



# BREAKFAST SEMINAR SERIES

October 16, 2009

ISE /CHRMS  
Fairleigh Dickinson University  
285 Madison Avenue – M-MS1-05, Madison, NJ 07940  
Phone: (973) 443-8577, Fax: (973) 443-8506

Talk by PBS Celebrity on Redefining the Success of Nations



## "BEYOND GDP: Operationalizing Indicators of Sustainability and Quality of Life"

Discussants:



Speaker:  
**Hazel Henderson, Ph.D.**  
President, *Ethical Markets Media*

**Frank Werner, Ph.D.**  
Assoc. Professor of Finance  
*Fordham University*

**Fern Jones**  
Founder &  
Managing Director  
*FJCorp*

### HAZEL HENDERSON

Hazel Henderson is President of the independent multi-media company, Ethical Markets Media. She is author of *Ethical Markets-Growing the Green Economy* (2006) and eight other books. She has served on many advisory boards, including the US Office of Technology Assessment, the National Science Foundation, the National Academy of Engineering, the Worldwatch Institute and the Calvert Group of socially responsible mutual funds with whom she pioneered the Calvert-Henderson Quality-of-Life Indicators. She has many honorary degrees, is an honorary member of the Club of Rome, a Fellow of Britain's Royal Society for Arts and is listed in *Who's Who in the World*.

### FRANK WERNER

Frank M. Werner is Associate Professor of Finance at Fordham University. He is the author or co-author of textbooks, research books, journal articles, a computer-based simulation of corporate finance decision making, and most recently, a novel about finance and global sustainability. Dr. Werner has consulted to financial institutions and given seminars on various finance and quality management topics. A member of the *Academy of Business Education*, the *American Finance Association*, the *American Society for Quality*, *Financial Executives International*, and the *Financial Management Association*, Dr. Werner received his Ph.D. from *Columbia University* in 1978.

### FERN JONES

Fern Jones is a portfolio strategist and risk analyst dedicated to building a sustainable investment practice linking institutional investors and managers focused on natural infrastructure, especially their beneficial reuse as energy and food resources. She holds degrees from *Yale* and *MIT*, a CFA charter, and a Financial Risk Manager designation from the *Global Association of Risk Professionals*.

### Presentation Overview

This breakfast talk features the PBS celebrity and world renowned author and economist, Hazel Henderson, Ph.D., President, Ethical Markets Media.

#### Highlights include:

- An up-to-date review of all the broader indicators of health, environment, poverty gaps and education, which are now being recognized as a necessary part of measuring a country's progress.
- Comments from discussant Frank Werner, Ph.D., Associate Professor of Finance, Fordham University
- Comments from Fern Jones, Founder and Managing Director, FJ Corporation
- Interactive Facilitated Table Discussions from 10:00 a.m. to 12:00 noon.

## Friday, October 16, 2009

**7:30 to 10.00 a.m:**  
**Breakfast Seminar**

**10:00 a.m. – 12:00 p.m:**  
**Interactive Facilitated Table Discussions**

### Lenfell Hall

Hennessy Hall (The Mansion)  
Fairleigh Dickinson University  
College at Florham, Madison, NJ

### Register by 10/12/09:

[www.fdu.edu/ise](http://www.fdu.edu/ise), ["ISE Breakfast Series"](#)

or

**Call:** 973.443.8577

**Fax:** 973.443.8506

**Fee:** \$40\* (\$25 non-profits)

\*This charge does not apply to FDU faculty, administration, matriculated students, current employees of ISE/CHRMS Corporate Partner Companies and ISE/CHRMS "Breakfast Partners".

Non-partners are subject to the \$40/\$25 admittance fee if they register and do not attend without cancelling before October 12, 2009.



Name: \_\_\_\_\_ Company: \_\_\_\_\_ Email: \_\_\_\_\_

Colleague Name: \_\_\_\_\_ Company: \_\_\_\_\_ Email: \_\_\_\_\_