



Western New York Sustainable Business Roundtable

Creating an environmentally and economically resilient Buffalo-Niagara

WNY Sustainable Business Roundtable Steering Committee:

Deb Gondek
Rich Products Corporation

Mark Shriver
Curbell, Inc

Jeff Oliver
McCullagh Coffee

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Siemens Industry US

Eric Lindstrom
Cannon Design, Inc.

Ryan McPherson
UB Sustainability Office

Michael Ball
Empire State Development
Corporation

Tom Hersey
Erie County Department of
Environment and Planning

Date: 12/3/2014

Dear Sustainability Expert:

The **WNY Sustainable Business Roundtable (WNYSBR)** is a recently created network of companies and organizations seeking to create an environmentally and economically thriving Buffalo Niagara Region. WNYSBR will be holding its first sustainability tradeshow, titled **2015 / S.M.A.R.T. - Sustainability Management and Resources Tradeshow**, on **January 20, 2015**. The tradeshow will showcase businesses that have products and services that make implementing sustainability initiatives meaningful and cost-effective.

This event will be an excellent opportunity for you to reach a customer base from across Western New York; businesses that are pursuing sustainability projects that address reductions in hazardous waste, energy consumption, water use, and material use/recycling. It will be promoted to WNYSBR's current members, which can be viewed at www.WNYSustainableBusiness.org, as well as an extensive list of other businesses that are interested in sustainability. WNYSBR will also work with our partners to promote the tradeshow to businesses and entities across the spectrum, from manufacturing to commercial, and from restaurants to developers.

S.M.A.R.T. is being held at the Buffalo Niagara Medical Center, *UB Clinical and Translational Research Center*, 875 Ellicott Street in Buffalo, a LEED Gold Building from **3:00 – 7:30 PM**. At the mid-point of the event there will be a presentation by Debbie Friedel, Director of Sustainability at Delaware North Companies. The WNYSBR has carefully designed the facility layout and program to include plenty of time for attendees to visit the tradeshow throughout the session and into a "GreenDrinks" event from 5:30 – 7:30 pm.

The attached "Exhibitor & Sponsor Registration Form" lists the various levels of participation that have been established to meet your needs.

If you have any questions regarding the tradeshow or the various exhibitor and sponsorship opportunities, please contact me at (716) 858-2162 or e-mail: andrew.goldstein@erie.gov. We look forward to your attendance and participation.

Sincerely,

Andrew Goldstein – **WNYSBR**
S.M.A.R.T. - Sustainability Management and Resources Tradeshow Coordinator
www.WNYSustainableBusiness.org

Enclosure