



ANTONIO R. VILLARAIGOSA  
MAYOR

September 13, 2007

Dear Friends,

On behalf of the City of Los Angeles, it is my sincere pleasure to welcome to this great city the first ever Green West Exposition and Conference on May 20-22, 2008 at the Los Angeles Convention Center.

We are delighted to be your hosts and to have the privilege to introduce you to the distinguishing characteristics that set Los Angeles apart from the world.

Among America's large municipalities, the City of Los Angeles is at the forefront of the growing "green" movement to protect and sustain the environment. Every agency and department is actively involved in planning and implementing policies and practices that will ensure the continuation of our renowned quality of life, which is not only enjoyed and championed by our many residents, businesses and visitors, but is the very reason why Los Angeles is such an attractive place to live, work, and play.

We're on track to become the cleanest and greenest big city in America. As we continue to invest in green technologies, we realize significant savings on energy costs, waste management, materials, transportation, maintenance and much more. We have more than doubled the use of clean, renewable energy and developed a plan to reduce greenhouse gas emissions by 35 percent. More than half of City vehicles are hybrids or run on alternative fuels, and we are planting a million trees to green LA.

According to the organizers of Green West Expo, "Green Business is Good Business", and the City of Los Angeles could not agree more. This event promises to play an important role in the development of the dynamic and fast-changing green marketplace, bringing together all of the major suppliers of green technologies and services. We are pleased that Los Angeles has been chosen as the home for this exciting event.

In Partnership with LA INC., The Los Angeles Convention and Visitors Bureau, we again extend to you a warm and gracious welcome to Los Angeles, the place where the world comes together.

Very Truly Yours,

ANTONIO R. VILLARAIGOSA  
Mayor