

**Creating Sustainable Businesses in New Jersey**  
**Wednesday December 5, 2012, 1:30– 4:00 pm**  
**NJDEP Headquarters, 401 E. State St., Trenton, NJ**  
**Public Hearing Room – 1<sup>st</sup> Floor**  
**And Webinar**

**Goals for this Initiative:**

- 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).

## **AGENDA**

- 1:30 PM      Networking**
- 2:00 PM      Welcome and Introductions**  
Bob Marshall, Assistant Commissioner  
DEP Sustainability and Green Energy
- 2:15 PM      Green Tourism and Hospitality Conference – February 12, 2013**  
Takeena Deas, Somerset County Business Partnership  
Jeff Waldman, The Green Standard
- 2:30 PM      SBI Update**
- **Partnership with the NJ Small Business Development Center**  
Athena Sarafides, DEP SAGE  
Ed Kurocka, NJSBDC
  - **Making the Business Case for Sustainability**  
Jerri Weigand, DEP SAGE
  - **Sustainable Business Case Studies**  
Athena Sarafides, DEP SAGE
- 3:30 PM      The First Annual Survey of New Jersey Business Sustainability**  
Kent Fairfield, Interim Executive Director  
Fairleigh Dickinson University Institute for Sustainable Enterprise
- 4:00 PM      Adjourn**

**NEXT MEETING: Tuesday, March 5, 2013**

**1:30 PM - Networking**

**2:00 PM to 4:00 PM**

**DEP Headquarters and Webinar**

# Creating Sustainable Businesses in New Jersey

December 5, 2012

Confirmed Attendees

## **NJDEP**

### **Office of Sustainability & Green Energy**

- Robert Marshall, Assistant Commissioner
- Ky Asral, Supervising Enviro Engineer
- Athena Sarafides, Research Scientist
- Jerri Weigand, Supervising Enviro Specialist

## **NJDEP**

### **Office of Compliance & Enforcement**

- Janet Smolenski, Supervising Enviro Specialist

## **NJDEP**

### **Office of Recycling & Planning**

- Steven Rinaldi, Research Scientist\*

## **NJ Business Action Center**

- Joe Constance, Domestic Business Advocate

## **NJ BPU**

### **Economic Development & Energy Policy**

- Michael Thulen, Government Representative\*

## **NJDCA**

### **Main St NJ & Improvement District Programs**

- Heather McCall, AICP

## **NJ Economic Development Authority**

- Sandy Zeglarski, Market Research Officer

## **Advanced Solar Products**

- Ed Seliga, Vice President

## **BioScience Collaborative**

- Joanne Gere, Founder

## **Center for Leadership in Sustainability**

- Jonathan Cloud

## **CRW Graphics**

- Linda Rice-Bailey, Sales Representative

## **Fairleigh Dickinson University**

### **Institute for Sustainable Enterprises**

- Joel Harmon, Executive Director\*
- Kent Fairfield, Interim Executive Director
- Matt Polsky, Fellow

## **Forward Ever Sustainable Business Alliance**

- Karen Brown-Stovell, Executive Director

## **Lake Mohawk County Club**

- Ernest Hofer, General Manager\*

## **Monarco Group**

- Pernilla Frisk

## **NJ Green Association**

- Allan Fliss, Executive Director

## **OnSight Advisors, LLC**

- Ed Kurocka, Principal

## **Princeton Regional Chamber of Commerce**

- Peter Crowley, CEO\*

## **Princeton Sustainability Advisors**

- Barbara Close

## **Regenerative Community Ventures**

- Victoria Zelin, Principal\*

## **Rutgers Center for Green Building**

- Jennifer Souder, Consulting Research Mgr\*

## **SKANSKA Renewable Energy**

- Dan Jordan, Project Director

## **Somerset County Business Partnership**

- Takeena Deas, Director of Govt Relations

## **Spruce Industries**

- Dan Josephs

## **Sustainable Jersey**

- Randy Solomon

## **The Green Standard**

- Jeff Waldman, President

## **Transitioning to Green**

- Jeana Wirtenberg, President/CEO

*\*Participating via webinar*