



FOR MORE INFORMATION CONTACT:

Monty Lunn, Conference Host
The Alchemy Group
265 West Robert E. Lee Blvd.
New Orleans, LA 70124
P: 610.745.7551
monty@greenlegalmatters.com

FOR IMMEDIATE RELEASE

**ANNOUNCING THE GREEN LEGAL MATTERS
CONFERENCE APRIL 26-28, 2010**

***First-of-its-kind conference highlights the
intersection between green, legal and industry.***

New Orleans, LA, March 1, 2010 – Monty Lunn of The Alchemy Group today announced the Green Legal Matters Conference, the first ever Green Legal symposium, to be held in New Orleans on April 26-28th, 2010. This conference will be the first of its kind, offering professionals from both the legal and green industries the opportunity to participate in an environment where critical concepts of the intersections of green and legal will be addressed.

“There is no other conference like this today, where professionals from many disciplines can gather and discuss the timely issues that the ‘Greening of America’ creates, and the opportunities and pitfalls that accompany it,” says Monty Lunn, entrepreneur and brains behind the conference. The primary purpose of the conference is to bring together the best and brightest legal minds who are interested in being involved with the opportunities presented by the green movement.

Green Legal Matters will include keynote speakers and panelists who are thought leaders in green, legal and industry, including Susan Dorn, General Counsel of the U.S. Green Building Council; Paul Lippe, CEO, Legal Onramp and Roberta Lang, General Counsel and Global Vice President of Legal Affairs, of Whole Foods. Other notables include former Secretary of the Louisiana Mineral Board Marjorie A. McKeithen, former Kraft Foods Chief Counsel Theodore L. Banks and Kurt Stepaniak, Senior Vice

President, Law & Acquisitions, of Kone Inc. (Kone is one of the world's leading elevator and escalator companies and an industry pioneer in eco-efficiency with its EcoDisc® hoisting machine, which, since its commercial launch in 1996, has saved the energy equivalent of 2 million barrels of oil.) Cisco, Method Products and DuPont will also be represented.

Attendees will learn about mitigating environmental risk, compliance with EPA, DOJ, OSHA and regulatory bodies, green building architecture, and how to build a green legal practice. Conference topics will range from LEEDigation, to GreenWashing and Green Remediation, to Green Product labeling and Working Smarter with Green.

The conference will also include CLE credits, an opportunity to donate time via the Make It Right Foundation, and LEED® pre-certification courses.

About Green Legal Matters

Green, Legal and industry professionals who would like to attend the conference are invited to learn more and register at www.greenlegalmatters.com. Early bird rates apply through March 15th. The conference is scheduled to take place during the New Orleans Jazz and Heritage Festival, providing excellent entertainment before and after the event. Discounted air, hotel, and car reservations are also available through the conference website.

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