



Sustainability Speaker Series (S3)

Bringing Together Sustainability Experts in New Jersey

Wednesday November 9, 2022

10:00 a.m. - 11:30 a.m.

Virtual Meeting
Microsoft Teams

The Goal of S3 is to offer NJ business stakeholders information sharing and educational opportunities focusing on the topic of sustainability.

AGENDA

10:00 AM DEP Welcome & Introductions

10:15 AM Sustainable Business and Fairtrade Supply Chains
Presentation by Giovanna Aguilar & Hugo Almeida
Shop Lohas World

10:45 AM Q&A

10:50 AM Sustainable Salons
Presentation by James Alba
The B Hive Organic Salon

11:20 AM Final Q&A

11:30 AM Adjourn

Register here: www.eventbrite.com/e/fall-2022-meeting-sustainable-beauty-industry-tickets-432926574037?fbclid=IwAR1iRrCFOYQQi-vLzy2spqCmvuAqINs73A1EhOmOvwPUSjjeuat0xmv7lqo.



NEW JERSEY
DEPARTMENT OF
ENVIRONMENTAL
PROTECTION

Speaker Biographies

Giovanna Aguilar



Giovanna co-founded Shop LOHAS World in 2021 in an effort to create an online marketplace dedicated to products aligned with a lifestyle of health and sustainability (LOHAS). Born in Quito, Ecuador, and growing up in New Jersey, Giovanna Aguilar is an award-winning multimedia creator passionate about connecting people to stories of social impact. She works with C-suite executives in thought leadership and nonprofits in public education, social justice, the arts, mental health and community-driven initiatives that help underserved communities attain access to needed opportunities and resources. She is a member of the New York Women in Film & TV and served as the Public Relations Chair (2010-2011) of the New York Chapter of the National Association of Latino Independent Producers (NALIP). She holds a Bachelor of Arts in political science and energy and environmental studies from Hunter College of the City University of New York.

Hugo E. Almeida Jr.



Hugo E. Almeida Jr. has over 29 years of experience in global business, startups and in the information communications and technology sectors, specializing in Latin American markets. He currently serves as Co-Founder and COO of Shop LOHAS World. Previous to launching his company in 2002, Almeida held sales management roles at top fortune 100 companies, where he led growth within his footprints, including at Matsushita, Lucent Technologies and Avaya. Almeida serves on the Board of Advisors of the Hispanic Resource Center of NW New Jersey and the Board of Directors of Juventud Ecuatoriana, He was a guest speaker to Matsushita's executive board in Osaka, Japan, and the honorable guest speaker at the 10th Anniversary of "Lideres a Lideres" in Quito, Ecuador. Almeida holds a Bachelor of Science Degree in Industrial Technology from Kean University and has been the honoree for the past two years for the Channel Futures DE&I 101 list.

James Alba



James Alba runs the B Hive Salon, a one of a kind salon focused on sustainable beauty for the industry and the environment. James wears many hats in the salon including social marketing and is the resident product and ingredient specialist. He is also the co-founder of The Salon Movement which is an internet video show focusing on salon sustainability, not only including being green, but also education, retail and marketing. The Salon has been featured in many trade magazines and is also a proud member of the Salon Today top 200 salons in the country. In addition to being ranked "Best Salon in Bergen" for numerous years they are also Certified Gold with Green America, Certified Platinum with the Green Business Bureau and the winner of the International Eco Salon Contest. Their business model incorporates how bees work together as a community by sponsoring projects locally, nationally and globally. The goal is to make their sting something that resonates with people to act socially and environmentally responsible and to showcase sustainable beauty. Today he also serves as the North American Ambassador for a project with the Rodale Institute.