Thankfully, the focus on social responsibility in the world of events continues to increase. One major facet of this trend are “Green” events, something American Entertainment Magazine hopes to focus on more in the future. For suggestions, please contact us.

Politics and religion are two subjects we like to keep generally away from our events environments and most recently global warming seems to be the most intensely inflammatory eco-subject. What everyone should keep in mind is that no matter which perspective you ascribe to on the topic of global warming, the fact is there are many other factors we control that affect our environment. Water and air pollution, litter, responsible food choices and energy conservation are all important to us in environmental, economic and social issues.

So the fact is, whether global warming is real or not, we should care about the environment and do the best we can to minimize our impact on it. This leads us to the subject of entertainment.

When artists do their job, they are inherently eco-unfriendly. This isn’t necessarily their fault; the actual performing of their craft isn’t the problem, it’s all the tangential requirements such as travel, electricity, waste, etc. Events are generally responsible for tons of carbon emissions through all the people traveling to them via fossil fuels. There are enormous amounts of electricity consumed through backstage and usually a huge amount of food waste and trash.

Of course we’re not suggesting that events be eliminated, they are far too important on motivational, messaging and relations fronts. We also aren’t suggesting that all of your attendees back-pack from home to the event site where you spend the time picking up garbage and planting trees (though you have my permission to use elements of the concept!).

What we do want everyone to do is simply be conscious about the need for conservation and innovative thinking, and a great place to start is an acclaimed act that is certified “Green.” They have found and will discuss some unique means
There are many eco-techniques Liquid Blue uses that can be shared, but first the brand’s mind and business manager, Scott Stephens, tells us a little bit more about the eco.

"We’re an international recording and touring act publicly, but we also have a heavy focus on private and special events," Scott says. "We perform both original works and about 600 covers. We have been named America’s Best Dance Band and have been proud to be featured on the cover of this magazine in 2008.

The standard format for the band is seven members which includes three female singers (the renowned Blue Baby Girls) and three male lead singers. "With a lot of talent and a lot of hard work, we have a lot of fun and make sure that every show is a hit." The band is currently on a nation-wide tour that is typically three-piece but can go from one to five-piece.

Liquid Blue can also participate in just two events for community sets. "We can play acoustically or play full-band shows with just four musicians plus one singer.

The band splits its time between public and private events. "It’s about 50/50," he says.

"We usually tour out of the country for three to four months of the year. However, we are scaling back some of our international dates and focusing more on the markets back home in the United States. Overall, it’s a pretty even split.

"Outside the band, I’m also involved in my own business, which is called Green Quest. It’s all about creating a sustainable lifestyle. We’re working on a new album, and we’re looking to launch a new venture that focuses on sustainability and social responsibility."

"One thing I think we’ve learned is to always be open to new ideas and to always be willing to change. We’re always looking for new ways to do things differently."

"Our biggest challenge is to keep our energy level high and to always be creative. But overall, we’re really happy with where we are right now."

"For more information about Liquid Blue or their "Green" tactics, contact Scott Stephens at (760) 942-4454.

For more information, visit our website at americanentertainmentmagazine.com and check out the 2003 ZAG edition of this story.

BOOK OF THE WEEK

"We were in Philadelphia at the casino, a festival in Phoenix before that and the Belly Up Tavern in San Diego for the weekend of the San Diego Green Chamber of Commerce. We will be there with a special emphasis on Green business."