SBI to participate in North Jersey Innovates, March 10

NJEntrepreneur.com and North Jersey Partners will host "North Jersey Innovates," a half-day conference and expo supporting entrepreneurs and small business owners in today's economy. The event will feature two panel discussions (one moderated by MSNBC's JJ Ramberg) an expo of 30 organizations serving entrepreneurs and small business, and two skill-building workshops. Throughout the day, the MSNBC show Your Business will be videotaping small businesses asking questions of the show's expert panel, as well as recording entrepreneur success and survivor stories. "North Jersey Innovates" begins at 7:45 a.m. at the Marriott Hanover in Whippany, NJ. More information and online registration are available at www.njinnovates.com. The Sustainable Business Incubator will have an information table at the event, and has the attached page in the Conference program.

Community Green brings Transition Movement to New Jersey

The world famous "Transition Towns Movement" is coming to NJ at the end of March and Community Green has two very special events planned to introduce and discuss what this exciting new community movement is all about and how we can all be involved! End of Suburbia Movie Night and Discussion with Introduction to "Transition Towns" to be held Tuesday, March 24, 6:30 p.m. at the Bernardsville Public Library, 1 Anderson Road, Bernardsville NJ, 07924 This is a free event, open to the public, but please sign up via Meetup as space is limited. Michael Brownlee, co-founder of Transition Boulder County, will present an in-depth Discussion on "Transition Towns" Thursday, March 26, 6:30 p.m. at St. Mark's Episcopal Church, 140 South Finley Avenue, Basking Ridge.

Register here. Community Green is one of two nonprofits supported by the Incubator, with SBI Director Jonathan Cloud on the Boards of each group. (The other nonprofit is CALL, which is pioneering Community Clean Energy Aggregation in New Jersey.) The Transition movement, closely allied with permaculture, has grown to over 400 towns in Europe and elsewhere, and offers a model for sustainable communities in New Jersey.

Beyond Green: Going Green and Sustainable Environments

The Financial Women's Association in New Jersey is offering a timely discussion by Jeana Wirtenberg, Ph.D, Co-founder and Senior Advisor for External Affairs, Institute for Sustainable Enterprise (ISE) to learn about strategies for individuals and businesses, "go beyond green," and discover business opportunities that can benefit both the individual and the environment. The event will take place Tuesday, March 24, 2009, at 6 p.m. at Greenbaum, Rowe, Smith & Davis LLP, Metro Corporate Campus I, 99 Wood Avenue S., 4th Floor, Iselin, New Jersey; the cost is $16 for FWA Members and $20 for Non-Members. Click here for more details and online registration:

http://www.fwa.org/event/2009_0324_njgogreen.htm
Upcoming ISE Breakfasts to focus on Green Jobs, Sustainable Communities

The next ISE Breakfast, scheduled for March 27, will address Green Jobs: Fueling the Green Economy, and feature Jennifer Cleary, Senior Project Manager, John J. Heldrich Center for Workforce Development, Rutgers University; Elizabeth Reynoso, Coordinator of New Careers, New Jersey Institute for Social Justice; and Michael Winka, Director, Office of Clean Energy, New Jersey Board of Public Utilities. For more information, and to register, go here. The April 17 breakfast will address Sustainable Communities and feature Randall Solomon, Founder and Executive Director, New Jersey Sustainable State Institute (NJSSI), Edward J. Bloustein School of Planning and Public Policy, Rutgers University; Donna Drewes, Municipal Land Use Center at TCNJ; and Pam Mount of Terhune Orchards.

2009 Green Ventures Conference, May 19-21, now open for registration, sponsors

The Incubator’s 2009 Green Ventures Conference, titled Jumpstarting the New Green Economy, has been moved up to May 19-21 at our Madison, NJ campus, and has launched its own web site at http://GreenVenturesConference.org. The conference is now open for pre-registration, exhibitors, and sponsorships. We expect over 400 attendees, 60 exhibitors, more than 20 panel discussions, two networking receptions, and a stellar awards event. Not to be missed.

Pre-Conference Discussions to follow Green Jobs, Sustainable Communities Breakfasts

The SBI will organize pre-conference conversations on the Green Jobs and Sustainable Communities topics following each Breakfast session, with the conference organizers. More details to be posted at http://GreenVenturesConference.org. Please join us for these informal, in-depth conversations.

New Jersey, a mecca for clean energy companies

The Rutgers EcoComplex, the Meadowlands Commission Business Accelerator and Fairleigh Dickinson’s Sustainable Business Incubator are launching a collaborative to provide state-wide assistance to renewable energy startups and other cleantech companies to accelerate the commercialization of their technology in support of the state’s aggressive Energy Master Plan, Global Warming Response Act, and economic growth strategy. (This item is also appearing in the NJ Business Incubator Network newsletter - see http://njbin.org.)

In other news:
Woodbridge sets out to become an early capital of the green nation

According to the *Star-Ledger*, "It has the site (107 forlorn acres) and the vision of hosting cutting-edge businesses there." An ISE-SBI delegation will meet with the Mayor’s staff and visit the site on March 6.

