

Beyond Green: Sustainability Leadership

How to benchmark, leverage and improve upon your sustainability transition

What does it mean to 'go green'? To your consumers? Clients? Stakeholders? Partners?
Once you have made this commitment, how can you transition beyond 'going green' into the arena of sustainability leadership both in your organization and beyond?

Conservation Enterprises Unlimited is pleased to invite you to a special, half-day workshop to explore these ideas and take away practical methodology for assessing and achieving sustainability leadership. Our facilitators will use a 5-step method to set the stage then lead you through our proprietary Apex Sustainability Index. This tool is designed as a quantification of sustainability leadership through which you can benchmark and communicate your progress.

With offices in Australia, Canada and the U.S., Conservation Enterprises Unlimited, seeks to create connections between the worlds of business and nature. Ultimately, the sharing of best practices within and between diverse organizations is powerfully motivating as we push the boundaries of what it really means to be green.

Tuesday, October 19, 2010
8:00 am – 12:00 pm
Hampton Inn Sarasota/Bradenton Airport

\$50 / participant
Space is limited

To register call 941.961.2000
julie@conservationenterprises.com



Julie Henry – Director/Partner

Julie's passion for global sustainability has taken her around the world and back. From the shores of Lake Michigan to the coast of New Zealand, Julie has held leadership roles in organizations including Mote Marine Laboratory, Busch Gardens, Shedd Aquarium, and as a current Fellow in the TogetherGreen program of the National Audubon Society. She is also an active participant on the Green Business Leadership Committees of the Sarasota and Manatee Chambers of Commerce.

Julie guides organizations in their transition to sustainability leadership through communication, messaging, coaching and strategic planning. Julie holds a Sustainable Business Leadership Graduate Certificate from Green Mountain College and an MA in Communication from USF.



John Childers – Associate

John is an expert in leadership development, strategic planning, coaching, and continuous process improvement. He personally studied with Dr. W. Edwards Deming whose work founded the Total Quality Movement. As the sustainability movement is now being compared to Deming's quality revolution, John's expertise brings a unique perspective and time-tested methodology.

John has over 26 years experience working with 200+ organizations throughout the United States, Europe, Canada and South America. John has an engineering degree from Purdue University, an MBA from Northwestern University, and spent 15 years in Fortune 100 companies in engineering, quality, and executive positions before entering the world of consulting.



Australia • USA • Canada