# Sustainable marketing focus of April's AdBite

*by Bend_Weekly_News_Sources*

Making an Impact Without Leaving a Trace

BEND, Ore. -- It's a green world out there and only getting greener - in the environmentally sustainable way. In celebration of Earth Month, Advertising Federation of Central Oregon (AdFed) presents "Sustainable Marketing - Making an Impact Without Leaving a Trace," at the Thursday, April 23 AdBite, 11:30 a.m. to 1 p.m., St. Charles Medical Center, Bend.

"For this extremely timely topic, we've invited a panel of experts to discuss how businesses and agencies can leave their mark on consumers, while reducing their carbon footprint," said AdFed's Cam Davis. "More importantly, they'll talk about how businesses can sustain themselves in the short term, while sustaining the planet in the long run. We'll cover everything from printing on all-recycled paper to marketing without using any natural resources at all."

Tickets for the luncheon are $10.00 for members and $30.00 for non-members and can be purchased online or by calling the AdFed hotline at 541.385.1992. Reservations are required by noon Monday, April 20.

"This will be an engaging conversation about how each of us can do more to green our marketing efforts," Davis said. "Come prepared to ask questions and win prizes for carpooling or taking public transportation to the event."

Davis adds that panel discussion will be led by Bend's Environmental Center's Katy Brice.

About the Panelists

Kierstin De West, Conscientious Innovations, Vancouver, B.C.

De West is the key strategic mind at Conscientious Innovations, a firm that has been developing brand and creative strategies based on consumer, cultural and marketplace insight for the last 12 years. An expert in the relationship between consumers, brands and sustainability, De West has worked as a brand planner at a number of high profile advertising agencies, helping build brands such as Hershey Foods and Unilever, and leading the successful repositioning of About.com before its acquisition by Primedia.

Michaele Grabenhorst, Visuality, Bend

For the past 21 years, Grabenhorst has thrived on an insatiable appetite to learn, while stewarding simple to ridiculously complex print and graphic design projects for companies, agencies and graphic designers throughout Central Oregon and the Northwest. Her two decades of print and graphic design buying have witnessed the end of the rubylith era to the birth of the new age of printing and production and the mass exodus of paper manufacturers.

Chemynne Perlingeri, Mulch Design, Portland

As founder of Mulch Design, a Bend company that recently relocated to Portland, Perlingeri is dedicated to creating outstanding design campaigns that support sustainably minded businesses and organizations, social justice and positive local or global pursuits. In 2007, PerlingeriÃ-s efforts and leadership in Sustainable Business were rewarded by the Central Oregon Environmental Center, who chose her for their Green Spotlight Award.

About Ad Fed

The Advertising Federation of Central Oregon is a nonprofit organization of advertising, marketing and public relations professionals who are dedicated to upholding high ethical standards for communications in Central Oregon by supporting educational opportunities that promote the value and functions of advertising and by assisting in the promotion of socially responsible community service projects.

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