



4 laws of

S M A R T

energy

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invite you to join us for a special webinar

**Smart Energy:
Buckle Up, It's The Law**

May 12, 2010 | 11:30 - 12:30 p.m. EDT

About The Webinar

There are several laws at play when considering your sustainable energy strategy for 2010 and beyond. Participants of this webinar will be better equipped to begin with the end in mind when creating their program to address these "4 Laws Of Smart Energy."

- **Law of Stewardship:** Do you have a comprehensive energy strategy? What is your annual energy spending? Are you taking all the available steps to reduce costs? How will an energy cost variance impact your bottom line?
- **Law of Attraction:** Is greening your company the "right thing to do"? You may know of the "triple bottom line" (people, planet and profit); however, successful companies seek to

leverage sustainability in an effort to create value for their stakeholders.

- **Law of Innovation:** How do you leverage your innovative ideas in your products and services, and avoid infringing competitors' patents that could block your business plans?
- **Law of Cooperation:** What are the standards at play regarding your strategy and how can you best position your firm to stay in the game?

Speakers



Ron A. Steiger
Managing Director
Titus



Homer Lee Walker
Partner
Alston & Bird LLP



Jeffrey E. Young
Partner
Alston & Bird LLP

Registration

Are you buckled up? Join this webinar on May 12th at 11:30 Eastern Time and be prepared to make better decisions.

Please [click here](#) to register. If you have questions about the webinar, please contact **Ron Steiger** at ron.steiger@titus-us.com, 404-880-1447 or **Jeff Young** at jeff.young@alston.com, 404-881-7857.

After registering you will receive a confirmation email containing information about joining the Webinar.

System Requirements

PC-based attendees

Required: Windows® 7, Vista, XP, 2003 Server or 2000

Macintosh®-based attendees

Required: Mac OS® X 10.4.11 (Tiger®) or newer

This event is free of charge to clients and friends of Alston & Bird LLP and Titus.

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