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May 08th 2009: DO THE MATH! GREEN BIZ + GREEN PR = GREEN MONEY

Join host Maureen Kedes along with two PR leaders who are at the top of one of the few growth industries in the world: green business. Guests Lisa Cape Lillenthal lilallienthal@earthlink.net and Nora DePalma www.building-profits.com weigh in on how they've turned their passion for the environment in to big business for themselves and their clients. Lisa Lillenthal's client base has included: Ray Anderson, chairman and founder of Interface, Inc., InterfaceFLOR Commercial, the carpet tile brand of the Interface family; and Melaver, Inc., a third generation sustainable real estate developer.

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