

Green Economic Development in Wisconsin:

The Business Case for the Triple Bottom Line

Hosted by Town and Country Resource Conservation & Development, Inc.



www.townandcountryrcd.org



People. Planet. Profit.

Tuesday May 18th, 2010 • Olympia Conference Center • Oconomowoc WI 53066

Green Economic Development in Wisconsin: The Business Case for the Triple Bottom Line. People. Planet. Profit. Learn from your peers. See what other business innovators and eco-entrepreneurs are doing to maintain economic viability, environmental stewardship and social responsibility within their industries. The focus of this one-day conference will be highlighting case studies from local businesses within Southeastern Wisconsin.

Keynote Address

"Common Sense Sustainability - It's good for everybody & easier than you think!"
Michael D. Farrell, CEO - Sentry Equipment Corp.

Closing Address

Thomas L Eggert, Co-Director of the Business, Environment & Social Responsibility Program University of Wisconsin Madison, School of Business

Real world case studies will be presented by local business leaders who have made environmentally significant changes tied to the triple bottom line.

Session Themes

Sustainable Industry
Socially & Environmentally Responsible Business Practices
Innovative Management & Job Creation
Green Financing

Seating is limited

Cost: \$125 per person
(prior to April 30th)

\$149 (after April 30th)



 **GREEN TIER**

 **Wisconsin Sustainable Business Council**

 **PARTNERSHIPS for SUSTAINABILITY**
Practical Steps for Small Business

More details & to Register
www.townandcountryrcd.org

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AREA CHAMBER OF COMMERCE
Green Business Initiative