



CMA Ottawa invites you to a luncheon on April 29.

The Six Sins of Greenwashing

Scott McDougall

The Six Sins of Greenwashing report continues to receive widespread media attention, having recently been featured on CNBC TV, CBS, Business Week TV, NPR, The New York Times, The Economist, NewsWeek, Fast Company and Marketing News among many others.

These days, the marketplace is cluttered with products making green claims: “eco-this, green-that, environmentally-friendly”, many of which are misleading or false (this is called greenwashing). In an effort to describe, understand, and quantify the growth of greenwashing, TerraChoice Environmental Marketing Inc. conducted a research study of six category-leading “big box” stores. Based on the results of the study, which found that greenwashing is pervasive, six patterns were identified, now recognized as the “*Six Sins of Greenwashing™*”.

Scott McDougall is the President and Chief Executive Officer of TerraChoice, North America’s premiere environmental marketing firm.

TerraChoice helps environmental leaders win market share, and thereby helps move the world toward sustainability.



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When: Tuesday April 29th, 2008 from 11:45 a.m. to 2:15 p.m.

Where: Hampton Inn and Conference Centre, 100 Coventry Rd, Ottawa

Cost: \$ 35.00 for CMA members, \$ 50.00 for non-members

Plenty of free parking (Includes lunch, coffee, dessert, and a great opportunity to network with many other local marketing professionals.)

Presented by Canadian Marketing Association – Ottawa Chapter. The CMA hosts monthly networking and educational luncheons and seminars throughout the year. The CMA is a place of dynamic exchange among direct, interactive and customer contact marketing users, creators, managers and suppliers.

Please see reverse for registration form.

Please register me for **The Six Sins of Greenwashing**

with **Scott McDougall**, President and Chief Executive Officer, TerraChoice

**Tuesday April 29th, 2008 – 11:45 a.m. to 2:15 p.m. @ Hampton Inn
& Conference Centre, 100 Coventry Rd, Ottawa, Ontario**

Name: _____

Co. Name: _____

City _____ Province _____ Postal code _____

E-mail _____ Telephone _____ Fax _____

Please list all attendees in your party:

CMA Members: \$ 35.00

Non - Members: \$ 50.00

Please reserve: _____ seats _____ members _____ non-members

VISA Mastercard

Total \$ _____

Card # _____ Expiry date _____

Signature _____

Why not become a member of the CMA Ottawa Chapter and take advantage of the many benefits of membership, including reduced luncheon costs. If you are interested, please indicate below and someone will contact you.

I am interested in becoming a member of the CMA Ottawa Chapter.

**Please RSVP to Joanne Thurlbeck FAX (613) 248-4667
EMAIL: jothurlbeck@rogers.com**

Limited attendance: Registration is on a first come-first served basis.
If you are unable to attend please send someone else in your place.
No shows will be invoiced. Visit our web site at: www.cmaottawa.com





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