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Greater Good Academy Showcases Socially and Environmentally Responsible Denver Businesses

8-week business training gives entrepreneurs practical tools to develop a triple bottom line business

Denver, CO (April 12, 2011) - The Greater Good Academy (GGA) will present its third class of socially and environmentally minded entrepreneurs at a showcase from 8:15 a.m. to 11:30 a.m. on April 19 at Mi Casa Resource Center (360 Acoma Street). The showcase will highlight the entrepreneurs' emerging small business ventures and feature panel discussions centered on the importance of business ethics and benefits of socially responsible practices from Denver business leaders.

The Greater Good Academy is an eight-week class that helps low- and moderate-income entrepreneurs to develop "triple bottom line" business plans—plans that have community, sustainability and profit at their core. The entrepreneurs enter the GGA program with a business idea...and come out with a fleshed-out business plan.

"The Greater Good Academy's innovative and comprehensive approach to teaching sustainable business practices is a great model for helping entrepreneurs think broadly about their business in the context of the community and the world," says Ceyl Prinster, president of the Colorado Enterprise Fund. "It's a great 'how-to' program that will have lasting results and positive impact all around."

By the final week of the course, each entrepreneur has completed a business plan that defines his or her company's mission, operations, marketing, pricing and related growth strategies—and the plan describes how they will integrate environmental and social elements into their overall business strategy. During the course and for several months after, entrepreneurs are connected with key people in the economic development, angel capital and socially responsible business communities. Essentially, GGA students leave the program equipped with a full business toolbox—ready to take action and contribute to the Denver community.

The GGA showcase will feature these early-stage entrepreneurs. The panel discussions will include local business leaders, including Greg Lopez, U.S. Small Business Administration Colorado District Director and Mickki Langston, Executive Director of Mile High Business Alliance.

"The showcase is an opportunity to meet entrepreneurs with triple bottom line aspirations and learn more about how Mi Casa and the Greater Good Academy are expanding opportunities for low- and moderate-income entrepreneurs in Denver," says Christine Marquez-Hudson, CEO and executive director of Mi Casa Resource Center.

The GGA showcase is open to the general public. Registration is \$35 for private companies and \$25 for nonprofits, government and students. Registration fees help to cover program fees. The Greater Good Academy is supported by the Denver Office of Economic Development, UMB Bank, Wells Fargo Bank and the Colorado Enterprise Fund. For more information about the GGA or to register visit: <http://progroup.com/showcase-registration.html>

About The Greater Good Academy

The Greater Good Academy provides civic-minded entrepreneurs from under-served communities with the resources they need to succeed and “scale” their ventures. GGA accomplishes this by providing students with mentors and connecting them with business partners in the community. The GGA helps to strengthen local communities, incubate green businesses and increase economic self-sufficiency.

www.progroup.com/greater-good-academy.html

About Mi Casa Resource Center

Mi Casa is among the oldest and largest Latino-serving organizations in Colorado, founded in 1976 by eight Head Start mothers in west Denver. Mi Casa creates new opportunities through business education to help underserved entrepreneurs create a path to prosperity through self-employment; career education to help workers with limited skills and education launch promising careers; and out-of-school enrichment programs for youth focused on academic success. For over 35 years, Mi Casa has been committed to advancing the economic success of Latino and low-income families.



Greater Good Academy winter 2011 class