



FWA NJ: "Going Green" and Sustainable Environments Program

When

Tuesday, October 28
6:00 – 6:30 pm Networking
6:30 – 8:00 pm Presentation

Where

Greenbaum, Rowe, Smith & Davis LLP
Metro Corporate Campus I
99 Wood Ave S., 4th Fl.
Iselin, New Jersey

Cost

\$17 FWA Members
\$22 Non-Members
Free – Greenbaum,
Rowe, Smith & Davis
LLP Employees

Please join us for a light supper and lively discussion of ways that you and your business can "go green" as well as green business opportunities that can benefit both you and the environment.

This program will address frequently asked questions related to green strategies including:

- What does it mean to you and your professional life?
- How can you make this a financially and environmentally sound investment for your organization?
- How can this movement benefit you, your organization, and the earth?

Going Green and Sustainable Environments will explore personal and financial opportunities in this burgeoning field. Leaders in this movement will discuss how to implement green strategies in your work and personal life, how to start or fund a green business, green building and sustainable environments that can be implemented at work and at home, and the economic rationale of going green including the ROI and Life Cycle Costing of sustainable environments.

Panelists



Jeanne Perantoni, AIA, principal of SSP Architectural Group, is a recognized leader in the design of public facilities, particularly those incorporating sustainable "green" design and smart growth principles. Her pioneering work in community school planning has won recognition from the Governor's office as the model for integrating high performance features and advanced technology with essential community functions.



Matt Polsky is a research fellow with the Institute for Sustainable Enterprise and works with the Sustainable Business Incubator at Fairleigh Dickenson University. Matt is the longest standing sustainability change-agent in New Jersey. He has extensive and unique cross-sector sustainability experience, working in government, for environmental groups, business, and as an adjunct professor. He has taught sustainability courses at Cook College, Kean University, Montclair State University, New Jersey Institute of Technology and now at Ramapo College. He was also a marketing manager at AT&T Microelectronics. Currently, he is the Director of the Land Trust, buying land for preservation for the environmental group, the Passaic River Coalition.



Victoria G. Axelrod, a management consultant and organization strategist, Axelrod Becker Consulting and contributing author of the book *The Sustainable Enterprise Fieldbook: When it All Comes Together**. She has extensive experience developing, integrating and executing company strategy, technology process and human performance. She is a principal of Axelrod Becker Consulting which develops sustainable growth by identifying new revenue opportunities based on untapped internal strengths through the power of stakeholder networks.
*Copies of Ms. Axelrod's book are available online through both Amazon.com and Barnes & Noble.

Directions: Off Exit 131A of the Garden State Parkway, make a right at the third traffic light (green and silver building in the rear of the office complex) or walking distance from the Metro Park Train Station.

Special thanks to Greenbaum, Rowe, Smith & Davis LLP for hosting this even and to the Women's Leadership Forum.

Reservations Required -- Bring Photo ID -- No Walk-Ins

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October 28, 2008

NJ05

***** Online Registration *****

Registration and payment by credit card or check is available from the FWA website. Visit www.fwa.org and link to the Event Calendar to view upcoming events. Select the Online Registration button from the event description page to register.

Contributions or gifts to the FWA of New York, Inc. are not deductible as charitable contributions. However, they may be deductible as ordinary and necessary business expenses.

By registering for and attending this event, you acknowledge that any photographs that may be taken are the property of the Financial Women's Association and give your consent to their use in the FWA's online and offline business communications and marketing. The FWA may use your contact information to provide you with information about the organization, or to notify you about similar events that may be of interest to you. We do not share any contact information with individuals outside of the FWA.

Reservations/Cancellations and payment must be made by Thursday, October 23, 2008.