



TalentPlus GREEN

JULY/AUG 2008
TalentPlus GREEN NEWS



TalentPlus GREEN WELCOMES OUR NEWEST ECO-EXPERTS



From Left:

Adventurer Jon Bowermaster
Gorilla Preservationist
Dr. Gladys Kalema-Zikusoka
Eco-Attorney Joel Reynolds

MEET OUR TEAM



CO-FOUNDERS
Paul Zemitzsch
and Sharon Tucci



STAFF
Lisa Laird
Nanci O'Dea



Susan McPherson-NY
Susan Nickells -LA

TalentPlus GREEN offers creative development of strategic alliances between eco-experts and corporations and associations to build best responsible practices and brand positioning.



RITZ CARLTON, JEAN-MICHEL COUSTEAU & OFS SIGN WORLDWIDE PACT
The Ritz Carlton Hotel Co. LLC has inked a 10-year, worldwide deal with Jean-Michel Cousteau and his Ocean Futures Society to expand Cousteau's award-winning "Ambassadors of the Environment" program around the globe. At the storied Explorers Club in New York, Cousteau and Ritz Carlton President & CEO Simon Cooper announced the pact to license the education program for its 70 hotels worldwide. The AOTE program, first piloted at The Ritz Carlton-Grand Cayman, will expand in 2008 to Kapalua, Hawaii, Sanya, China and Key Biscayne, Florida. TalentPlus-Green negotiated the deal for Cousteau and OFS.



SAMSONITE, FABIEN COUSTEAU EXTEND SPONSORSHIP
Fabien Cousteau has received a two-year extension of his collaboration with Samsonite for its new Outlab product line. Cousteau is featured in advertising for the rugged luggage and does product testing for the company. TalentPlus-Green handled the collaboration for Cousteau. Fabien was also recently seen in Land Rover's Onelife Magazine and participated in the automaker's "Portraits of Adventure" book and exhibition project to benefit the Red Cross. The exhibition opens in London July 22.



CELINE COUSTEAU IN PRINT AND FILM
Celine Cousteau graces the pages of recent editions of U.S. Vogue Magazine and The Telegraph in the U.K. Both publications highlight her association with La Prairie cosmetics. The La Prairie sponsorship for its ocean product-based Marine Biology Cream was negotiated by TalentPlus-Green. You can see Celine at her "real job" as an oceanaut July 31 on The Discovery Channel's "Shark Week." She appears in the documentary on sharks in Australia titled "Mysteries of Shark Reef."



MARKER HONORED WITH LIFETIME ACHIEVEMENT AWARDS
Dr. Laurie Marker was doubly-honored by The San Diego Zoo with their "Lifetime Achievement Award" and the Society of Women Geographers with its "2008 Gold Medal," a distinction given to the likes of Jane Goodall, Maragret Mead and Amelia Earhardt. TalentPlus-Green Co-Founder Paul Zemitzsch was in attendance at the San Diego award ceremony for one of TalentPlus-Green's top clients. Marker, Executive Director of the Cheetah Conservation Fund, was also elected Chairman of the Conservancy Association of Namibia, Africa. Dr. Marker will be in the states September 17 through October 22 and available for speaking/appearances.



CHRIS KILHAM
The Medicine Hunter is off to the Amazon seeking out new medicinal plants and filming a television episode with an NBC Nightly News crew in tow.



DR. HEIDI CULLEN
Voted one of the 25 Hottest Women in Green! She is the Weather Channel's chief climatologist, and has, among other things, penned a letter to the American Meteorological Society "Junk Controversy, Not Junk Science" calling on them to no longer recognize any meteorologist that didn't understand the threat of climate change. This of course, sent conservatives into an uncontrolled rage, and won her the affections of the environmental community for all eternity.