



## Newsletter

July 2015

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### Stefanie Brown & Elesha Peterson Carr, AWEA Change Agents

By Della Green



#### Exhibit Design Meets Sustainability

When it comes to exhibits, the Taylor Group is proving that breathtaking design need not take a backseat to sustainability.

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MeetGreen has been fortunate to partner with American Wind Energy Association (AWEA) on sustainable event projects over several years. Our Heroes, Stefanie Brown, Vice President of Education and Conferences, and Elesha Peterson Carr, Senior Director of Conference Planning & Event Logistics, have always impressed us as they humbly, quietly, and diligently work to make their events more sustainable.

They've recently taken steps to underpin their good efforts with an event sustainability policy and goals and objectives, which is a big step for any organization! As a result of the process, they have closed the loop by requesting that vendors help them further AWEA's mission, and in some way, make wind energy part of the energy mix. Here's what these two change agents had to say:

**Has your industry changed dramatically in the past five years? What have you seen from inside your association?**

*Stefanie Brown:* Many American don't realize American wind power has seen its costs decline by more than half over the last five years. It's resulted in a very exciting time of the U.S. wind energy industry. Over the last several years, we've seen low-cost, reliable wind power in the U.S. more



**MeetGreen's Nancy Zavada named Among the Top 25 Women in Meetings**

Thank you Meetings & Conventions Magazine and congratulations to our fearless leader, who is proud to share this honor with the other deserving recipients.



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than triple, now providing almost five percent of country's electricity needs. As with any maturing industry, some companies have been able to solidify their positions in the market while others were not, and there was some consolidation among our members. From inside the association, we have seen shifts in both the number and type of members we support, leading to changes in our areas of focus and subsequently our membership services and products. The changes we've faced means there is always something new, even after 14 years!

**What changes do you anticipate in the next five years? Are there any trends that concern you?**



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