



CANON COMMUNICATIONS LLC

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FOR IMMEDIATE RELEASE

Canon Communications Presents Cost-Effective Business Strategies at Green Manufacturing Conference

Los Angeles, CA (December 18, 2008) - Canon Communications will hold its second annual green manufacturing conference, *Green Manufacturing: Business Strategies for Sustainability*, at the Anaheim Convention Center in Anaheim, California, February 10-11, 2008.

Supported by AeA (American Electronics Association), the two-day conference program is designed to help professionals develop and improve their companies' environmental mission through action plans and practical insights and recommendations from industry leaders and key experts. Delegates will have a unique opportunity to hear how various manufacturers have responded to demands for smaller carbon footprints, improved products and manufacturing practices through real-world case studies. While a portion of the program covers newly adopted regulations and guidelines that will soon affect manufacturers, the overall program will emphasize how going beyond regulations can become a lucrative business strategy.

Held alongside the largest advanced design & manufacturing event in the West Coast region of the United States, the program draws from various industries and is designed for professionals within operations, supply chain, research and development, product design, manufacturing management, marketing and corporate communications. Delegates will engage in group exercises and have the opportunity to network with their peers and industry experts.

Conference chair Pamela J. Gordon, Founder of Technology Forecasters Inc., lead consultant for TFI Environment and author of the book *Lean and Green: Profit for Your Workplace and the Environment*, will begin Day One by taking participants through a 10-year environmental road map for manufacturers, using specific case stories to illustrate the effectiveness of a "lean and green" approach. "By now, many companies are fortunate to have champions inside who understand the correlation between reducing wasteful practices and saving money," says Gordon. "And they know that designing efficient products leads to competitive advantage. But not all internal champions know how to gain solid executive endorsement for these strategies and how to achieve the highest ROI. In Canon Communications' *Green Manufacturing: Business Strategies for Sustainability* Conference, attendees will not only



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receive best practices for gaining executive backing and managing successful environmental strategies, but will also practice these principles in engaging exercises with their peers.”

This year’s program offers a keynote discussion entitled *So the grass IS greener on the other side: How industry leaders are practicing sustainability and increasing tomorrow's profitability*, featuring panelists on Tuesday morning, February 10, from Hewlett-Packard, Nokia, Fiji Water, and Smashbox Cosmetics. In addition to sharing details about their noteworthy environmental policies, panelists will provide recommendations to consider as delegates develop their own policies.

Other participating companies include Bentley Prince Street, Inc., Urban Decay Cosmetics, HCT Packaging, Cereplast, Design Chain Associates, Natural Source Printing, Gilbert Group, California Climate Action Registry, and Extreme Networks.

More information and online registration forms for the conference are available on the web at www.greenmfgexpo.com.

About Canon Communications

Canon Communications LLC, a portfolio company of [Apprise Media LLC](http://www.apprise-media.com), is the leading producer of trade events, publications, and electronic media for the \$3 trillion advanced, technology-based manufacturing industry, including medical device, packaging, design engineering, process technology, automated assembly, electronics, quality control, and plastics processing.

Further information about Canon’s business-to-business publications, trade shows, and digital media is available at www.cancom.com.

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