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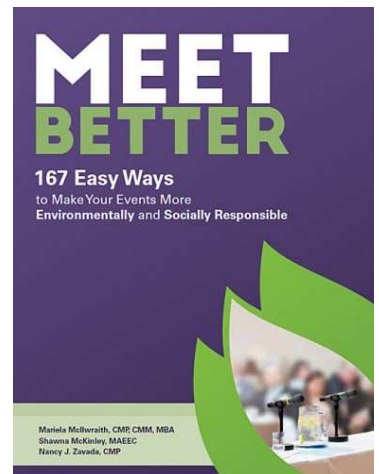
## Newsletter

June 2015

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### Jeff Chase Industry Leader and Hero

By Nancy Zavada, CMP



**Help Has Arrived!  
*Meet Better: 167 Easy  
Ways* Book Available**

This book is all about getting started and focusing on the low-hanging fruit to make your event more environmentally and socially responsible.



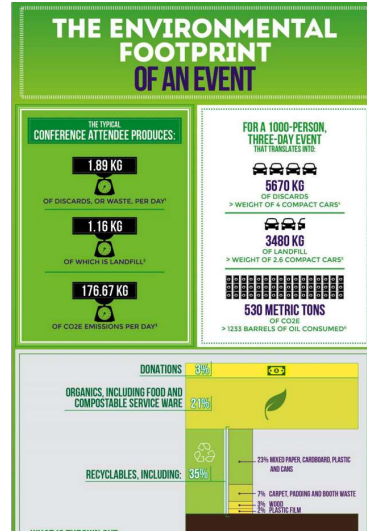
Years ago, I met Jeff Chase, Vice President, Sustainability, Freeman Companies, while he was supporting the sustainability efforts of his client, American Wind Energy Association. He had called us in to assess their event and make recommendations. As the event’s general services contractor, Jeff had taken it upon himself to find a donation stream in the Dallas area for the show floor discards. He worked hard to make it happen, supplying extra time, labor and resources so the items could end up in the hands of those who needed them most.

Fast forward to 2015, Jeff continues to propel an industry toward finding sustainable solutions. A 27 year veteran of the trade show/event industry, his energy and enthusiasm are unwavering, he is a true believer in the power of business to make a difference. We recently had an opportunity to ask Jeff about his important work as a change agent.

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

In 2006, there was a great movement to find

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**New Environmental Footprint Infographic**

Did you know a typical 1,000 person event generates waste equivalent to the weight of four compact cars? Find out what you can do about your event's environmental footprint.

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sustainable solutions for tradeshow signs but it was not a full program for ALL the types of waste generated at shows. In 2008-2010, with the economic downturn, everyone pulled back and lost some focus. But since 2011, I have seen a great up surge in corporations and some associations willing to find more complete solutions to the environmental impact at their shows. At Freeman, we have always been client driven so the sustainability efforts were very client focused. In 2011, we made a corporate decision to not just service the needs of clients that ask for sustainable solutions but to look internally at what we could do to help change the industry to help ALL clients.

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### Event Waste Exposé: The Dirty Dozen

Here's a cheat sheet of the twelve most common materials landfilled at events, and how you can better manage them.

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