



National Sustainability Experts to Keynote Fairleigh Dickinson University's Second Annual "Green Ventures" Conference

MADISON, N.J. (May 8, 2009) — 2009 Green Ventures Conference organizers are proud to announce that among the highlights of this year's Conference are keynote presentations of sustainability luminaries David Grant, Carol McClelland, Miriam Hawley, and Bob Willard. In addition, Philip LaRocco, retiring founder and chief executive of E+Co, will address dinner guests at the start of the conference awards dinner. Now in its second year, the conference will be held May 19-21 at Fairleigh Dickinson University's College at Florham, Madison, N.J., featuring the theme, "Jumpstarting the New Green Economy." Registration for the Conference, which also includes workshops, panels, and a free expo and networking fair, is available online at www.jumpstartgreen.org.

"Our speakers and panelists are all to be commended for their work in building bridges from the idea of a sustainable economy to the reality of one," said Jeana Wirtenberg, co-founder of FDU's Institute for Sustainable Enterprise. "I know that these green industry leaders will inspire conference attendees to grow a different sort of economy – one that is socially, environmentally, and economically more sustainable."

Keynote Speakers

David Grant, *President, Geraldine R. Dodge Foundation*

David Grant will be delivering the keynote presentation during the May 21 plenary session. Mr. Grant assumed executive leadership of the Foundation in 1998 and is responsible for the development and evaluation of programs in the Foundation's major areas of giving: education, the environment, and the arts in New Jersey.

"Sustainability is about connections, not silos," said Grant. "Whether we are working on a corporate or university campus, or at a nonprofit or government agency, we all have a role to play in creating a more sustainable world. What we need to recognize is that our unique perspectives actually bolster one another as we drive towards this common purpose. This conference offers us a unique opportunity to make the connections that matter."

Miriam Hawley, *Business Coach and Sufficiency Expert*

On May 20, Miriam Hawley will deliver her presentation, "Enough Already! A Sufficiency Dialog for Creating a Sustainable World." Hawley is CEO of Enlignment®, Inc., a business coaching and consulting company specializing in leadership development and organizational change. In her practice, Hawley works with management teams, entrepreneurs, couples and families to cultivate sustainable relationships while developing thriving businesses. She recently authored a book entitled *The Seven Intelligences of Leadership®*.

"As a market-based society, we need to distinguish sufficiency as the underpinning of sustainability and any successful green venture," said Hawley. "The opportunity in the current global economic crisis is that it's forcing us to rethink our relationship to money and life, and to confront not only the financial crisis, but also all other crises that stem from the same root problem – scarcity."

Carol McClelland, Ph. D, *Founder and Executive Director, Green Career Central*

Carol McClelland, the Green Ventures closing keynote speaker, will appear via videoconference from Menlo Park, CA on May 22 to discuss "Six Things You Must Know to Land a Professional Job in the Green Economy." The creator of Green Career Central (www.greencareercentral.com), the only virtual

career center dedicated to professionals who are ready to transfer their skills and experience to the green economy, Dr. McClelland is a pioneering career-change consultant and author of *Your Dream Career For Dummies* (2005), *Changing Careers For Dummies* (2001), *The Seasons of Change* (1998), and the forthcoming *Green Careers for Dummies*.

“There’s a real push to define green jobs right now, but I think we need to be aware of the larger picture,” said McClelland. “We are in the early stages of a new industrial revolution and just beginning to see the first wave of green industries emerging from the green movement. As the green economy evolves, more and more green job opportunities will become available.”

Bob Willard, Ph. D, Author and Sustainability Expert

Bob Willard, Ph. D will be presenting the business case for sustainability as he delivers the opening keynote at 7:00 p.m. EDT on May 19. To achieve a reduced carbon footprint, Willard will be delivering his remarks from Toronto using streaming Webcast technology. The Webcast will be displayed on large screens in the conference hall and online at www.jumpstartgreen.org. A 34-year IBM Canada veteran, Willard is a leading expert on the business value of corporate sustainability strategies. He is also the author of *The Sustainability Advantage*, which quantifies bottom-line benefits from using sustainability strategies, and *The Next Sustainability Wave*, which shows how to convince senior executives to commit to sustainability strategies.

“By integrating smart sustainability strategies, large companies can increase their profits by a minimum of 38% over five years while small- and medium-sized companies can increase their profits by a minimum of 66% in the same timeframe,” said Willard. “Socially and environmentally responsible practices accelerate business success by avoiding risks and adding to the bottom line. Saving the world and making a profit is not an ‘either/or’ proposition.”

About The 2009 Green Ventures Conference

Hosted by Fairleigh Dickinson University's Sustainable Business Incubator, in association with New Jersey Institute of Technology, and the Morris County Chapter of Society for Human Resource Management, the second annual Green Venture Conference, “Jumpstarting the New Green Economy” will be held from May 19-21 at FDU’s College at Florham, 285 Madison Ave., Madison N.J., 07940. The conference features national sustainability experts along with more than 20 panels on green entrepreneurship, corporate sustainability, government programs and policies. Conference attendees will also be able to participate in any one of the seven “Action Learning Workshops” that address today’s most pressing topics related to sustainable businesses, and the economy. In addition to the extensive panel programming, attendees will be able to interact with dozens of exhibitors, participate in a green job seeker networking event and celebrate the achievements of New Jersey’s sustainability leaders at the conference award dinner.

Full conference access is \$295 in advance or \$325 at the door. Significant discounts are available for students and those with government, academic, or nonprofit credentials. For complete rates, visit the registration page. May 21 networking events are free and open to the public. To present at the conference or to learn about sponsorship opportunities and exhibitor space, call (908) 306-9075, or e-mail jcloud@fdu.edu. Visit www.jumpstartgreen.org for the full schedule and to register.

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