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GOGREEN SEATTLE REVEALS A DYNAMIC PANEL OF PRESTIGIOUS CHIEF EXECUTIVE OFFICERS TO KEYNOTE 2012 EVENT
Complete Session Topics and Descriptions Released Online

GoGreen Conference organizers announced that four prestigious CEOs from the Puget Sound business region are confirmed to a special Washington CEOs Forum that will serve as the keynote portion of its 2012 event, Wednesday, April 25 at the Conference Center in downtown Seattle.

Confirmed to the panel are:

Dr. Gary Kaplan | CEO, Virginia Mason Medical Center

Dr. Kaplan is chairman and CEO of Seattle-based Virginia Mason Health System, where he has led the implementation of the Virginia Mason Production System, based on the Toyota Production System, to reduce costs and improve quality, safety and efficiency. Dr. Kaplan is also a clinical professor at the University of Washington, secretary-treasurer of IHI and chair of the National Patient Safety Foundation's board of directors.

Maud Daudon | CEO, Seattle-Northwest Securities Corporation

Maud Daudon joined Seattle-Northwest Securities Corporation (SNW) in 2002 as Managing Director of Investment Banking and Municipal Sales and Trading. In 2006, the Board of Directors of SNW appointed her Chief Executive Officer and President. Ms. Daudon has a Master's of Public and Private Management (MPPM) degree with an emphasis on finance and economic development from Yale University and a bachelor's degree from Hampshire College.

Jim Weber | CEO, Brooks Sports

Jim Weber joined Brooks Sports as president and CEO in April 2001. His professional repertoire includes such positions as chairman and CEO of Sims Sports, president of O'Brien International, vice president of The Coleman Company, and various roles with The Pillsbury Company. Prior to joining Brooks, Weber was managing director of U.S. Bancorp Piper Jaffray Seattle Investment Banking practice and also served on the Brooks Sports board of directors.

Pamela Hinckley | CEO, Tom Douglas Restaurants

Pamela joined Tom Douglas Restaurants as CEO in January 2009. The company was poised for growth, adding 4 new restaurants and a production bakery during a 12-month period between

2010 and 2011. Pam's management experience with two local growth companies, Redhook Brewery and Theo Chocolate honed her valuable skills in growing a brand and simultaneously nurturing internal company culture.

In response to audience feedback, the panel will replace traditional keynote remarks and serve to foster a more robust dialogue on the biggest environmental, economic and social challenges and opportunities faced by businesses in the Puget Sound region. Key themes to be addressed include: strategic planning, differentiation opportunities within industries, and maintaining the region's competitiveness in national and global arenas.

The Conference has also posted 2012 session topics and descriptions to its website: seattle.gogreenconference.net. GoGreen '12 Seattle will focus its program on two tracks: Vision and Nuts & Bolts. Vision tracks will outline blueprints, strategic considerations and high-level ideas. Nuts & Bolts tracks will offer more concrete takeaways in the form of transferrable tactics, regional resources and how-to advice.

The following topics will form the 2012 program:

Washington CEO Forum: Roadmaps To Stay Ahead of The Curve
Innovative Approaches to Turn Waste Into Resources
Designing Supply Chain Solutions for High Impact Change
Leading the Organizational Change: Management Strategies to Support the Culture Shift
Green Your Fleet: Integrating Alternative Vehicle Strategies Into Your Business
Emerging Leaders: Trends and Culture Shifts as a New Generation Takes The Torch
Building The Business Case: Measuring Progress Toward Sustainability Goals
2012 Innovators in Sustainability
Economic Sustainability: Staying Alive as a New Economy Rises
Financing Sustainable Initiatives: How to Fund Green Programs
Green Marketing & Branding: The New Media Landscape in the Age of Digitization

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About GoGreen Conference

The GoGreen Conference is a one-day sustainability conference for business professionals. Featuring regionally targeted panel sessions and statewide sustainable business leaders, GoGreen provides actionable steps for businesses looking to green their organizations with profitability in mind.

About Social Enterprises, Inc.

Social Enterprises is a Portland-based events services firm, specializing in the planning, promotion and execution of high-level events for non-profit, social cause, and sustainability-focused organizations. The Social Enterprises team is committed to enacting positive change and enhancing communities by driving the development of cutting-edge sustainability and social responsibility initiatives. More information on Social Enterprises events and mission can be found at socialenterprises.net.