

North Texas Sustainability: *Wide open for Sustainability and Growth!*

Who: NTSBDC and AEC customers – proposed for 50, but can accommodate 100 at ARRI
What: All day workshop: Developing Profitable Growth and Balancing Aspects of your Company's Triple Bottom Line (Profit, People, Planet)
When: November 18th, 2009
Where: ARRI
Why: Because Sustainability and Growth can happen simultaneously and don't happen accidentally – and if accidents happen, you must harness their value!

Day will include morning, lunch and afternoon sessions. Three Tracks to ensure proper flow of attendance at each presentation. Participants will leave each session with a tangible take-away to reaffirm their new knowledge. Follow up sessions will be established with all participant companies to ensure that their knowledge results in implementation of new ideas.

Morning presentation: Richard Greene

The US Environmental Protection Agency is in a conundrum; it is charged with keeping air, soil and water free of hazardous chemicals, but how and at what cost? It's faced with an ongoing quest to balance the interests of a cleaner environment with a healthy economy.

Lunch Session: David Vinjamuri

The author of Accidental Branding is our Keynote Speaker. David will discuss the phenomenal success of companies that built some of the biggest and best-known consumer brands in the world – and they did it without any experience in marketing or branding. He will offer a Green and Sustainable spin to his presentation and discuss the benefits of promoting your Sustainable efforts. Everyone gets a copy of David's book, Accidental Branding.

Profit 101

A simulation-based 4 hour course in which participants chart the growth of the fictitious company "Buzz Electronics Enterprises". Students experience 1) how to use "customer mining" to spark quick impact ideas; 2) how to use "technology mining" to spark big impact ideas and 3) how to use "Fail Fast, Fail Cheap" cycles to reduce risk. Note: applicable to all industries.

Go Green to see more green

An interactive session in which businesses can learn about their waste reduction opportunities and save money while they save the planet!

Creating a Culture for Improvement

Human Capital is a resource that should not be wasted, much like our tangible *environmental* resources! This workshop teaches how to use Servant Leadership principles to create a sustainable growth culture in the workplace. You will learn the Top Ten servant leadership characteristics Texas-based companies such as Southwest Airlines and TD Industries use to increase morale, productivity and profit.

Richard Greene

School of Urban & Public Affairs
UT Arlington

The US Environmental Protection Agency is in a conundrum; it is charged with keeping air, soil and water free of hazardous chemicals, but how and at what cost? It's faced with an ongoing quest to balance the interests of a cleaner environment with a healthy economy.

In this presentation, Richard Greene, the former regional administrator for the Environmental Protection Agency, provides a first-hand examination of the operating philosophies of the EPA, plus an update on the progress, or lack of progress, in Washington's efforts to craft global warming law and regulation.

Richard Greene, mayor of Arlington from 1987 until 1997, is an adjunct professor in UT Arlington's School of Urban and Public Affairs, where he teaches courses on environmental policy. As the Dallas-based EPA regional administrator, Greene was responsible for the oversight of federal environmental programs in Arkansas, Louisiana, New Mexico, Oklahoma and Texas. Greene led North Texas' bid for the 2012 Olympics and became the first director of the Arlington Technology Incubator (a collaboration between UT Arlington, the Arlington Chamber of Commerce and the US Department of Commerce) in 2002, initiating the project aimed at bringing researchers and entrepreneurs together.

David Vinjamuri

David Vinjamuri is adjunct professor of marketing at New York University and president of ThirdWay Brand Trainers, a leading brand marketing training company. David has more than 18 years of marketing and management experience. He started his marketing career at Johnson & Johnson and later worked for Coca-Cola and DoubleClick. David is a graduate of Swarthmore College and the Fletcher School of Law & Diplomacy.

David writes and speaks frequently on marketing. He is editor and lead reviewer for the ThirdWay Advertising Blog. He has been a featured guest lecturer on the Queen Mary 2 and contributes regularly to Advertising Express. John Wiley & Sons is the publisher of David's book on entrepreneurs, *Accidental Branding: How Ordinary People Create Extraordinary Brands*, available March 2008.

<http://www.accidentalbranding.com/>