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Green Launching Pad Hosts Business Development Seminar July 26

July 21, 2011

DURHAM, N.H. – The Green Launching Pad will host a business development seminar Tuesday, July 26, 2011, to help entrepreneurs learn how to succeed at launching and sustaining their new ventures in a green economy.

“Green Entrepreneurship -- Strategies for Success” will be offered from 10 a.m. to noon at the Idea Greenhouse, 8 Jenkins Court, Durham. The seminar is free, but registration is required.

Speakers include Patrick Mansfield, executive vice president of EnerTrac of Hudson, a Green Launching Pad company; and Steve Casey, president of RAIN Consulting of Portsmouth.

Mansfield will discuss green entrepreneurship and how to be successful in New Hampshire. Casey will discuss web marketing and the power of social networks to promote green products and services.



“Offering the business development seminar series is an important component of the Green Launching Pad program. By sharing the knowledge of our Green Launching Pad entrepreneurs and experts in the industry, these seminars present the best practices for competing in this growing sector,” said Venky Venkatachalam, UNH professor and co-project director of the Green Launching Pad.


To register for the seminar, visit <http://glpseminar1.eventbrite.com/>.


Founded in 2010, the Green Launching Pad is a strategic partnership of the University of New Hampshire and New Hampshire Office of Energy and Planning, with funding from the U.S. Department of Energy. The organization connects entrepreneurs and private industry with technical, scientific and business faculty, students and state-level resources to successfully launch and accelerate the growth of new green businesses. The Green Launching Pad is focused on creating new energy-related jobs in the Granite State and broadening economic opportunities.


For more information about the Green Launching Pad, visit <http://www.greenlaunchingpad.org/>.

The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling 12,200 undergraduate and 2,300 graduate students.

 
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