

**Creating Sustainable Businesses in New Jersey**  
**December 13, 2011, 12:30 – 2:30 pm**  
**44 South Clinton Ave, Trenton, NJ**  
**1<sup>st</sup> Floor Multi Purpose Room**

**Goals for this Project:**

- Promote sustainability planning and practices among New Jersey businesses to enhance economic success, environmental protection, and an improved quality of life.
- Identify and share resources to educate and encourage the New Jersey business community on SROI (sustainable return on investment).

**12:30 PM Welcome and Introductions**

Michele Siekerka, Assistant Commissioner  
DEP Office of Economic Growth and Green Energy

**12:45 PM Barnegat Bay Blitz**

Katie Barnett, NJDEP

**12:50 PM PSEG Sustainability**

Angela Ortiz, Environmental Resources Manager  
PSEG Corporate Social Responsibility & Sustainability.

**1:20 PM Committee Reports and Discussion**

- **Certification Committee** – Ky Asral

To provide recommendations to the Assistant Commissioner of Economic Growth and Green Energy on the standards by which sustainable certification programs can be evaluated as credible.

- **Education Committee** – Chris Meyer (Jaime Ewalt)

To provide information and resources to NJ'S business community on sustainable business processes, sustainable return on investment including the social and environmental benefits of sustainable business practice as well as marketing the SBI program's incentives, certification and recognition processes.

- **Incentives Committee** – Jerri Weigand

To develop incentives for certified businesses that will encourage, motivate, and reward participants in the Sustainable Business Initiative.

- **Recognition Committee** – Athena Sarafides

To identify strategies that recognize the businesses participating in the Sustainable Business Initiative.

**2:20 PM Next Steps**

- Continue Committee Work

**2:30 PM Adjourn**