

Pasadena Convention Center Announced As Venue For The First Annual Women In Green Forum

By Three Squares Inc.

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Three Squares Inc. is proud to select Southern California's premier green venue for its first annual Women in Green Forum – a sustainable development conference highlighting women's achievements in the environmental arena

The sustainability consulting firm Three Squares Inc. is pleased to announce that the Pasadena Convention Center will be the venue for its inaugural Women in Green Forum, an event taking place September 1st and 2nd 2010 that will highlight women's impact on the environmental arena.

With its commitment to responsible environmental practices, the Pasadena Convention Center will serve as an ideal host for the highly anticipated conference, which will bring together a forum of professionals representing the present and future champions of sustainable development. The Pasadena facility implemented a variety of "go green" initiatives in the areas of water use, electricity, recycling, and traffic reduction during its March 2009 expansion. Due to its strong adherence to green building standards, the expanded facility is expected to receive the coveted LEED (Leadership in Energy and Environmental Design) Gold Certification from the United States Green Building Council.

"This is all very fitting, considering our goal to make Pasadena one of America's greenest cities. Our city government has woven sustainability into every aspect of municipal management," says Michael Ross, CEO of the Pasadena Center Operating Company.

The Pasadena Convention Center's "go green" initiatives include:

- High-efficiency lighting and equipment, including LED technology.
- Automated building control systems.
- Aggressive convention and operational recycling program.
- Drought-resistant landscaping.
- A new, energy-efficient central plant ensures the larger facility operates without adding to Southern California's electrical grid.
- The expansion project is designed to perform 32 percent better than California's energy efficiency standards.
- Incentives for employees using public transportation, as the facility is just one-half mile from the Gold Line commuter rail station and within walking distance of three bus stops.
- Water-conserving restroom fixtures are predicated to reduce water consumption 37 percent.

Three Squares Inc. was engaged to organize the Women In Green Forum based upon its nationally recognized expertise in producing green conferences, tradeshow and special events. Under the leadership of President Jaime Nack, who served as the Director of Sustainability and Greening Operations for the 2008 Democratic National Convention, Three Squares Inc. has successfully adapted numerous conferences and tradeshow on behalf of high profile organizations to include greening and sustainability initiatives. Three Squares Inc. is a contributing member of the Green Meeting Industry Council (GMIC) and is currently developing the Southern California Chapter of the GMIC.

As venue choice plays a key role in sustainable event production, Three Squares Inc. is proud to select a

venue for its first annual Women in Green Forum that is leading the way in environmental stewardship. The Pasadena Convention Center's commitment to innovative green solutions will match the objectives of TSI's Forum, which aims to become a collaborative platform from which women can promote and support solutions to the challenges facing our future on this planet.

For more information on the Women in Green Forum or to register for the event, please visit the Women in Green Forum website at <http://www.womeningreenforum.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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