

Global Business Club of Mid-Michigan

Environmental Sustainability & Business Profitability: An International Perspective

Thursday, March 14th, 2013 – 8:30am-1:30pm

MSU Henry Center for Executive Development – 3535 Forest Road, Lansing

- 8:30 – 9:00 a.m. Registration & Networking**
- 9:00 – 9:20 a.m. Welcome & Opening Remarks**
Jade Sims, Trade Specialist, MSU International Business Center
Joseph Hess, President, Greater Lansing Chapter, United Nations Association
- 9:20 – 9:45 a.m. The Evolving Byproduct Synergy Network of Greater Lansing**
Christine Spitzley, Senior Environmental Programs Planner, Tricounty Regional Planning Commission
- 9:45 – 10:15 a.m. Waste Recycling As a Global Profit Generating Strategy**
John Bradburn, Manager of Waste Reduction Efforts, General Motors
- 10:55 – 10:30 a.m. Break**
- 10:30 – 11:00 a.m. How Improving Packaging Sustainability Improves Profits**
Joseph Hotchkiss, Director, MSU Center for Packaging & Sustainability
- 11:00 – 11:30 a.m. New Business Opportunities for Recycling Biomass, Phosphorus, & Water**
Steven Safferman, MSU Bioenergy Systems & Agricultural Engineering
- 11:30 – 11:45 a.m. Panel Discussion**
- 12:00-1:30 p.m. Global Business Club of Mid-Michigan Luncheon**
Introduction: Tom Maguire, US Dept. of Commerce Export Assistance Center, Ret.
Keynote Speaker: Fred Keller, Chairman & CEO, Cascade Engineering

Info and registration: www.GBClub.msu.edu - \$35 registration fee includes break service & lunch

Co-sponsor: Greater Lansing Chapter, United Nations Association

www.GBClub.msu.edu - 517.353.4336 – check us out on social media:   



Broad College of Business
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LANSING REGIONAL CHAMBER