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FOR IMMEDIATE RELEASE

Bowman Global Change Introduces GreenAction™ Workshops and FootPrints™ Projects

Green tools allow companies to create reliable, cost-effective Green business plans

March 9, 2009 – Signal Hill, CA – Bowman Global Change, a firm that helps organizations make sustainable transformations, has introduced GreenAction™ Workshops, hands-on programs that teach companies to create cost-effective Green action plans. During each GreenAction™ Workshop, participants set individualized performance goals, identify near-term initiatives, and leave with the outline of a multi-year Green action plan. To minimize attendee travel and reduce the workshops' carbon footprint, GreenAction™ Workshops are offered in major business centers across the country.

In addition, Bowman Global Change is spearheading the Exhibit Industry Carbon Project (EICP), the company's first FootPrints™ initiative. Sponsored by exhibitors and industry suppliers, EICP will provide the first-ever scientific, end-to-end carbon emission inventory for the exhibit industry. Tom Bowman president of Bowman Global Change says this study has the potential to transform the Green exhibiting. "Creating a detailed carbon baseline will help us prioritize our options and avoid unnecessary spending while getting the results we need. The study will generate hard data and clarify our best options," says Bowman.

Bowman invites other industry leaders to join Bowman Global Change in sponsoring the initiative and framing the study.

To find out more about GreenAction™ Workshops and the EICP, visit Bowman Global Change in booth #772 at EXHIBITOR2009 or visit www.bowmanglobalchange.com.

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Bowman Global Change helps organizations make sustainable transformations. Combining the expertise of renowned scientists, behavioral scientists, and business and government leaders, Bowman Global Change facilitates transitions through education, analysis, planning, communication, and consulting projects. The company is lead by Tom Bowman, an expert in green business, who has contributed his expertise to the National Oceanic and Atmospheric Administration, Centers for Disease Control and Prevention, the American Public Health Association and numerous exhibit industry groups. Bowman contributes a monthly “Ask Mr. Green” column to EXHIBITOR Online. Contact Bowman Global Change at 562.494.3400 or at bowmanglobalchange.com.