



Sustainable Business Series

An educational collaboration between the
Center for Sustainability and the Environment and the
Sullivan Center for Business and Entrepreneurship

"How to Build a Purpose-Led Marketing Platform"

Jim Armstrong, founder
Good For Business

Good For Business, a certified B Corporation, is a full service creative communications firm dedicated to serving only socially-responsible and sustainably-conscious businesses and organizations committed to creating a better world. Jim Armstrong helps his clients unearth, capture and validate their noble purpose and cause, then he strategically creates digital, print and integrated messaging tools to successfully achieve that purpose.



Wednesday, March 18, 2015 at 7:00PM
Zabriskie Hall Room 106

This event is free and open to the public.

Wells College is committed to providing access to all events; anyone needing assistance should contact Marlon Brown, Center for Sustainability and the Environment, at 364-3304 or by email at mbrown@wells.edu, as soon as possible.

The education of an extraordinary life.



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Monday, April 6 7:00PM Zabriskie 106
"Adventures in Clean Tech Investing"

Terence Cryan, managing director
Concert Energy Partners

Mr. Cryan is co-founder and managing director of Concert Energy Partners LLC, an investment and private equity investment firm with a focus on the traditional and alternative energy, power and natural resources industries. Through his work at Concert Energy, Mr. Cryan serves as a director of a number of publicly listed companies, including Ocean Power Technologies, Inc. (NASDAQ: OPTT) where he serves as Chairman of the Board. Ocean Power Technologies is engaged in developing and commercializing systems that generate electricity by harnessing the renewable energy of ocean waves.



Thursday, April 9 7:00PM Stratton 209
"Staples' Sustainability Story... the Continuous Journey"

Mark Buckley, VP for Environmental Affairs
Staples Inc.

Mr. Buckley directs Staples' global environmental commitment and sustainable business practices. He is responsible for driving the company's sustainability efforts in five major areas: the development of more sustainable products, packaging and services; customer recycling solutions; internal waste reduction; the development of global carbon reduction and renewable energy strategies; as well as environmental education for customers and associates focused on sustainable business solutions.



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"Sustainability at Wegmans"

Jason Wadsworth
Sustainability Manager, Wegmans Food Markets, Inc.

Wegmans Food Markets, Inc. is an 85-store supermarket chain with stores in New York, Maryland, New Jersey, Pennsylvania, Massachusetts and Virginia. The family-owned company, founded in 1916, is widely recognized as an industry leader, innovator and consistently named one of the '100 Best Companies to Work For' by FORTUNE magazine. Jason Wadsworth has been with Wegmans for 25 years and is responsible for leading the development and implementation of sustainability programs that are good for the environment, people and Wegmans.



Wednesday, September 23, 2015 at 7:00PM
Stratton Hall Hostetter Lecture Room 209

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"Role of Business in Designing a Sustainable Economy"

Laura Ornstein, coordinator
NYS Sustainable Business Council

The New York State Sustainable Business Council is an alliance of business organizations and businesses committed to advancing a vibrant, just, and sustainable economy in the state. Priority issues for the council include advocating for safer chemicals and products and supporting the Governor's ban on hydraulic fracturing for natural gas. Ms. Ornstein's background includes policy advocacy at the local, county, and state levels with a focus on energy and food-related issues.



Monday, February 8, 2016 at 7:00PM
Zabriskie Hall Room 106

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Sustainable Sweets (Improving the candy industry one truffle at a time)

Darlynn Overbaugh '01
Owner and Head Confectioner
Life's So Sweet Chocolates



This 2001 Wells graduate has parlayed her background in arts and performance, her sweet tooth, and her passion for community into a thriving retail business creating artisan chocolate confections. Along the way, Darlynn immersed herself in the "life cycle" of cacao, learning about the high resource intensity of chocolate production, and why it is critical to ensure more ethical, responsible choices are made about the chocolates and confections her company handcrafts.



