

# HOUSTON CHRONICLE

By LINDSAY WISE  
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## Ecological Enterprise

Eco-friendly businesses are sprouting up all over the Houston area, offering everything from biodegradable diapers to furniture made from sustainable wood

### Green Lily Events

Nothing screams waste more than an extravagant party. But event consultant Jessica Zapatero says even the most eco-conscious bride can have her organic cake and eat it, too.

Zapatero and Liz Ramirez started Green Lily Events last year to plan weddings, fundraisers, conferences, meetings and trade shows for Houstonians who wanted to throw stylish events that were as guilt-free as possible. So far, they've organized five green corporate and social events.

People get so excited when they plan big events — especially weddings — that they end up planning something over-the-top without considering the effect it will have on the environment, Zapatero said.

"For us, the question is how do you still bring in style but have sustainability?" she said.

Green Lily Events partners with Waste Management, which arrives on site after an event with recycling bins for paper, plastic, glass and cardboard. The company urges clients to hire caterers who use organic and locally grown products from farmers markets and co-ops and works with the Houston Food Bank to pick up unused food.

"We work with various shades of green, which really means we feel that if every person or corporation made an effort to green one part of the event or most of the event, then it makes a difference," Zapatero said.

Recently, the company was selected by The Knot wedding-planning magazine to be the 2008 event planner for its Aug. 28 market show in Houston, Zapatero said.

"We think that it's a trend that's here to stay," she said. "Liz and I always say green is the new black in fashion."

713-894-4040 or [greenlilyevents.com](http://greenlilyevents.com)

<http://www.chron.com/disp/story.mpl/side/5709710.html>