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Plans for Sonnenschein Green Business Summit begin later this month

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When Sonnenschein began in 2006, it was by design, the partial fulfillment of a marketing plan for Hohenwald.

As the festival has evolved over the past three years, green power information, bluegrass music, art, food and crafts have played a vital role in the event. Sonnenschein '08, centered around The Strand Theatre and the Wilhelm Telplatz Park, confirmed what organizers suspected, the green portion of the event was growing by leaps and bounds.

Local, regional and national attention has been focused on Hohenwald through the Sonnenschein festival and now the event is growing even more.

In addition to the June festival and a Hohenwald Lewis County Chamber of Commerce co-sponsored Sonnenschein Summer Conference, Sonnenschein organizers now are making plans for an October event.

The Sonnenschein Green Business Summit will be produced in conjunction with a USDA Rural Development LEDGE grant and other state and national organizations. Planned for October 24-28, 2008 in Lewis County, the event will be a participatory event to develop and prototype the tools and

skills needed to launch businesses or encourage investment in the community.

Its all about green.

The nice part is green does not have to be radical. Most people in rural America are naturally green. Conserving water in rain barrels for irrigation, turning up the thermostat in the summer to save electricity, wearing second-hand clothes or planting a vegetable garden are all indicators of a green life style.

The course will include a design simulation guided by seven internationally renowned instructors in the field of green business development. Participants will learn how to live in rural America and create a sustainable lifestyle.

No more buying everything from China and making investments in far away Wall Street.

This course will help locals learn to keep money at home by investing in and creating local businesses.

Instructors will include Catherine Austin Fitts, investment advisor, founder of Solari, Inc. and Luke Staengl, bio-fuels expert. Fitts was a guest at the Sonnenschein Summer Conference and Sonnenschein '08.

Other instructors include Andy Langford and Liora Adler, co-founders of GAIA University, Albert Bates,

founder of Global Village Institute, Jennifer Dauksha-English, founder of Center for Holistic Ecology, Greg Landua, director of Ecovillage Training Center and Thomas Hupp, founder of The Leadership School.

Anyone interested in local economic development should consider attending this conference for information on creating "do-able" green businesses.

In preparation for the October summit, two free planning sessions are scheduled.

On August 14, 2008 from 4 p.m. until 6 p.m. an after hours session is planned to survey and assess needs in the community at The Emporium on Main Street. Registration for the October event will be available at that time.

On September 9, 2008, a second free local planning session is scheduled to continue the identification of prospective businesses in the area.

A national advertisement has attracted 40 participants already and the event is expected to fill up quickly.

The Sonnenschein Green Business Summit will precede the Tennessee Environmental Council's Summit for a Sustainable Tennessee, scheduled in November at Lipscomb University in Nashville.