



For Immediate Release:
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How Can the New Green Energy Policy Help Hispanic Businesses?

- WHO:** Roger Rivera, President and Founder of National Hispanic Environmental Council
S. Richard Fedrizzi, President, CEO & Founding Chairman of US Green Building Council
Melissa Lavinson, Director, Federal Environmental Affairs and Corporate Responsibility of PG&E Corporation
- WHAT:** Discussion on Green Energy Solutions for Hispanic Businesses
- WHERE:** U.S. Hispanic Chamber of Commerce 19th Annual Legislative Conference
Marriott at Metro Center, 775 12th Street, NW, Washington, D.C.
Salon E
- WHEN:** **March 10, 2009 9:30 am**

The Obama administration has expressed a commitment to support environmentally friendly energy policies. The recently passed American Recovery and Reinvestment Act has provided \$58 billion for energy-related spending and tax incentives to increase the production of clean renewable power, make the electric grid more intelligent, and improve energy efficiency.

What does that mean for Hispanic-owned businesses? What does this mean for your business? How will the new law impact operating costs, and are there green-friendly ways to become more cost-efficient and effective as a business owner? What are the policies that could impact energy production?

The first workshop at the United States Hispanic Chamber of Commerce's 19th Annual Legislative Conference will provide Hispanic entrepreneurs with tools to help them take advantage of President Obama's new green energy policies. Energy-efficient upgrades and tax credits for green technology development are just some of the ways that businesses have begun to take advantage of this policy priority. Federal, state, and local government programs provide financial and technical assistance to help small businesses adopt energy-efficient technologies and green business practices.

As the awareness of green issues continues to grow, businesses and consumers are integrating environmentally friendly practices into their operations. Nearly one in every three Americans considers a company's environmental profile when making a purchase. What can you do to lower the costs of operating your business and become more competitive in today's market? A panel of experts

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will engage the attendees in an insightful discussion and present a variety of practical options for businesses to pursue as the nation turns toward green energy.

Come to the USHCC's 19th Annual Legislative Conference! To learn more, go to www.ushccllegislative.com and register today!

ABOUT OUR SPEAKERS

Roger Rivera is the President and Founder of the National Hispanic Environmental Council. From 1988 to 2001, Mr. Rivera was the President of Roger Rivera and Associates, a public affairs firm in Washington, D.C. He has served on a number of federal advisory committees, including the U.S. Forest Service's National Urban and Community Forestry Advisory Council, the U.S. Department of Energy's Hispanic Advisory Task Force, and the Governing Board of the California Wild Heritage Campaign. Mr. Rivera received his Bachelor of Arts in Political Science from the State University of New York at Stony Brook and his Masters in Public Administration from American University.

S. Richard Fedrizzi is President, CEO, and Founding Chairman of the U. S. Green Building Council. Mr. Fedrizzi also serves on the board of the United Nations Environment Programme's (UNEP) Sustainable Buildings and Construction Initiative. Prior to this, Mr. Fedrizzi worked at United Technologies Corporation and also established an environmental marketing organization called Green Think. He serves on the Board of Directors of the New York Indoor Environmental Quality (NYIEQ) Center and The Environmental Project™, and on the Advisory Council for Planet Green. He is an active alumnus of Syracuse University, where he received his MBA degree, after receiving his Bachelor of Science from Le Moyne College in Syracuse, NY.

Melissa Lavinson is Director of Federal Environmental Affairs and Corporate Responsibility for PG&E Corporation, where she focuses on environmental and climate-related issues at the federal level and serves as the project manager for PG&E's *Corporate Responsibility Report*. Earlier in her career, Ms. Lavinson worked for National Energy and Gas Transmission, Inc.'s External Affairs Department. Melissa received her Bachelor's degree in Economics from Hamilton College and a general course degree in economic history from the London School of Economics and Political Science.

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About the United States Hispanic Chamber of Commerce

Founded in 1979, the USHCC actively promotes the economic growth and development of Hispanic entrepreneurs and represents the interests of almost 3 million Hispanic-owned businesses in the United States that generate nearly \$400 billion annually. It also serves as the umbrella organization for 200 local Hispanic chambers in the United States, Puerto Rico, Canada, Mexico, Bolivia and Uruguay.