Your company can increase profits, sales, Competitive advantage and employee productivity – all while decreasing costs and being more socially and environmentally responsible.

This program will show you how!

In this no-nonsense, bottom line Collaborative Learning Lab you will discover how manufacturers profit from being Green.

How Sustainability Benefits Your Company
- Growth & Increased Sales
- Decreased Costs & Operating Expenses
- Increased Profits
- Create Competitive Advantages
- Greater Employee Productivity and Stability
- More Customer & Supplier Loyalty
- Better Utilization of Assets
- Stronger Support From Your Community
- Reduced Environmental Footprint
- Proactive Regulatory Compliance
- Reduced Environmental, Health and Safety Risks

What is Sustainability?
Sustainability is a way of doing business that focuses on the triple bottom line (also known as "people, planet, & profit") capturing an expanded spectrum of values and criteria for measuring organizational success: Economic, Ecological and Social.

Dates and Locations
Alcoa Howmet in Dover, NJ
April 13, 2011
Alcoa, Kingston, NY
May 4, 2011
Registration, Continental Breakfast, Networking from 8 am - Start 8:30 am - 4:30 pm; Lunch Included

REGISTER NOW! ONLINE OR CALL 973-984-0624
http://transitioningtogreen.com/manufacture

What you get:
- Eight hours of information, concepts and techniques.
- An interactive plant tour exercise is included for each facility. See our presentations come to life and drive home understanding and action!
- Access to resources and support materials.
- A FREE consultative assessment of your most pressing need or opportunity.
- A FREE copy of "The Sustainable Enterprise Fieldbook" if you register by April 1, 2011. The co-author of this book is the primary presenter at the Program. ($35 value).

What You Invest:
The fee for attendance is $295 per company for one or two attendees. Group pricing is offered on the registration form. Money back guarantee.

Sponsoring Partners
- ALCOA World’s Leading Producer of Aluminum
- Transitioning to Green™
- Advent-Cook Technologies, Inc.
- U.S. Business Council for Sustainable Development
- GTI
- Linking B2B
What is By-Product Synergy? A way to turn one company's waste into a valuable resource for another company, thus saving landfill space and creating new revenue streams.

Large companies such as Wal-Mart, Boeing, Costco and Alcoa are pushing a new wave of sustainability audits up their supply chain. This Program will show you what this means to your company and how to prepare.

Speaker Frank Garcia of Advent-Cook will discuss his recent experience with their first audit as a supplier to a supplier to COSTCO; you could benefit from their story. A story you don’t want to miss!

Increasing Profits Through Green Manufacturing

About the speakers:

William G. Russell co-authored The Sustainable Enterprise Fieldbook and is a Principal at Transitioning to Green. Bill guided many organizations to sustainability using corporate strategies aligned to increase productivity and market share. He is former head of Global Environmental Services at Pricewaterhouse Coopers, current adjunct professor in sustainability at Fairleigh Dickinson University, and faculty member of the American Management Association.

Joe Schneider began his manufacturing career at AT&T and held management positions at industrial robotics and automation equipment companies. He worked with numerous manufacturing companies in dozens of industries for over 30 years before starting LinkingB2B to support manufacturers in becoming more sustainable by linking them to businesses to help them grow and profit in a sustainable economy.

Frank Garcia manages Advent-Cook’s Planning and Productivity Consulting group providing expertise for facilities planning, quality management, process design, and manufacturing improvement. A Lean Six Sigma Black Belt he has implemented Lean Six Sigma in over 40 manufacturing companies. Frank has significant manufacturing management, engineering, and quality management experience in many industries.

Edward J. Russick is VP of Sustainability at GTI with over 30 years of experience in safety environmental compliance and recycling. He is an environmental professional in hazardous material handling and economical reuse alternatives. Ed Co-chairs the Sustainability Subcommittee, Commerce and Industry Association, and is a member of US Business Council for Sustainable Development and a Certified Recycling Professional.

Jeana Wirtenberg, Ph.D. is President & CEO of Transitioning to Green and consults for manufacturers in the U.S. and China. Jeana edits and authors numerous publications including The Sustainable Enterprise Fieldbook and is co-founder, Institute for Sustainable Enterprise (ISE) Fairleigh Dickinson University. She was formally director at PSEG and held leadership positions at AT&T.

Other Speakers: Key people at Alcoa Howmet, Dover and Alcoa, Kingston will participate extensively in the conversation to share their real-life experience (positive and negative) with implementing green and sustainable initiatives.