

Clackamas County Business Alliance
Clackamas County Office of Sustainability
Clackamas County Business & Economic Development
present

How Your Business Can Profit From Sustainability

A forum for business leaders, managers, and owners in Clackamas County

Date & Time

October 16, 2013
7:30 AM – 9:00 AM

Location

McMenamin's Old Church
30340 SW Boones Ferry Rd.
Wilsonville 97070

Guest Speakers

Duke Castle, The Castle Group
Eben Polk, Clackamas County Office of Sustainability

Ticket: \$15 advanced ticket sale, \$20 at the door – *continental breakfast included*

Register online at www.eventbrite.com/event/8323292191/

or call Amy Oakley at 503-657-1651

Sustainability is a widely used but fuzzy term. It often seems to mean being super green requiring a tradeoff between what is good for the environment with what is good for business. Many businesses locally and globally are turning that view on its head by not only operating in a way that is good for the environment and society but also for their own bottom line. They have recognized that their own business success and viability is enhanced when they understand what this global megatrend is about and align their business practices with it.

Learn how to how to increase the profitability of your business by

- getting a clearer idea of what sustainability is
- how organizations big and small are using this concept and
- what resources are available from the Clackamas County Office of Sustainability to help you get started.

Duke Castle has given over 400 workshops and presentations on sustainability to businesses and communities throughout the Pacific Northwest. His business career spans over 25 years, 10 of which were at Hewlett Packard. He has a BS in electrical engineering from Cornell and an MBA in marketing from Stanford.

Eben Polk is a senior analyst at Clackamas County. His office provides technical assistance for waste prevention and sustainability to businesses throughout the county. He has Masters in Public Policy and Environmental Management from Duke, and a BS in biology from Stanford.

