

Capitalize on the Eco-Aware Consumer: By Understanding the Green Economy

The sustainability movement is here to stay.

What does it mean for your business? In a highly competitive business environment even a slight edge can mean the difference between enormous success and a disappointing failure. Many consumers now favor products and services that are socially responsible. Why? because they feel it's the right thing to do.

- Position your company as the socially responsible alternative
- Learn strategies to attract the eco-aware consumer
- Follow the lead of industry green leaders
- Get noticed by the media and the local community for your green efforts

Date: Wednesday, October 13, 2010

Time: 8:30 a.m. - 10:00 a.m.

Where: My Executive Center, 4600 Touchton Road, Building 100, Suite 150, Jacksonville, Florida 32246

Cost: \$25, includes a light breakfast

Register: Online at www.advantagebizmag.com/events or by phone at 904-704-5058

Limited space available • Corporate table of 6 is \$125, which includes premium position & tabletop sign

About Speaker, Julie Watkins:



Julie Watkins graduate of James Madison University is a green reporter and meteorologist with Action News CBS 47 Fox30 in Jacksonville, Florida. She has worked in the broadcasting industry for over 15 years and has always taken an active role in local environmental groups. Formed in 2007, She heads the 501(c)(3) non-profit organization the Girls Gone Green devoted to heightening people's awareness about how to improve the quality of our lives by improving the world around us. In addition to weather forecasting, she is delighted that she can utilize her green knowledge and experience on her station's newest website, "GO GREEN" (Go Green - ActionNewsJax.com)

Julie doesn't just talk green, she lives green! She drives a hybrid car, owns an energy efficient home in an environmentally-intelligent community, uses earth-friendly cleaning products and cosmetics and has been vegan/vegetarian for almost 15 years.

About Speaker, Helen Rake:



Helen Rake, CFP has been a part of the investment industry since 1999. Ms. Rake has been associated with Collins Capital Management since March of 2004 where she serves as a Principal of the firm, Portfolio Manager and a member of the firm's Investment Committee. In 2010, Ms. Rake developed and launched the firm's first Socially Responsible Model Portfolio along with research tools to customize allocations according various environmental, social, moral and governance criteria. This innovative model allows even the most discerning client the ability to invest according to their conscience. She also developed and implemented a green office program significantly reducing the environmental impact resulting from the firm's daily operations. Because of these efforts, in June 2010 Collins Capital Management was recognized as an EPA WasteWise Partner firm. Helen has made it a mission to bring a better understanding of Socially Responsible Investing (SRI) to consumers and investors on the First Coast and beyond.

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