



NEWS RELEASE

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DAVENPORT UNIVERSITY BRINGS NATIONALLY RECOGNIZED EXPERTS TO SUSTAINABLE BUSINESS FORUM

GRAND RAPIDS, Mich., Apr. XX, 2010 – Davenport University has partnered with Cascade Engineering and Corp! Magazine along with WOOD Newsradio 1300, Warner Norcross & Judd and Clothing Matters to bring the Sustainable Business Forum to Grand Rapids on June 17 and 18. The forum is titled “Building Business Value and Enhancing Our Communities via Sustainable Business Practices” and will take place at Cascade Engineering on Thursday, June 17 and at Davenport University’s W.A. Lettinga Campus on Friday, June 18.

The all day forum on Friday, June 18 will take place at Davenport University’s W. A. Lettinga Campus. Attendees will be given the choice of two educational workshops to attend. Fred Keller, Chairman, CEO and Founder of Cascade Engineering, will present on “Enhancing Our Communities and Economy via Sustainable Business Practices.” Dr. Stuart Hart, professor of Strategic Management and a renowned authority on Sustainability from Cornell University, will present on “Building Business Value via Sustainable Business Practices.” Dr. Hart will also give us a case study on “Creating a Culture of Innovation.”

A detailed schedule of events follows:

Thursday, June 17

Cascade Engineering

3400 Innovation Court SE, Grand Rapids, Michigan

12:30 - 1 p.m. Registration/Lunch

1 – 4 p.m. Workshop

“Beginning or Enhancing a Sustainable Business Focus”

For companies just starting or looking for ways to enhance their sustainability journey. This workshop will promote an understanding of the Triple Bottom Line focus, sharing environmental and social best practices along with an introduction to Gap Assessment.

4-5 p.m. Tour of Cascade Engineering

Friday, June 18, 2010

Davenport University, Student Center
6191 Kraft Avenue SE, Grand Rapids, Michigan

7:30 – 8 a.m. Registration, Continental Breakfast, Networking Exhibits Open

8 - 8:50 a.m. Educational Track Sessions

- Sustainability 101 “Quick Tips to Get Started”
Kelley Losey, senior manager of environmental/sustainability at Cascade Engineering, will explore with you the fundamentals of sustainability.
- Measuring, Tracking, Advancing
Thomas Melcher, president of dm Strategists will explain how to measure, track and advance sustainable business practices.

9 - 9:20 a.m. Welcoming Comments

Jennifer Kluge, publisher of Corp! Magazine
Dave Venekase, executive vice president for organizational development and human resources, Davenport University

9:20 - 9:50 a.m. Fred Keller, chairman and CEO, Cascade Engineering “Enhancing Our Communities & Economy via Sustainable Business Practices”

Sustainability was once the domain of those concerned with preserving the environment. Fred Keller will help sort out how to make sustainability good business and why it does not require sacrifices financially. It will be demonstrated how sustainable thinking can drive improved financial performance while helping our communities and our businesses thrive.

9:50 – 10 a.m. Networking break, exhibit area open

10 - 10:45 a.m. Educational track sessions

- Social Sustainability “The Value of External/Internal Social Engagement”
Dave Barrett, CM, director of talent management for learning & development for Cascade Engineering.
- Carbon Strategy “Generating Business Value through Action on Climate”
Mark LaCroix, executive vice president for The Carbon Neutral Company, will explore some of the basic elements of carbon management and carbon markets as well as examine how companies can turn aggressive action on climate into a long-term differentiator for your business.

10:45 - 10:55 a.m. Networking break, exhibit area open

10:55 a.m. – 12:10 p.m. Dr. Stuart Hart, Samuel C. Johnson Chair in Sustainable Global Enterprise, Cornell University

“Building Business Value via Sustainable Business Practices”

This presentation will develop a framework for connecting the environmental and social challenges of sustainability with levers for value creation by the firm. A distinction is drawn between the incremental improvements associated with greening, pollution prevention and eco-efficiency versus the leapfrog innovation associated with clean technology and serving the underserved at the base of the income pyramid. Sustainability, it will be shown, is one of the biggest business opportunities for the 21st century.

12:10 – 1 p.m. Lunch and networking, exhibit area open

1 – 2:30 p.m. Dr. Stuart Hart, Samuel C. Johnson Chair in Sustainable Global Enterprise, Cornell University

“Creating a Culture of Innovation”

Moving “beyond greening” to the leapfrog and disruptive innovation associated with clean technology and serving the poor at the base of the pyramid requires an innovation “white space” with the firm and a new set of skills and competencies. The case of the Water Initiative (TWI), a start up company seeking to incubate clean tech at the base of the pyramid, will be used to illustrate this culture of innovation.

2:40-3:30 p.m. Networking Reception

Dr. Stuart Hart book signing “Capitalism at the Crossroads”

Visit <http://tinyurl.com/yaxd4nu> for more information or to register.

About Davenport University

Davenport University – the only West Michigan-based private university specializing in business, technology and health professions – serves an enrollment of approximately 12,000 students at its W. A. Lettinga campus in Grand Rapids, locations throughout Michigan, and online. Davenport focuses on innovative, practical and affordable education and offers graduate and undergraduate programs. More information is available at www.davenport.edu

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