.

In addition to discussing criteria for venue selection, Ms. Nack covered event-greening topics such as utilizing carbon footprint analysis, incorporating carbon offset programs, creating a successful recycling and composting program, and the importance of volunteers and public outreach.

Ms. Nack was one of 24 speakers at the 2010 SWANA conference, which also included compost management and MSW recycling training sessions. The annual event has been hosted by SWANA for over 10 years. Serving over 7,600 members and thousands more industry professionals with technical conferences, certifications, publications and training courses, SWANA stands out as the leading professional association in the solid waste management field.

For those seeking out Ms. Nack for future speaking opportunities, please email [info \(at\) threesquaresinc.com](mailto:info@threesquaresinc.com).

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Three Squares Inc. is one of the nation's leading sustainability consulting firms. We work with corporations, government agencies and non-profits to green their operations and develop campaigns to expand markets for eco-friendly products and services.

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