

FOR IMMEDIATE RELEASE
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The Steele Group becomes part of the “Green” initiative

INDIANAPOLIS – The Steele Group, LLC has become a Green Member of the Greater Indianapolis Chamber of Commerce. This distinction is the result of efforts to promote environmentally sound business practices.

“I strongly believe there is too much green-speak and trendiness related to environmental issues,” says Dave Steele, managing principal and founder of The Steele Group. “I want our organization to very clearly demonstrate that our commitment to green issues is a core business value.”

The Steele Group recycles printer cartridges and other materials, uses Energy Star appliances and company vehicles are flex-fuel and E-85. They also encourage carpooling and video-conference meetings to cut down on the use of fuel.

“Satisfying the structured criteria for a green business by the Greater Indianapolis Chamber of Commerce is an important step in our commitment to this core value,” says Steele.

Requirements to become a Green Member fall under six categories: water conservation, energy conservation, recycling, purchasing, transportation and waste reduction/prevention. Businesses must submit an application form for review by the Chamber. Applicants must also be current members of the Chamber and at least a Bronze member of the Central Indiana Clean Air Partnership.

The mission of the Green Business initiative is to promote the interest of businesses that are committed and engaged in environmentally responsible operations and practices, also known as “green” business practices. For more information on becoming a Green Member, visit www.indygreenbusiness.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.thestelegroup.us