



Bowman Design Group
1870 Obispo Avenue
Signal Hill, California 90755
562-494-3400, fax 562-494-3440
www.bowmandesigngroup.com

For more information contact:

Tom Bowman, Bowman Design Group,
(562) 494-3400 or tom@bowmandesigngroup.com

FOR IMMEDIATE RELEASE

Bowman Tells APEC Going Green is a Business Opportunity, Not a Sacrifice

May 31, 2011 – Signal Hill, CA – Tom Bowman, president of Bowman Design Group and Bowman Global Change, joined a two person panel discussion about green business opportunities at the recent Asia-Pacific Economic Cooperation (APEC) forum in Big Sky, Montana. Together with fellow business-owner Spencer Williams of West Paw Design, Bowman outlined why small and medium-sized enterprises (SMEs) are best suited to implement green business practices and how doing so improves the bottom line.

During a well-attended session entitled “Improving SME Competitiveness through Sustainable Business Practices,” Bowman summarized his firm’s sustainability strategy and the operational changes he implemented to reduce his company’s carbon emissions and save money. Bowman and Williams agreed that small-business owners should not fear environmental regulations, but embrace them for the market opportunities they create. “Small businesses are agile and can adapt quickly to a changing business landscape. They are a rich target of opportunity for sustainability implementation,” says Bowman.

Dr. Mauro Guillén, director of the Lauder Institute and professor of international management at the Wharton School of the University of Pennsylvania, says a focused sustainability response by SMEs in the United States can provide a model for other SMEs around the globe, even large international companies. “The sustainability actions made by SMEs have a wider impact than their immediate gains. They ‘trickle up’ to the larger firms that they work with,” says Guillén.

Panel moderator, Emily Drew, research manager for the U.S. Chamber of Commerce’s Business Civic Leadership Center, noted that while discussions of sustainability often focus on disincentives, Bowman Design Group and West Paw Design have proven that implementing sustainability initiatives can improve business. For Drew’s list of “10 Ways SMEs Can Improve Competitiveness,” go to

<http://bccl.chamberpost.com/author/emily-drew>.

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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 White House Council on Environmental Quality, 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 www.bowmanglobalchange.com.

