

FOR IMMEDIATE RELEASE

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Steele to participate in *BizVoice® Magazine* roundtable discussion

INDIANAPOLIS – David E. Steele, Managing Principal of the Steele Group, will be a featured speaker in a roundtable discussion on the “green movement” in Indiana. The event, sponsored by the Indiana Chamber of Commerce, will take place on May 11 at 10 a.m. at the Chamber’s office, located downtown on West Washington Street.

Steele has over 20 years experience in quality methodology principles and practice, and is a widely recognized speaker and expert on customer engagement strategies and processes. Additionally, Steele has spent over 30 years in the energy space as both a corporate officer and an entrepreneur. His current focus is smart energy systems and customer use, acceptance and benefit. Steele was recently appointed by the National Institute of Standards and Technology (NIST) and US Department of Commerce as an examiner for the 2009 Malcolm Baldrige National Quality Award.

This event is not open to the public, but a transcript from the 90-minute discussion will be featured in the July-August issue of *BizVoice® Magazine*, a bimonthly publication which is distributed to 15,000 chamber members and other businesses in the community.

Other featured speakers include Steve Ashkin (President of the Ashkin Group, LLC – *The Green Cleaning Experts*), Wendy Barrott (Director of Energy and Environmental Services for the city of Fort Wayne) and Natalie Stucky (Partner at Bose McKinney & Evans). Tom Schuman, Vice President of Communications for the Indiana Chamber, will be moderating the discussion based on a predetermined outline of the following topics:

- Indiana’s progress in sustainable initiatives
- How do we differentiate between sustainable solutions and the “going green” fad?
- Prospects for green-collar jobs in the current economy and the impact of the federal stimulus plan
- The roles of government and private industry in developing sustainable solutions
- Short-term and long-term benefits for Indiana companies “going green”
- How do we keep businesses and the community engaged as the “green” movement gains momentum?
- What is the best approach to ensure the state’s resources are a part of the growing solution?

For more information about *BizVoice® Magazine*, and to view the published transcript, visit www.indianachamber.com.

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The Steele Group is a privately held management consultancy specializing in the customer side of business success. The company supports clients in all business sectors with a focus on customer expectation, acceptance and integration of emerging process applications designed to yield financial and customer satisfaction improvement. The Steele Group is headquartered in Indianapolis, Indiana and may be found on the web at www.thesteelgroup.us.