

GREEN OFFICER TRAINING OVERVIEW

Corporate Green Training for In-House Personnel

The Green Business League, Inc is a national training program offering a unique and highly-effective training program for your in-house Green officers or Green committee members.



For the first time, businesses can access the same information offered to Green business professionals in a very powerful and comprehensive online training event. These courses are being offered in regional live classes and online training modules including live presentation via the Internet. Why let your Green officer or committee wander in the maze of Green ideas when they can produce a well-organized Green transition plan that will lead to a valued Green Business certification?

It is hard to imagine that the confusing issues of environmental duties could be so well organized that a two-day session will produce such outstanding results, but it will. In clear cut material, the Green Officer Training will provide a wonderful education on all the most important issues. In fact, the last segment provides a Green program that will allow any business to Go Green regardless of size or type. This section alone is worth more than the price of the training.

What you may not realize is something that businesses are only now realizing. "Going Green can save your company thousands of dollars in lost revenue!" Most businesses see the Greening process as a flat out expenditure that is good for the earth, but not so good for the bank account. That is changing, and the savings realized by companies that fully engage in the Greening process is far more valuable than ever imagined.

Also, please realize that your costs of operation is sure to go up. The cost of energy is predicted to go up by 200-300%. The **Cap and Trade** legislation will add a hidden cost to everything we use. Your carbon output may even be taxed.

Years ago, businesses hired efficiency experts to speed up their operation, reduce waste, and increase profits. Green officers are the modern version of the efficiency experts. When it comes to sustainable issues, there are areas of waste that will boost your company's profits year after year.



Greenwashing is something that every business must avoid since it will certainly come back as very bad press. It is not enough to talk or promote your company as Green by virtue of some Green adjustments to your operation. To be Green Business Certified, your company will want the validation of a true independent third-party such as the Green Business League, Inc. This is awarded when a company is able to accumulate enough points for Green practices within the company operation.

Green Officer Training offers a remarkable edge for any business. Stop wasting time "trying to be Green, but doing a poor job of it," when actually installing a Green program will give your business the only Green Business certification worth earning. Discover how Going Green can save your business a great deal of money each year, and benefit from the impressive marketing value of an authentically Green certification.

Look three to five years ahead and ask yourself whether being a Green business will be an absolute necessity. One of Obama's must read books during on his Martha's Vineyard vacation was "Hot, Flat, and Crowded" by Thomas Friedman. He has appointed a Green Czar with sweeping powers to push a Green agenda across our country. Climate change, population growth, and the need to heal our world makes Going Green a must for every business.

I can tell you that there is a dedicated market of consumers who will drive an extra mile and spend an extra dollar to do business with an authentically Green business. Your company should lead, not follow, in this important trend. Leadership here pays dividends, but do not do it poorly or in an amateur fashion. Have one or more key people attend the Green Officer Training whenever it is offered within a reasonable distance of your location. This program will provide an excellent background for your company's Green transition, and a path that will lead to Green business certification.

Late Breaking News: Executive Order 13514 has just been signed by President Obama requiring all government agencies to install a Green/Sustainable program and to designate a Green or Sustainability Officer. While this first will impact government offices, it is certain to lead to similar requirements for all American businesses.

The Meaning of Green	Water Conservation
Four Corners of Environmentalism	Lighting options
Sustainability Issues	Weatherization
Green Cleaning Requirements	Energy Star
Identifying Green Products	Solar and Wind Power
Mold and Mildew	Outside Green Ideas
Green Pest Control	Xeriscaping
Green Plant option	Phytoremediation
Volatile Organic Compounds	Global warming
Organic and Natural	Carbon emissions
MSDS and pH	Carbon credits
Paint, Carpet, and Furniture	Paper reduction
CO, CO2, Humidity	Phantom load
HVAC and Dust	Power conditioning
Paperless Office	Green Supply Chain
Green IT	Greenwashing
Green Efficiencies	Reforestation
Energy audits and Savings	eTrash
Electric strategies	Life Cycle Analysis
Waste Management	Green Awareness

This is still only a partial list of what is presented in the Green Officer Training program. The final installment has the actual plans for Greening any size or any type of business. The goal is to accumulate enough points (100 pts) to earn the Green Business League certification and know that your business has literally earned its certification.

What is not shown in this overview is the ease and effectiveness of the program. Going Green need not be an expensive remodeling project. Many of our ideas incorporate a kind of migration that allows the Greening to take place as old products are phased out and new products brought in. The cost can be nearly zero for many Green ideas, and other improvements will produce a 12-24 month return on investment.

Every business needs a Green Officer or Green Committee that is well equipped to take the company forward instead of a confused journey to Greenwashing. The cost is minimal, and the rewards are both immediate and long lasting. This is one program where there are no losers except those who ignore the need of the world and community around them.

**International Council of Green
Green Business League**