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NATURALLY BOULDER TO HOST CONSCIOUS BUSINESS SUMMIT ON APRIL 16, 2016

Part of Naturally Boulder's education programming, the new Conscious Business Summit will provide socially and environmentally conscious entrepreneurs a chance to learn and connect

BOULDER, COLO. – March 29, 2016 – [Naturally Boulder](#), the economic development organization whose mission is to nurture start-up natural foods companies and promote Boulder and Colorado's Front Range as the epicenter of the natural products movement, today announced it will host a Conscious Business Summit on Saturday, April 16, 2016, at the Impact Hub in Boulder. The summit was designed to provide socially and environmentally conscious entrepreneurs and industry professional looking to "do good" a chance to learn and connect.

"Naturally Boulder is dedicated to helping our local natural products industry grow and thrive, and one important way we do that is by providing educational opportunities to our members and entrepreneurs who share our values," said Bill Capsalis, president of Naturally Boulder. "We hope by featuring natural industry visionaries, entrepreneurs and a variety of subject-matter experts in this day-long event, participants will leave feeling inspired and empowered to consciously grow their business, and in turn our industry."

The day-long summit will help entrepreneurs learn how they can grow their business while staying true to their values, and specific sessions will be focused on topics such as leading with integrity; consciously creating products that are good for people and the planet; understanding the purpose and process behind B Corp and other certifications; responsible sourcing; authentic communication with customers, partners and investors; and giving back through a triple bottom line. For a full agenda, visit the [EVENTS](#) page on the Naturally Boulder website.

A highlight of the event will be the keynote address from Sheldon Romer, co-founder and former CEO of Rudi's Organic Bakery, and Susan Skjei, PhD, director of the Authentic Leadership Center at Naropa University. Romer and Skjei will discuss the profound impacts authentic leaderships can have on business and will include an outline of strategies and tactics for implementing authentic leadership and conscious values in the workplace and beyond.

The full list of sessions for the Naturally Boulder Conscious Business Summit on April 16 include:

- **8:30-9 a.m.** - Breakfast featuring natural and organic selections from Alfalfa's Market
- **9-9:50 a.m.** - Keynote address by Sheldon Romer, co-founder and former CEO of Rudi's Organic Bakery; and Susan Skjei, PhD, director of the Authentic Leadership Center at Naropa University
- **10-10:50 a.m.** - "B Corp: Using Business for a Force for Good."
Speakers include Kyle Gardner, CEO, Organic India; Kara Peck, community development manager, B Lab; Nova Covington, founder and CEO, Goddess Garden
- **11-11:50 a.m.** - "Everything About Certifications: Gluten-Free, Organic, gluten-free, organic, Non-GMO Project, Fair Trade."
Speakers include Steven Taormina, business development manager, NSF International; Emily Orr, organic compliance manager, Aurora Organic Dairy; and more
- **12-1 p.m.** - Lunch
- **1-1:50 p.m.** - "Giving back: Build Philanthropy Into Your Company's Roots."
Speakers include Kristine Carey, brand consultant, Healthy Skoop; Danielle Dietz-LiVolsi, founder and CEO, Nuttzo; and more
- **2-2:50 p.m.** - "Authentic Communication: How to Communicate Your Values to Make a Real Connection"
Speakers include featuring Andrew Jaffe, senior vice president of marketing, Boulder Brands; Sally Rosen, account manager, Sterling-Rice Group; Julie Dimos, founder and managing partner, VOCO Creative; and more
- **3-3:50 p.m.** - "Sustainability Mindset: How to Think Like an Environmentalist and Track Your Progress."
Speakers include Deanna Bratter, director of sustainability, WhiteWave Foods Company; and more
- **4-4:50 p.m.** - "Responsible Sourcing: Make a Positive Impact with Conscious Purchasing."
Speakers include Justin Gold, founder, Justin's; Michael Joseph, founder and CEO, Green Chef; and Linda Appel Lipsius, co-founder and CEO, Teatulia Organic Teas

To learn more about the event, each individual session and to purchase tickets, please visit the [EVENTS](#) page of the Naturally Boulder website. Tickets are \$66 for Naturally Boulder members and \$75 for non-members, and the cost of the event includes both breakfast and lunch. For more information on Naturally Boulder, organization membership and more, please visit www.naturallyboulder.org.

About Naturally Boulder

Naturally Boulder is an economic development organization dedicated to nurturing and promoting organic and natural products businesses of all sizes in Boulder, throughout Colorado's Front Range and beyond. We do this by creating meaningful connections for and among our members, offering education in business-building skills, serving as an advocate on important issues and coordinating economic development activities that advance the interests of our members. Our vision is to be the most supportive organic and natural products community in the nation, enabling companies to thrive so they can change the world for the better. Naturally Boulder was created in 2005 and today has more than 1,000 including manufacturers, service providers, entrepreneurs, investors and individuals who are part of a thriving organic and natural products community in Boulder and throughout our region. Visit us online at www.naturallyboulder.org.

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