



Scott McDougall, President of TerraChoice, to Speak at May 24 Certification Conference in DC

Conference to drive discussion on ethical certification and the need for risk management

(Justmeans.com) May 10, 2011 – New York, NY – Justmeans is excited to announce the participation of TerraChoice at the [Certification Consumption and Change Conference](#) on May 24 in Washington, DC, that will bring together thought leaders from social enterprises, leading brands, and certifying bodies to discuss and plan the future of ethical certification.

Scott McDougall, President of North American environmental marketing firm TerraChoice, works to ensure clients get the expert sustainability advice and innovative environmental solutions they need to grow their businesses. Under Mr. McDougall's leadership, TerraChoice has built a global reputation and a strong consulting portfolio that includes clients such as Drax Power, WWF-Canada, Yellow Pages Group, Georgia-Pacific, Avmor, Oxibrite, Earthcycle Packaging, and many others ranging from Fortune 100 companies to innovative green start-ups.

Attendees of the [Certification Consumption and Change Conference](#) will hear Mr. McDougall in conversation with Mark Bradley, Assistant to the Deputy Administrator of the USDA's National Organic Program, and Robert Rice, the Director of Bird Friendly Certification at the Smithsonian Institute. The format of the conference allows attendees an extended period to question the panelists following a moderated discussion.

The Certification Consumption and Change Conference will take place May 24th at the National Press Club in Washington, DC. The conference will bring together 150 representatives from top brands that source certified ingredients and eco-label their products, leading ethical certifiers, government agencies and NGOs, and the service providers that make reporting and compliance possible. Conference attendees will enjoy a full day of panel discussions that will shape the future of ethical certifications.

To find out more or to register for this conference, go to: <http://bit.ly/i0RJ6W>

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