Sustainable Jersey launched February 26 in Trenton

On Thursday, Feb 26th, Sustainable Jersey officially turned on their website, posted their phone number and kicked off their efforts. Their purpose, in a nutshell is to encourage and make it easy for NJ Communities to become more sustainable. As Mark Mauriello, the Commissioner of the DEP put it, "The Sustainable Jersey initiative will (help NJ towns and cities) cut through the alphabet soup that is the state government" to gain access to information and resources available now. For more information, see SustainableJersey.com.

Green Economy gains ground worldwide, but opposed by free-market ideologues

The news is full of reports on green jobs and green economy initiatives, both in the U.S. and elsewhere, but ideologues are already falling over themselves to warn of dire consequences. Max Schulz, a senior fellow at the impressive-sounding Manhattan Institute’s Center for Energy Policy and the Environment, warns that "Inefficient eco-friendly technologies destroy more jobs than they create" (*The Green-Jobs Engine That Can’t*, *City Journal Winter 2009*). The Manhattan Institute’s Center for Energy Policy and the Environment "advances ideas about the practical application of free-market economic principles to address today's energy issues." According to their website, they are "leading an effort to show how a pro-growth, supply-side energy policy can be harmonized with a concern for the environment." Wait, isn't this the philosophy that got us into the present crisis? For more information, see [greenventuresconference.org/?p=418](http://greenventuresconference.org/?p=418)

The Sustainable Business Incubator assists companies and nonprofits, especially but not exclusively startups, with business initiatives that address the issues of sustainability, and encourage them to embrace principles and practices that maximize the triple bottom line of people, profits, and planet. For more information, see: [http://www.fdu.edu/sbi](http://www.fdu.edu/sbi).

The Institute for Sustainable Enterprise focuses on bringing people together to learn how to make their organizations and the world more environmentally, socially, and economically sustainable. The ISE conducts research, education, and service activities that promote all aspects of sustainability. For more information, see: [http://www.fdu.edu/ise](http://www.fdu.edu/ise).

The ISE is part of *Silberman College of Business*, *Fairleigh Dickinson University’s* nationally recognized school of business and entrepreneurship. For more information see: [http://www.fdu.edu](http://www.fdu.edu).

(Additional Details Online)
The Institute for Sustainable Enterprise (ISE), at Fairleigh Dickinson University, founded in 2005, is part of the AACSB-accredited Silberman College of Business.

ISE focuses on bringing people together to learn how to make their organizations and the world more environmentally, socially, and economically sustainable. By sustainable we mean being able to generate and regenerate the natural, social, human, manufactured, and financial capital for both short and long-term prosperity. ISE is committed to helping leaders and managers develop new roles and competencies for themselves that will contribute to creating sustainable enterprises in the 21st century. We are especially good at systems thinking, learning from doing, building bridges between sectors (corporate, government, non-government, education, academic), and creating an atmosphere that fosters thoughtful reflection and collaboration. ISE concentrates on three related areas of contribution:

- **Applied research** – field studies examining how to best enhance sustainability
- **Education** – coursework, seminars, workshops, and training programs to teach leaders/managers and students to lead and manage sustainably, as world citizens, and
- **Services** – network-building and facilitation to support concrete sustainability-enhancing initiatives. ISE is funded through seed grants, corporate partnerships, research and program-development grants, and other revenue producing services.

**ISE/CHRMS BREAKFAST SEMINAR SERIES**

**Fridays, 7:30—9:30 a.m.**

Hartman Lounge, the Mansion, Fairleigh Dickinson University, Madison, NJ

- **March 27, 2009**
  “Green Jobs”

- **April 17, 2009**
  “Sustainable Jersey”

**Register at:** [http://www.fdu.edu/forms/chrmsregister.html](http://www.fdu.edu/forms/chrmsregister.html)

**Website:** [www.fdu.edu/ise](http://www.fdu.edu/ise)

The Sustainable Business Incubator (SBI) is a program of the Institute for Sustainable Enterprise.

**SBI’s mission is to assist companies, especially but not exclusively startups, with business initiatives that address the issues of sustainability, and encourage them to embrace principles and practices that maximize the triple bottom line of people, profits, and planet.**

FDU’s SBI is an incubator program, which means that it does not have office or lab space that it rents out to clients. But it provides most of the other services typically associated with an incubator. New Jersey currently has more than a dozen incubators, many associated with universities and colleges. The SBI embraces collaboration and networking as critical sustainable enterprise qualities. As such, we actively collaborate with other universities and incubators within New Jersey, the rest of the U.S., and elsewhere throughout the world. Incubators are highly effective in assisting companies with organization, management, financing, technology, job creation, marketing, and other key elements of business functioning.

**GREEN VENTURES CONFERENCE**

“Jumpstarting the New Green Economy”

Sustainable Entrepreneurship Symposium and Expo

Green Jobs Fair and Green Expo

NCIIA Invention to Venture Workshop

**Register at**


**May 19–21, 2009**

Fairleigh Dickinson University

285 Madison Ave., Madison, NJ

**Website:** [www.fdu.edu/sbi](http://www.fdu.edu/sbi)