

**Green Chemistry & Commerce Council**  
Advisory Committee Call  
October 10, 2011

**Present:** Sarah Beatty, Green Depot; John Frazier, Nike; Barbara Hanley, Hewlett Packard; Al Iannuzzi, Johnson & Johnson; Rich Liroff, Investor Environmental Health Network; Sarah Shields, Lowell Center for Sustainable Production (LCSP); Joel Tickner, LCSP; Yve Torrie, LCSP; Ken Zarker, Washington State Department of Ecology.

**2012 Roundtable Sponsorship**

- The new levels for sponsorship for the 7<sup>th</sup> Annual GC3 the Innovators Roundtable was approved.
- It was noted that increasing the number of complementary registrations with increasing sponsorship may not be much of a draw as most companies are not able to bring more than 1 or 2 people.

**2012 Roundtable Structure**

- A discussion began about restructuring the format of the upcoming Innovators Roundtable to include more small in depth breakout sessions occurring concurrently. Although the group agreed this would be a good idea, it was noted that the downside to this format is that those people wanting to attend more than one session are not able to.
- A question was raised about web broadcasting at the roundtable.
  - The group agreed it would be good to look into web broadcasting for the Keynote speaker which could then be posted to the website.
  - It was also agreed that web casting beyond that would inhibit the free flow of information.

**2012 Roundtable Outreach/Recruiting**

- The LCSP requested a commitment from the committee members to help with GC3 recruitment. The committee agreed to contact a few prospective members/attendees for the roundtable and GC3 membership.

**Membership Dues Update**

- The LCSP presented figures on current membership dues which lead to a conversation about raising the minimum level of membership dues for the 2012-2013 year. It was suggested that the minimum level of dues be raised from \$250 to \$750.
- It was also suggested that an incentive be offered for GC3 members to join for multiple years, i.e. and “Early Bird” special.

**2012 Roundtable Online Registration form**

- The LCSP notified the Advisory Committee that an online registration form including an online credit card payment option is currently in progress.

**Changes to the Redesigned GC3 Website**

- The LCSP suggested minor text changes to both the “What is the GC3” and GC3 Mission sections. The Advisory Committee approved these changes.

***Next Call Date: Monday, December 5<sup>th</sup> at 2pm Eastern/11am Pacific***