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LEARN ABOUT NEW BUSINESS OPPORTUNITIES IN THE GREEN ECONOMY

Scholarships Available for Minority-Owned Businesses; Deadline February 12th

Local entrepreneurs are invited to register for the Social Venture Institute (SVI) where they will learn how to gain a competitive advantage for their business while creating positive social and environmental impact in their communities. The conference will take place February 26 – 27, 2010 at The Hub Cira Center located at 2929 Arch Street in Philadelphia. The Hub Cira Center is the only privately-held, LEED-Certified meeting facility in the United States. The Social Venture Institute has sold out for the past two years and entrepreneurs are advised to register soon to ensure their spot at the conference.

Over the past eight years, over 900 entrepreneurs have been trained through the Social Venture Institute. Thanks to generous support from The Prudential Foundation, **eighty scholarships are available for minority-owned businesses** to attend the Social Venture Institute at a reduced rate of \$40 (\$140 off the regular registration). The deadline to apply for a scholarship is Friday, February 12, 2010.

Now in its eight year, the Social Venture Institute event is the only business conference on the East Coast dedicated to the “**Triple Bottom Line**,” a way to do business that encourages entrepreneurs to create wealth through environmental responsibility and positive social impact in their communities. Corporate and public consumers are increasingly moving towards businesses that share their environmental and social values, making Triple Bottom Line companies more stable during these challenging economic times.

Entrepreneurs attending the Social Venture Institute will:

- Find out about non-traditional funding sources and innovative capital solutions for green business initiatives.
- Network with a diverse group of local entrepreneurs and nationally recognized Triple Bottom Line business leaders.
- Hear firsthand how pioneering companies are generating profits with creating positive social and environmental impact in their local communities.
- Learn easy and effective ways to incorporate the Triple Bottom Line into their business strategy.
- Brainstorm new business opportunities within the green economy.

You can learn more information about the Social Venture Institute and scholarship opportunities at www.sbnphiladelphia.org. Tickets for SVI are on sale now. Participants can register online at SVI2010.eventbrite.com.

TRUE CONFESSION KEYNOTE SPEAKERS:



Ron Gonen sees opportunities in a spot most of us don't even take notice – the trash. The environmental entrepreneur's brainchild, RecycleBank, is a rewards and loyalty program that motivates households to recycle and adapt other positive green behaviors. **As CEO and Co-founder of RecycleBank**, Gonen is revolutionizing the way people view recycling.

Melissa Bradley-Burns is a **Senior Strategist for Green For All**, a national organization dedicated to building an inclusive green economy strong enough to lift people out of poverty. Her primary role is leading the Capital Access Program - working to provide human, social and financial capital to entrepreneurs and businesses in an effort to create, scale and sustain green jobs. A serial entrepreneur since 1991, Melissa is also the Founder and Former Managing Director of New





Capitalist, whose mission is to leverage human, financial and social capital to create economically profitable and sustainable individuals, businesses and communities.



Brenda Palms Barber is CEO of the North Lawndale Employment Network (NLEN), serving one of the most severely economically disadvantaged communities in the City of Chicago. Because of the lack of job opportunities available to NLEN clients, Brenda developed an innovative social enterprise and job creation program called Sweet Beginnings, LLC. A wholly owned subsidiary of NLEN, Sweet Beginnings is a transitional jobs program that provides green collar jobs producing honey in an urban neighborhood setting and manufacturing and marketing honey-based personal care products under the Beeline label.

About the Sustainable Business Network of Greater Philadelphia

The mission of the Sustainable Business Network of Greater Philadelphia (SBN) is to build a just, green, and thriving economy in the Greater Philadelphia region. We accomplish this by educating and growing a broad base of local, independent businesses and educating policy makers and the public. Over the past eight years, SBN has become a national leader in the local business movement and an influential force in the green economy. SBN's membership is made up of more than 500 companies representing over 5,000 employees in the Philadelphia region. SBN also convenes the Green Economy Task Force, a coalition that includes 400 stakeholders and 230 partner organizations, including local government, labor, green businesses, workforce development agencies, youth-serving organizations and community-based organizations.

About the Social Venture Institute

Social Venture Institute is the brainchild of the Social Venture Network, a partner organization of the Sustainable Business Network of Greater Philadelphia. The format of SVI is organic and practical, as well as highly interactive and experiential. Entrepreneurs, innovators, community organizers, government officials, investors and green business leaders as you explore social and environmental innovations, and expand your business skills and network with recognized national and regional innovators in the sustainable community.