

PCM/Efest Duo Visits Chicago Green Events for Ideas, Inspiration, and New Contacts

by Randy Moore

My son Bryan Moore and I attended Chicago's Green Festival April 20 through 22. It was one of the largest Earth Day celebrations held in the U.S. this year with more than 30,000 visitors. What a terrific opportunity to learn more about the expanding green economy. Bryan and I introduced Efest 2007 and *Positive Change* to hundreds of green product companies and other organizations focused on sustainability, green living, healthy eating, natural health, and related topics. It took me a week to follow up with all of the nice people we met, and a number of companies expressed interest in attending Efest 2007 on November 17 at the Sarasota Polo Club in Lakewood Ranch. Others will become sponsors and exhibitors at Efest 2008.

Because of the efforts of our local government, private industry, and individual entrepreneurs, the greater Sarasota area is respected when it comes to green living practices and sustainability ideas. Events like Green Festival in Chicago and our own Gulf Coast Efest help companies market their green products and services to the public. This promotes positive change at the grassroots level.

Bryan and I learned a lot from attending Green Festival. It was a major undertaking, and the people involved did a marvelous job showcasing exhibitors. We were particularly impressed with the number of volunteers and the effort to encourage recycling. Green Festival was a bit overwhelming, with more than 350 exhibitors in an enormous conference hall.

Efest 2007 will focus on fun activities and learning opportunities for children of all ages. We are also approaching the area school districts to explore ways to showcase science exhibits and art projects that promote environmental awareness. Efest 2007 in Lakewood Ranch will be in a spacious and natural outdoors environment. Our cost for exhibit space is intended to be appealing to business owners (\$250) and non-profit organizations (\$100). Our lower rate is possible because we will be exhibiting under large, circus-style tents instead of a conventional conference center. We encourage area businesses not to wait until the last moment to reserve exhibit space at Efest 2007.

Efest 2007 is going to be a unique community celebration thanks to our sponsors, exhibitors, vendors, staff, and volunteers. It's exciting to see so many great organizations get involved with our fun non-profit event.



Randy & Bryan Moore enjoying their visit to Chicago for Green Festival and Green Apple.

We welcome additional sponsors at all four levels. You can learn more about sponsorship and exhibiting by visiting the Join Us page at www.efest.us.

Everyone can make incremental improvements to help our environment recover from many decades of ambivalence and neglect. Thanks to the Internet and regional magazines, we all have access to information about products and services that can help us reduce our eco-footprint and achieve greater efficiency.

Efest is more than the region's annual green living celebration. Efest Florida is a non-profit organization that develops a variety of events and products that encourage the expansion of green living, sustainability, healthy eating, and natural health. One of our products will be the Efest Green Living Guide, a practical resource designed to help people learn about ways to green their home and business and enhance their personal health.

All of our sponsors, exhibitors, and many regional green experts will be showcased in the inaugural Efest Green Living Guide. It will be presented at Efest 2007 and at numerous other venues throughout 2008.

Bryan and I also enjoyed some great music when we visited Chicago. We heard Mofro at the House of Blues Friday evening and Umphrey's McGhee at the Vic Theater Saturday evening. On Sunday afternoon, we attended Green Apple, a music event at the Lincoln Park Zoo. Music and art will be an integral part of Efest 2007. Our new tagline captures the spirit of Efest: Florida's Green Living Music & Arts Festival.

The best part of our weekend trip for me was spending so much quality time with my son and our friends Ron, Erin and Brody. Being Bryan's dad is a tremendous gift that blesses my life in so many ways. Happy Father's Day to all the great men we know and care about.