

The Global Business Club of Mid-Michigan began in 1990 as the International Business Forum with a target audience of academics, public policy makers, and the local business community. Over time, the focus of the Global Business Club has shifted to highlight global issues of interest to the mid-Michigan business community. The GB Club is dedicated to supporting global business growth tied to Michigan and its diverse corporations. The main activity of the GB Club is a luncheon speaker series.

Organized by Michigan State University's Center for International Business Education and Research (MSU-CIBER) and co-sponsored by Foster, Swift, Collins and Smith, P.C., the Greater Lansing Regional Chamber of Commerce, Lansing Community College, Michigan State University Center for Advanced Study of International Development (CASID), Women in International Development (WID), and the MSU College of Law, the monthly GB Club luncheons provide outstanding speakers and relaxed networking opportunities for anyone interested in international business.

Register/RSVP now at: <http://GBClub.msu.edu>



## Sustainability as a Megatrend in International Trade



Thursday, November 18, 2010

Richard Chapas, Sustainability and  
Green Business Consultant



<http://GBClub.msu.edu>



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The Henry Center for Executive Development, B119, 3535 Forest Road, Lansing  
Lunch to follow in Rooms 106-107

### Agenda:

- 9:30–10:00 a.m. Registration
- 10:00–10:15 a.m. Welcome and Introduction of Speakers, Kirsten M. McNelly, J.D., Foster, Swift, Collins & Smith, PC
- 10:15–10:45 a.m. **Workshops:**  
Mark E. Curran, Principal, Environ Corp; "Small Changes Make a Big Difference—How Sustainable Practices Impact Your Bottom Line."
- 10:45–11:15 a.m. **Panel Discussion**  
David Schwinn, Professor, Lansing Community College  
Kirsten M. McNelly, J.D., Foster, Swift, Collins & Smith, PC  
Christine Spitzley, Tri-County Regional Planning Commission  
"Waste-to-Profit Networks in Michigan." This will include a discussion of how your organization can get involved, how such a network may assist in global marketability, and success stories.
- 11:15–11:45 a.m. Nancy Kahn, J.D., Foster, Swift, Collins & Smith, P.C.  
Current programs and funding opportunities to help your business go green and become internationally competitive.
- 12:00–1:30 p.m. **Global Business Club of Mid-Michigan lunch**
- 12:45–1:15 pm **Keynote Speaker**  
Introduction by Joseph Hess, President of Greater Lansing UN Association  
Rich Chapas, Sustainability and Green Business Consultant  
**Sustainability as a Megatrend in International Trade**

### Registration

The cost is \$25 for the lunch.

Register/RSVP now at: <http://GBClub.msu.edu>

You can choose to pay by credit card, check, or cash online. Check or cash payments will be collected at the door.

Call 517-353-4336 if you are having trouble registering online.



### LUNCH KEYNOTE

Thursday, November 18, 2010, "Sustainability as a Megatrend in International Trade" – Richard Chapas, Sustainability and Green Business Consultant



Dr. Chapas is a Board member for the Center for Sustainable Enterprise at the Kenan-Flagler Business School at the University of North Carolina. He has worked with academic and industrial experts to develop products directed at the needs of the developing world. He has presented papers throughout the world on sustainable development and innovation. He is on the Executive Committee for the U.S. Business

Council for Sustainable Development which leads U.S. businesses in developing projects to drive sustainable solutions, including industrial ecology and ecosystems restoration. He currently serves on the faculty of the University of Delaware, Lerner Business School, where he teaches courses on sustainability and green business.

Dr. Chapas has his own consulting firm and has worked for the following companies: Rayonier, Vice President of Research & Development, Kimberly-Clark, Senior R&D Manager; Johnson & Johnson, Group Leader; and Eastman Kodak, Senior Scientist. While operating his own business, he served as: Chief Operating Officer for Cara Plastics, a University of Delaware start-up company producing bio-based materials; Associate Director, Industrial Collaboration, for the Particle Engineering Research Center at the University of Florida; and Strategic consultant for Lysac which was a Canadian, start-up producing bio-based materials and is now a division of ADM. He has designed and taught training courses for the University of Georgia; and Rochester Institute of Technology.

Dr. Chapas has a breadth of experience in developing and commercializing new products. His expertise in innovation and sustainable development provides for unique solutions to market opportunities. His patent portfolio includes products, which are generating over thirty million in sales. He has worked with the USDA, Department of Energy, and National Science Foundation.

He is a member of the Industrial Research Institute (IRI), where he has served on the Board and as chair for working groups on Knowledge Management, Sustainability in R&D, and Managing Nanotechnology Development where he worked closely with the NSF-NNI. He was the IRI Board liaison to the National Innovation Initiative and worked with the Council on Competitiveness.

His academic training includes a B.S. in Chemistry from St. Vincent College and a Ph.D. in Organic Chemistry from University of Illinois.

#### Council Co-Chairs

Jeann Schtokal, Foster, Swift, Collins & Smith, P.C.  
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Jamie Zmitko-Somers, Department of Agriculture