Tuesday, September 13 at 7:00PM
deWitt Lecture Hall (Room 106)
Zabriskie Hall

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How Money Responds To Climate Risk

Vita DeMarchi
Managing Partner and Co-Founder
Synopsis Partners, LLC

Synopsis's mission is to help evaluate the probability of environmental and professional risks, to avoid unaffordable risks, and to transfer, reduce or manage the risks that are necessary and worthwhile. Synopsis is one of the largest, most respected wholesale environmental insurance firms in the country. Ms. DeMarchi will discuss how the insurance industry is responding to the impacts of climate change and the financial cost implications to "business as usual." Learn how the insurance industry can be an agent of change for climate-supportive public policy development and implementable actions.



Tuesday, October 4, 2016 at 7:00PM
deWitt Lecture Hall (Room 106)
Zabriskie Hall

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Fit, Fits, Foils and Fortune? Freestyling with Venture Capital around the Triple Bottom Line

Pat Govang
Technology Licensing Officer
Cornell University

Pat is a serial entrepreneur, mentor, coach, teacher, and executive. Currently, he is a member of the technology licensing team at the Cornell University Center for Technology Licensing. In the recent past, he has worked with numerous entrepreneurial growth companies ranging from biotech to optics. Pat founded venture-backed start-up, *o2e Materials*, based on technology from Cornell. He grew the company that made an alternative to wood composites using soy and waste agricultural fibers from zero to 30 employees, raising over \$12M in venture investments and grants through the most economically challenging years of 2007-2012. He has served as the Chairman of *Comet Skateboards*, a founding B-corporation and a triple-bottom line company driving sustainable change in action sports.



Wednesday, April 12, 2017 at 7:00PM
deWitt Lecture Hall (Room 106)
Zabriskie Hall

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Extended Producer Responsibility: The Next Frontier in Solid Waste Management

Andrew Radin
Chair, NY Product Stewardship Council
Director, Recycling and Waste Reduction
Onondaga County Resource
Recovery Agency (OCRRA)



Learn how the concept of Extended Producer Responsibility can increase recycling, create jobs in NY State, and result in more environmentally sound products and packaging.

Tuesday, September 19, 2017 at 7:00PM
deWitt Lecture Hall (Room 106)
Zabriskie Hall, Wells College

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The Great Pivot: Freeing Up Humans to Do Meaningful Work

Dan Smolen
Managing Director
The Green Suits, LLC

As a nationally recognized recruiter, podcaster, serial entrepreneur, marketer, environmental and public policy activist, and author of "Tailoring the Green Suit: Empowering Yourself for an Executive Career in the New Green Economy", Dan brings a unique perspective to career development and supporting hiring managers and talent in the New Green Economy.



Monday, October 23, 2017 at 7:00PM
deWitt Lecture Hall (Room 106)
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The Transformative Impacts Of ReUse

Diane Cohen

Executive Director
Finger Lakes ReUse, Inc.



Community ReUse Centers address the global waste problem and actively transform unwanted materials into valuable local assets. ReUse is a simple concept providing an avenue for supply chain feedstocks for entrepreneurs and businesses, and affordable materials for projects and people in need, simultaneously creating opportunities for local citizens including pathways to employment, skill-building, skill-sharing, and living wage jobs. The problems of textile waste, e-waste, construction & demolition debris, energy consumption and CO2 emissions are reduced as people empower themselves through the engaging activity of reuse.

Tuesday, February 6, 2018 at 7:00PM
deWitt Lecture Hall (Room 106)
Zabriskie Hall, Wells College

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The Future is Grown

Gavin McIntyre

Co-founder and Chief Scientist
Ecovative Design



Plastics have come to dominate our material needs over the last century, and we're beginning to see their impact on our planet. Mycelium, the "root-like" vegetative tissue of mushrooms, offers unique adhesion ("nature's glue") and structural properties that can compete with some plastics. Unlike plastics, fungi are entirely compostable, and at the end of their useful lifecycle can passively return to the earth.

