



GREEN Collaboration, Facilitation & Promotion



The Scoop

The intention of B2G is to provide a safe and inviting environment where green companies (i.e., sell green products/services), hybrid green companies (i.e., not sell green products/services but adopt green intra-company policies/practices) and professionals with interest in any green initiatives can come together to network, collaborate and provide services to each other in order create awareness, facilitate education and promote the utilization of green practices.

Who Attends?

CEOs, business owners, non-profit directors, government and municipality officials, green professionals, key decision makers, active proponents of sustainability and health & wellness, as well as those new to sustainable initiatives. Industry segments include but are not limited to: alternative fuels, economic development, green living, conservation, energy markets, corporate sustainability, health & well being, education, marketing and business development.

When Is It Held?

It's held monthly, either in the third or fourth week, usually on a Tuesday or Wednesday, anywhere between 5-8 pm. In addition, we occasionally offer a morning Sunrise Series to attract a larger, more diverse crowd.

Where Is It Held?

B2G events are held at restaurants, pubs or the sponsor's business location. Suggestions for new venues always welcomed.

What's Different About B2G Events?

B2G attracts crowds in all green industries (construction, alternative energy, health & wellness, government, etc.) which allows for a "cross pollination" to occur among this diverse group of green activists. This provides an opportunity for a more expanded outreach of green initiatives and solutions, which accelerates the speed that businesses and lifestyles are converted to green. The event also combines a mixer with an educational component that focuses on top industry challenges. Information is presented in a natural and creative style that attendees remember. The atmosphere is professional, inspiring and thought-provoking while the diversity keeps the regulars coming back for more.

How Is It Marketed?

B2G is promoted through various forms of social and interactive media outlets, in addition to utilizing other professional peer resources. Such mediums include, but are not limited to: forGreen e-mail, PDF e-mail distribution, Pitchengine, social networks such as InHouston, LinkedIn Groups,

a Facebook groups/fan pages, Twitter technology; local media distribution channels and online calendars (both media and non-profit organizations). Attendance is approximately 75 and growing. Average market exposure is approximately 10,000.

How Is It Supported Financially?

Support to hold these events comes from paid sponsorships, in-kind sponsorships and optional donation fees by attendees. B2G gives back a portion of the proceeds to a non-profit initiative for each event.

Who Started B2G?

B2G is the brainchild of Mary Frances Blatchley, CEO/Marketing Professional for forGreen Marketing & Design. Mary Frances' primary mission is to accelerate the process of positive social and environmental change by helping market those who share the same vision. B2G is one way in which this vision is being obtained.

Partnering for Power

We continuously seek new sponsors, venues and other contributions that will help promote and facilitate interest in B2G events. If you would like to participate, please contact Mary Frances Blatchley at 713-240-8299 or maryfran@forGreen.com. 