

JACQUELYN A. OTTMAN TO CHAIR
"BUILDING CREDIBILITY, AVOIDING GREENWASH"
DECEMBER 3, 2009

For Immediate Release

October 6, 2009

Join Jacquelyn A. Ottman, green marketing pioneer and author of [Green Marketing: Opportunity for Innovation](#), on December 3 for the all day virtual conference "SB In Focus: Building Credibility, Avoiding Greenwash."

The event, hosted by Sustainable Life Media, will focus on unfolding strategies and the best practices for establishing credible sustainable brands. In addition to chairing the event, Ms. Ottman will be speaking on "Alternatives to Ecolabels," which you can read about on our blog.

Sponsorship is available, please contact Jan Ballerini at jan@sustainablelifemedia.com for further information. Registration and more information is available at www.sustainablelifemedia.com.

Feel free to contact us at info@greenmarketing.com with any questions.

Join our green marketing mailing list at www.greenmarketing.com/contact-us

Follow Jacquie on Twitter @ www.twitter.com/jacquelynottman