Wed., September 26, 2018 at 7:00PM
deWitt Lecture Hall (Room 106)
Zabriskie Hall, Wells College

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From Ecological Overshoot to Future-Proof Businesses

Jussi Nikula

Head, Ecological Footprint Programme
WWF Finland



2018 Fulbright Mid-Career Professional Scholar

Natural resource consumption of our societies exceeds the planetary boundaries. In Western societies, we need to fulfill our needs and wants in a way that decreases our footprint by a factor from five to ten. Many current practices and business models are clearly not aligned with this challenge. Mr. Nikula will discuss the scale of the challenge as well as the latest solutions and concepts to meet that challenge. How can businesses and societies transform themselves to be future proof?

Mr. Nikula's visit was made possible with support from Fulbright Outreach Lecturing Fund.

Thursday, October 25, 2018 ~ 7:00PM
Center for Sustainability, 212 Zabriskie Hall
Wells College

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What Businesses Can Do to Reduce their Climate Change Impacts

Mark Buckley

Founder and CEO
One Boat Collaborative



Mr. Buckley, formerly the VP for Environmental Affairs for Staples Inc., will speak about his consulting work helping businesses and organizations "operationalize" their energy and carbon commitments both within the 4 walls of their operations through Scope 1 and 2 greenhouse gas emissions reductions. He will also explain how businesses can activate commitments to reducing climate impacts across their supply and value chains in the form of Scope 3 emissions reductions.

Thursday, March 21, 2019 at 7:00PM
deWitt Lecture Hall (Room 106)
Zabriskie Hall, Wells College

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Integrating Sustainability into Small/Medium-sized Businesses in NYS

Hormoz Movassaghi

professor, Finance and International
Business, Ithaca College

Narges Kasiri

associate professor, Management
Ithaca College



In 2018, this faculty duo surveyed over 650 small to medium-sized businesses in New York State to discover their motivations for integrating sustainability in their organizations. This study focused on the motives and challenges such firms have experienced in their sustainability engagement, the variety of sustainable solutions they have adopted and whether or not these measures have "paid off".

Wednesday, March 27, 2019 at 7:00PM
deWitt Lecture Hall (Room 106)
Zabriskie Hall, Wells College

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Sustainable Wine Making in the Finger Lakes Region: Challenges and Opportunities

Peter FitzRandolph

Wine Industry Consultant
Finger Lakes
Sustainable Strategies



This talk will review the vital importance of the concepts of sustainability and the Triple Bottom Line and the relevance of these concepts to the wine industry. We'll take a deeper dive into the question of winery externalities, note some of the sustainability programs in other wine regions, and take a look at how these concepts are applied at Silver Thread Vineyard in Ithaca, NY. Free biodynamic wine tasting for those over 21 - ID required.

Wednesday, April 17, 2019 at 7:00PM
deWitt Lecture Hall (Room 106)
Zabriskie Hall, Wells College

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Financing the Clean Energy Transition and the Role of State and Local Green Banks

Curtis Probst

Co-CEO, NYCEEC
Adjunct faculty,
Columbia University



Financing the transition to a clean energy economy represents both an enormous challenge and an unprecedented opportunity. The frameworks and instruments of finance are evolving to meet this need, and "green banks" are playing an important role on the national level in some countries and on the state and local level in the US. Curtis Probst, Co-CEO of NYCEEC (the oldest local green bank in the US, based in NYC), will discuss these important trends and their role in financing the clean energy transition.

Thursday, September 19, 2019 at 7:00PM
deWitt Lecture Room 106
Zabriskie Hall, Wells College

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Can Harnessing the Power of the Ocean Change the World?

Terence J. Cryan

Chairman of the Board
Ocean Power Technologies



Terence Cryan has over twenty-five years of experience in international business based in the US and Europe. He currently serves as Chairman of the Board of Ocean Power Technologies Inc., a pioneer in renewable wave energy technology that converts ocean wave energy into electricity. Information from the oceans can help us understand climate change and natural disasters while also providing sources for food and energy. Wave power is abundant in all areas of the world and its harnessing offers a dependable clean source of renewable and cost effective energy.

