

PRESS RELEASE FOR IMMEDIATE RELEASE



May 1, 2009

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Premier Meeting Company Shortens Name, Shrinks Carbon Footprint

Portland, Oregon - With a commitment to use less ink on business cards, to reduce the amount of CO2 generated when greeting callers and to slash the number of keystrokes needed to find the website, Meeting Strategies Worldwide is now [MeetGreen](#).

“The simple fact is,” says founder Nancy Wilson, “that after 15 years, we had to acknowledge that our company had outgrown its original name. It no longer captured the essence of our core business or the new directions in which we are moving.”

Wilson and co-owner Amy Spatrisano earned notoriety for their pioneering efforts to bring green practices to the meetings industry. The two were instrumental in the creation of **GMIC**, [Green Meetings Industry Council](#), chartered in 2003 to promote sustainable practices throughout the professional meetings, conference and hospitality sectors.

The name change to MeetGreen is part of refocusing the company to work directly with a growing number of corporate clients.

“There is so much more to the notion of green meetings than eliminating Styrofoam coffee cups and plastic water bottles. Global corporations are hungry for guidance in how to connect people in ways that are as effective as they are environmentally responsible,” declares Spatrisano. “MeetGreen is more than a catchy name for our company; it represents a complete spectrum of methods,

technologies and best practices that enterprise business organizations can use to operate sustainably.”

While training and consulting are key growth areas for the company, face-to-face conferences and events remain at the core of MeetGreen’s business. The firm has responded to increased opportunity throughout North America by establishing offices in Vancouver, BC, and Washington DC.

“Our original mission hasn’t changed,” affirms Wilson. “We’re still committed to making a difference. As MeetGreen, we’re doing that by empowering organizations to connect, sustain and thrive.”

Based in Portland, Oregon, U.S.A., MeetGreen works with progressive global organizations to integrate sustainable practices and produce conferences and events that deliver targeted business results. Since the company’s founding in 1994, MeetGreen has embraced environmental responsibility as a core value and defining specialty. Its mission is to continuously transform what it means to “meet green” through leadership, innovation, education and performance inspired in sustainability.

For more information, please call +1.503.252.5458 or visit www.meetgreen.com.

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