



The future of this planet  
belongs to us and our children  
and their children

## REDUCE, REUSE AND RECYCLE

What does SUSTAINABILITY mean?

Meeting the needs of the present without compromising the ability of the future generations to meet their own needs.

What is "GREEN"?

Having positive environmental attributes or objectives!

The SPECIAL EVENTS INDUSTRY, especially trade shows, has long been known as second only to the construction industry in the amount of waste we generate. We are changing OUR ways and OUR thinking - HOW ABOUT YOU?

THE SPECIAL EVENT AND THE ENTERTAINMENT INDUSTRY is one of the most high profile platforms in the country and throughout the world and all of us that make our living in this industry should strive to set examples both in our work with clients and vendors and in our personal lives as citizens of this planet.

*"If all you ever do is all you've ever done, then all you'll ever get is all you've ever got"  
-a Texas expression - Thomas L. Friedman*

The 2009 Palm Springs AIDS Assistance Program's Evening Under The Stars Gala was a green event! See [Byford-on-the-Green](#) for details

For a Guide to help you make your next event a "Green Event" [Click here for PDF](#)

Visit [BYWAY BLOG](#) and post your comments, ideas and experiences

We use more paper in the computer age than we have ever used before!!!

When you Buy Recycled Paper You Are Helping

Cut Waste:

- ✓ Paper accounts for 40% of all municipal waste
- ✓ Recycled paper means less trash, lower taxes & other disposal costs

Save Energy:

- ✓ 60-70% energy savings over virgin pulp
- ✓ The paper industry is the 3rd largest user of energy in the U.S.

Protect Natural Resources:

- ✓ The U.S. uses 100 million tons of paper a year & use is increasing
- ✓ Recycled paper uses 55% less water & helps preserve our forests
- ✓ Recycling of waste paper creates more jobs

Reduce Pollution:

- ✓ The paper industry is one of the largest water polluters in the world
- ✓ Recycled paper reduces water pollution by 35%, reduces air pollution by 74% and eliminates many toxic pollutants

Use a printer with double sided printing and if you must fax - send and receive faxes in your computer!

***Please contact us so we can explain ways to plan and execute greener events and a greener lifestyle***

Please visit these links:

<http://www.goinggreenmagazine.org/>

<http://www.cal-greenpages.com/>

<http://www.greeneventsource.com/>



***For a “GREEN” Prospective invite owner Richard Byford to speak at your event  
He is never off color***