Wednesday, February 5, 2020 at 7:00PM
deWitt Lecture Room 106
Zabriskie Hall, Wells College

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Imagine This!

Jennifer Porter '98

Vice President, GBB



The presentation examines current methods that municipalities in the United States are using to integrate the circular economy model in solid waste programs to fulfill waste diversion objectives and develop local/domestic capacity for waste management. Ms. Porter will cover current solid waste, recycling and composting industry myths, what's working in the municipal and waste processing sectors, and what public and private sector leaders -- along with technology developers -- can do to promote sustainable solutions. Examples of innovative projects in Michigan, Virginia, and the Northwest will highlight upstream/producer responsibility as well as contracting, public-private partnership and outreach techniques that can move the needle toward a new paradigm for sustainable solid waste management in the decades to come.

Tuesday, October 27, 2020 at 7:00PM
on-line: Zoom 817 9132 362 passcode: 874012
Wells College

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The Eco-Economics of Sustainable Manufacturing

Bob Bechtold
President, HARBEK Inc.



HARBEK is a contract manufacturer of 3D printed metals and plastics, and machined or injection molded components and assemblies. The company's journey to eco-economic sustainability came about from the personal desire of its owner, Bob Bechtold, to be environmentally responsible. HARBEK developed an internal Eco-Economic model for evaluating the costs and benefits of all technologies, equipment, and projects that relate to business objectives for achieving carbon neutrality. This Eco-Economic model also ensures that the business achieves financial value from its investments, so that goals for environmental, energy, social, and sustainable impact do not interfere with the ability to achieve desired financial performance. HARBEK has saved hundreds of thousands of dollars in energy costs by offsetting what they would have paid for energy if they had not made Eco-Economic analytical choices on energy improvements.

Tuesday, November 17, 2020 at 7:00PM

on-line: **Zoom 864 6808 9811** passcode: **776404**

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The Business Case for Sustainability? It's the Wrong Question.

Martin Wolf
Director of Sustainability & Authenticity
Seventh Generation, Inc.



When proposing sustainability initiatives, managers are often asked, what is the business case? It's the wrong question. The proper question is, what's the case for running our business *unsustainably*? Mr. Wolf is responsible for creating frameworks for the design of sustainable products for this major brand manufacturer of ecological household and personal care products. He also creates frameworks for more sustainable systems of commerce, and for working with other businesses, industry associations, legislators and regulators, to implement those frameworks.

Tuesday, March 30, 2021 at 7:00PM

on-line: **Zoom 872 9384 3027** passcode: **#\$0civ**

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Winning the Future with Sustainability at MetLife

Emily Adams
Senior Sustainability Lead
MetLife



Learn how sustainability has become a strategic priority at MetLife, tied to the company's purpose and leadership goals. Learn about MetLife's sustainability commitments, including both short and long-term objectives, and how the company communicates progress both internally and externally to customers, employees, investors and community members.

Tuesday, April 27, 2021 at 7:00PM

on-line: **Zoom 885 7955 8535** passcode: **175#v4Hk**

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Role of Business in Climate Action

Rajiv Ramchandra
founder
In Wise Company



The need for a business to create a meaningful climate strategy is not just a strategic imperative for the sake of competitive positioning. It is about the survival of life on our planet, an invitation for a conscious evolution, and an invitation to rethink the design of our societies, our businesses and our economies. This talk will broadly cover:

- What exactly is climate change and what are its effects on people and the planet
- What empowered role can businesses play, and are playing, in terms of climate action
- What can you do

Tuesday, September 14, 2021 at 7:00PM

on-line: **Zoom 837 8380 9343** passcode: **4kMnMy.?**

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Sustaining Rural Communities Through Impact Investing

Karin Gregory, J.D., '80
Co-founder and managing partner
Blue Highway Capital



Most Private Equity funds are focused just on returns. *Blue Highway* focuses on two factors for success: returns for our private investors, and how to make an impact by investing in small businesses in rural locations that are typically underserved by outside capital providers. Even banks only provide 16% of their capital to small business in the US. Ms. Gregory will explore the issues and opportunities and discuss some examples of impact-oriented investments and how to find that balance to create sustainability solutions for rural America.

