



# Foth Conference On Sustainability:

## Balancing People, Planet and Profit

A Symposium for Government and Business Leaders



**Thursday, June 19, 2008**

Radisson Paper Valley Hotel and Conference Center—Appleton

Featuring Sarah James and Torbjorn Lahti,  
award-winning authors of *The Natural Step for Communities*,  
along with Bob Willard,  
author of *The Sustainability Advantage*



# About the Conference

Government and business leaders know their world is changing. There is growing pressure to be economically strong while simultaneously combating the effects of numerous global factors beyond their control.

Citizens and consumers are increasingly aware of how “going green” or “becoming more sustainable” fits with professional, personal and community goals. They exert influence on you and other leaders to adopt sustainable practices which collectively affect the environment, society and profitability in a positive way. Good leadership decisions, rooted in sustainable principles, can help deliver benefits to society, the economy and the environment.

Join us for the 2008 Foth Conference on Sustainability: Balancing People, Planet and Profit, and learn more about sustainability and how you can incorporate sustainable practices and policies into your organization. This hands-on interactive conference featuring award-winning authors and international sustainability experts can help you on your journey toward sustainability.

## Who Should Attend

The 2008 Foth Conference on Sustainability: Balancing People, Planet and Profit is tailored to chief elected officials, board members and department heads of local and regional units of government, and senior executives, directors and business leaders with responsibility for developing and implementing sustainability initiatives or related programs within organizations of any size.

## What to Expect

This hands-on, interactive conference will

- Define what sustainability is—what it is not.
- Offer specific examples of the positive benefits accrued to municipalities and businesses by adopting sustainable practices
- Explain how executives can increase the value and success of the organization by integrating sustainability strategies with business strategies
- Identify awakened market forces that could jeopardize companies’ intangible/non-financial value if they fail to be more environmentally and socially responsible
- Quantify seven potential financial bottom-line benefits of committing to sustainability strategies and behaviors
- Provide workshop opportunities for you to begin

identifying sustainable strategies and practices using The Natural Step process

- Learn how sustainability can play a central role in economic development
- Provide opportunities for you to meet and speak with international experts in small group or individual settings

## Agenda

- 8:00–8:30 ..... Registration/Continental Breakfast  
8:30 ..... Welcome—Tim Weyenberg, CEO, The Foth Companies  
8:40–10:15 .... Introduction to Sustainability and The Natural Step Process—Sarah James and Torbjorn Lahti  
10:15–10:30 .. Break  
10:30–11:30 .. The Business Case for Sustainability—Bob Willard  
Question & Answer Speakers’ Panel  
12:00 ..... Lunch  
12:30–2:15 .... **Concurrent Workshops:**
- 1 How to Bring Systematic Change to Your Business or Community Using the Natural Step Framework—Torbjorn Lahti & Sarah James
  - 2 How to increase the Understanding of Sustainability within Your Organization *and* The Marketing Edge Sustainability Offers—Bob Willard
- 2:15–2:45 ..... Bringing it Home—Applications in Industry and Local Government—Christine Kurtz, Environmental Engineer, Foth/Former Safety and Environmental Team Leader, Kimberly-Clark Corporation, Everett, WA  
Fred Schnook, MPA, Foth/Former Mayor of Ashland, WI, an Eco-Municipality

## About the Sponsors

**The Foth Companies** combine technical expertise with personalized service to solve planning, engineering, and environmental challenges for local governments and businesses throughout the U.S. Visit us at [www.foth.com](http://www.foth.com).

**Bay Lakes and East Central Regional Planning Commissions** are agencies that provide planning services on area-wide issues, represent local interests on state and federal planning program activities and provide local planning assistance to communities in the north-eastern and east central regions of Wisconsin. Visit them at [www.baylakerpc.org](http://www.baylakerpc.org) and [www.eastcentralrpc.org](http://www.eastcentralrpc.org).

# About the Presenters

**Sarah James and Torbjorn Lahti** are the co-directors of IEMEA, the Institute for Eco-Municipality Education & Assistance. They co-authored *The Natural Step for Communities: How Cities & Towns Can Change to Sustainable Practices*. Between them, they have worked with over 200 municipalities in community and sustainability planning since the 1980s.



James is a city and town planner with more than 25 years of experience in housing, planning, and community development. She specializes in participatory planning approaches and in planning for community sustainability. She is a co-author of the American Planning Association's Policy Guide on *Planning for Sustainability*, adopted by APA in 2000. She holds a Masters Degree in City Planning from the Harvard University Graduate School of Design.



Lahti is a planner and economist who has been working professionally with sustainable development municipalities and local communities in Sweden for the last 20 years. He began the first eco-municipality initiative in Sweden in the early 1980s, and is the founder of the Swedish eco-municipality movement consisting of over 25 percent of all the municipalities in that country. He founded and served as coordinator of SeKom—the National Association of Swedish Eco-municipalities from 1990 to 1995, and is currently affiliated with the The Natural Step Organization.



**Bob Willard** is a leading expert on the business value of corporate sustainability strategies. In the last five years, he has given hundreds of keynote presentations to corporations, governments, academics, and NGOs. Bob applies business and leadership development experience from his 34-year career at IBM Canada to engage the business community in proactively avoiding risks and capturing opportunities associated with sustainability issues.

He is the author of *The Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line* which quantifies potential bottom-line benefits from using sustainability strategies, and *The Next Sustainability Wave: Building Boardroom Buy-In* which he shows how to convince senior executives to commit to sustainability strategies.

The conference takes place at the Radisson Paper Valley Hotel and Conference Center in downtown Appleton.  
333 W. College Avenue, Appleton WI 54911; (920) 733-8000

## Registration Form

Limited  
Seating  
Available!

Name \_\_\_\_\_  
Organization \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Registration Fee: \$50.00 (if received by June 12); \$75 after June 12  
Make checks payable to Foth Infrastructure & Environment, LLC

Please indicate the workshop you will most likely attend:  Workshop 1 or  Workshop 2

Send registration form along with registration fee to:

Jim Loreti  
Foth  
2737 South Ridge Road, Suite 600  
P.O. Box 12326  
Green Bay, WI 54307-2326



Co-Sponsors:



For more information, contact Jim Loreti at (920) 496-6740, or [jloreti@foth.com](mailto:jloreti@foth.com).