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PUBLICITY

ISE events and initiatives have received significant publicity with the help of FDU's Public Relations Office. Receiving most coverage was ISE's receipt of a \$20,000 grant from JCP&L, the launch of the Sustainable Business Incubator, the Green Ventures Symposium and Expo, and the undergraduate service learning course whose members fundraised for *Operation Smile*. Newspapers covering ISE events were The Record, The Newark Star-Ledger, the Daily Record and NJ Biz (See Figures 17-19, pages 39-41.)

ISE/CHRMS NON-FACULTY PRINCIPALS

Director, External Relations & Services - Jeana Wirtenberg, Ph.D, has been instrumental in establishing a strong foundation for the Institute for Sustainable Enterprise and building a growth platform for the future. She reaches out to key individuals in every sector to "connect the dots" and helped to enroll the highly qualified and diverse ISE Advisory Board and Corporate Partners. She identifies and enrolls dynamic and leading-edge breakfast speakers for the monthly breakfast series. She also spearheads the Roundtable Series, including several dynamic roundtables for industry groups which are in the planning stages for 2008-2009.

Jeana is a recognized leader in the field of Organization Development and Organizational Effectiveness. Under the auspices of the Institute for Sustainable Enterprise and the Global Community for the Future of OD (where she serves on the leadership team), Jeana conducted a survey of business leaders across industries and sectors regarding their global business and organizational priorities. In 2007, this work was published in two articles focused on The Future of Organization Development in the for profit and nonprofit sectors, respectively, in Volumes 1 and 3 of a three volume special issue of the *Organization Development Journal* on Best Global Practices in Organization Development. Jeana also serves as the Associate Articles Editor for the *People & Strategy* Journal in the knowledge area of Organization Effectiveness.



Jeana Wirtenberg

Jeana spearheaded the original research along with colleagues Joel Harmon, Bill Russell and Kent Fairfield, culminating in an article: "HR's Role in Building a Sustainable Enterprise: Insights From Some of the World's Best Companies," which was published as the lead article in a Special Issue of *Human Resource Planning* Journal (Volume 30: Number 1) on "The Triple Bottom Line - HR's Contribution." Jeana participated in the opening plenary panel on Sustainability at the Human Resource Planning Society (HRPS) where this research was discussed.

Building on this research, she was a lead author on the recent worldwide study *Creating a Sustainable Future: A Global Study of Current Trends and Possibilities 2007-2017* sponsored by the American Management Association (AMA, 2007). This report "Creating

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a Sustainable Future” (See Figure 22, page 45) was released and aired in a world-wide webinar sponsored by the AMA on September 11th, 2007. Jeana also has done many presentations on this research for companies and for various professional associations such as the New York Chapter of HRPS, ic4p (formerly Human Resource Institute), and Division 13 (Society of Consulting Psychologists) of the American Psychological Association. (See Figure 23, page 45)

Jeana is lead editor of *The Sustainable Enterprise Fieldbook: When It All Comes Together*, published in summer 2008 by Greenleaf Publishing and AMACOM. The Fieldbook was put together by a network of experts from business, consultancies, and academia, including several principals from the ISE. The Fieldbook helps managers move from an “either/or” mindset to one that holistically embraces social, environmental and economic issues simultaneously. It addresses the “what” (what is a sustainable strategy for a company or organization?) as well as the “how” (“how do we go about building a sustainable enterprise?”). Each chapter illustrates through models, tools, cases, stories, and examples from a wide range of companies how to integrate sustainability into the day-to-day realities of running a business. (See Figures 6 & 7 on pages 28 and 29)

Jeana is also principal designer and key faculty member for the three-day American Management Association’s workshop “Green Leadership: Implementing Sustainability Strategies”. This program was designed by Jeana and principals of the Institute for Sustainable Enterprise and successfully rolled out in the summer of 2008. (See page 12)

Entrepreneur-in-Residence and Director, Sustainable Business Incubator
Jonathan Cloud

Research Fellows
Matt Polsky
Bill Russell



Jonathan Cloud



Matt Polsky



Bill Russell