



For Immediate Release

**UNION OF CONCERNED SCIENTISTS TO PRESENT RESULTS OF NEW STUDY
AT SUSTAINABLE BUSINESS COUNCIL EVENT**

***Unprecedented Study of Effects of AB 32 Legislation on Small Business to be Discussed
by Panel Including Bill's Co-Author, State Senator Fran Pavley***

CULVER CITY, Calif. (November 24, 2009) –The Sustainable Business Council of Los Angeles, (SBCLA) (<http://www.sustainablebc.org>) and Stonefield Josephson, Inc. (<http://www.sjaccounting.com>) – in association with the Union of Concerned Scientists (UCS) (<http://www.ucsusa.org>) and the California Business Alliance for a Green Economy (<http://www.ca-greenbizalliance.com>) – present a panel discussing the impact of climate change legislation on small business.

A first-of-its kind economic analysis commissioned by UCS will be shared showing the impact of the state's climate change policies on a specific small business in California. The event titled, "The Impact of Climate Change Legislation on Small Business" takes place on Thursday, December 10th from 7:00 p.m. to 10:00 p.m. at Livinggreen Store & Gallery (<http://www.livinggreen.com>) at 10000 Culver Blvd. in Culver City.

Panelists will discuss Assembly Bill 32, the Global Warming Solutions Act, enacted in 2006. This bill requires the state to reduce its global warming pollution approximately 12 percent below current levels by 2020. Dr. Jasmin Ansar, of the Union of Concerned Scientists, will share the findings of a commissioned study to estimate AB 32's likely effect on energy prices in California and the resulting year-to-year impact on small businesses in general, as well as one "typical" small business, Santa Monica's Border Grill restaurant, between 2010 and 2020. Los Angeles based local entrepreneurs will also share their perspective on the topic.

On the eve of her trip to the 2009 United Nations Climate Change Conference in Copenhagen, State Senator Fran Pavley (SD 23), co-author of AB 32, will discuss the small business benefits of AB 32 and the UCS report's findings, along with fellow panelists Tom Bowman, President and Founder, Bowman Design Group; Kendall Laine, Co-founder, Powerzoa, Inc., and Jasmin Ansar, Ph.D., Western States Climate Economist, Union of Concerned Scientists. Brad Pomerance, host of *Local Edition*, CNN HLN, will serve as moderator. As part of the event, local small business owners will discuss the impact of climate change legislation on their bottom lines.

“Regardless of a small business owner's own thoughts regarding global warming, the policies that will be enacted at the state level may eventually impact his/her business,” said Kendall Laine, Co-founder, Powerzoa, Inc. and one of the panelists. Laine added, “Although California climate change policies are currently directed solely at very large sources of global warming pollution, over time we may see those policies incorporating smaller businesses as well.” He went on to say, “Having an understanding of the form and direction the policies take will allow the savvy business owner to stay competitive, and take advantage of policies that may lead to productivity benefits, such as rebates for increasing energy efficiency, or tax incentives for more socially or environmentally conscious organizations.”

The event is presented by Stonefield Josephson, Inc., SBLCA's Exclusive Founding Alliance partner, under the leadership of its president, Jeff Garrison and hosted by Livingreen Store & Gallery. Sponsors include the California Business Alliance for a Green Economy, Union of Concerned Scientists, Clif Bar, O.N.E. One Natural Experience, Summa Marketing Communications, New Belgium Brewing, Luna & Larry's Organic Coconut Bliss, generate possibility, THOLEN Sustainability Group, and Media Fabricators, Inc.

The cost for attending is a \$20 donation, which includes appetizers from Border Grill as well as light snacks and libations. RSVPs are required and possible by visiting http://www.sustainablebc.org/events_registration.html.

A “Pre-event Press Briefing” will be taking place with the panelists just prior to the event starting at 6:00 p.m. on December 10th. Members of the media interested in attending should contact Molly Lavik at Molly.Lavik@Sustainablebc.org or at 310 488-4401. RSVPs are required for this special press briefing.

About The Sustainable Business Council of Los Angeles (SBCLA)

SBCLA is a non-profit organization acting as a professional networking and education forum. The organization serves California businesses and individuals working with sustainable products, services and processes. SBCLA's goal is to assist members with improving their profits, enhancing their communities, and protecting the environment by educating business professionals on the opportunities represented by technologies and management philosophies that reduce negative and non-renewable ecological impact. The Sustainable Business Council of Los Angeles is an activity of the International Humanities Center.

About Stonefield Josephson

Stonefield Josephson is an internationally recognized, innovative leader in the field of accounting. Founded in 1975, the California-based firm serves public and privately held U.S. and international clients from offices in Los Angeles, Orange County, San Francisco, East Bay, Silicon Valley and Hong Kong. One of the firm's many initiatives is its commitment to the preservation and restoration of the planet. Its sustainability practice, Fiscally Green®, under president Jeff Garrison's leadership, is working to implement sustainability techniques and promote environmental responsibility within both home and office. It is introducing eco-friendly business practices and developing strong business alliances with like-minded companies that share the firm's passion for protecting the environment and promoting responsible ecological practices that benefit the commercial sector and the community at large. Fiscally Green® assists companies with the complexities and opportunities of the American Recovery and Reinvestment Act of 2009 and is adept with: renewable 'green' and energy tax credits, IRS codes, U.S. Treasury grants, and the rapidly changing global, federal, state and local environmental regulations.

For more information and press pass inquiries, contact:

Molly Lavik
Sustainable Business Council of Los Angeles
310.488.4401 cell
Molly.Lavik@Sustainablebc.org