Thursday, October 21, 2021 at 7:00PM

on-line: **827 9548 7164** passcode: **tlv32Aq.**

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Retailers Reaching for Net-Zero

Scot Case
VP for CSR and Sustainability
National Retail Federation



Climate change is already affecting retailers. More intense storms, forest fires, flooding, power outages and other climate-related impacts are disrupting retail operations, including supplier operations deep within supply chains. While more than three dozen retailers have announced or committed to developing science-based climate targets, some retailers are relatively early in their sustainability journey. Some have more sophisticated sustainability strategies, while others are unclear where they are along the sustainability continuum. Mr. Case will share insights from the NRF's recently released guide to help retailers clarify and prioritize their response to climate change. "Retailers Reaching for Net-zero" provides an overview of the science, highlights the business case for taking action and describes a framework for setting science-based greenhouse gas emission targets. It also includes observations and lessons learned from leading retailers.

Wednesday, February 23, 2022 at 7:00PM

Zoom meeting #: **889 7130 7983** passcode: **EZbHv9+5**

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Sustainability at ALDI

Amber Hardy
Director of Facilities, Systems
and Sustainability
ALDI, Inc.



ALDI was recently ranked as the No. 1 most sustainable grocery retailer among seven of the most popular U.S. chain stores. ALDI achieved this ranking as a result of their measurable actions and commitments to decrease harmful operational emissions and reduce plastic pollution. In 2019, ALDI made specific commitments to reduce greenhouse gas emissions by 26% and make all product packaging reusable, recyclable or compostable by 2025. They were also recognized for their dedication to create sustainable product lines as well as their continued use of sustainable energy sources throughout their network of stores, warehouses and corporate offices across the United States. This ranking solidifies ALDI as an industry leader when it comes to sustainability, and their ambitious targets within their sustainability charter inspire the company to continue striving to achieve their sustainability goals. ALDI continues to lead the industry in investment of natural refrigerants and investment in renewable energy.

Tuesday, March 8, 2022 at 7:00PM

Zoom #: **871 3315 0130** passcode: **BUUnVsG9**

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Discovering your Future in the Meta Dimensions of Sustainability

Mark Coleman, president
Convergence Mitigation Management
author of "The Dignity Doctrine:
Rational Relations in an Irrational World"



Mr. Coleman will offer a dynamic discussion of current affairs, the state of sustainability in society and business, the role of individuals-citizens-consumers, and the nexus between corporations, government and society on truly manifesting a sustainable future. Many have a contextual sense of sustainability, but sometimes they don't fully see or understand the complexity of systems or the nuance of different points of view and sectors. The sense of urgency on climate action is rapidly intensifying. This can leave many feeling either invigorated or helpless, frustrated, and even apathetic to the state of affairs and fate of their future in the face of climate and sustainability risks. Having perspective on the role one can serve and having a vision for one's future given the need to change and adapt, can be empowering and uplifting and enable the individual to have resolve in how they engage within the multi dimensions of sustainability.

Tuesday, October 4, 2022 at 7:00PM

**deWitt Lecture Room 106
Zabriske Hall, Wells College**

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Collaboration is a Long View Game

Rachael Ristau '15
Corporate Social Responsibility Manager
Bigelow Tea Company



Infinite questions emerge when analyzing how to better manage globalization. With corporate social responsibility new to our capitalistic economy, reasoning for participation and pushback varies across companies and sectors. Start with active listening as a means to connect the dots across related industries, identify shared interests, and build systems inclusive of stakeholder voices. Global and local collaboration is a long view game--that's the answer.

Wednesday, November 9, 2022 at 7:00PM

Zoom #: **845 5727 1599** passcode: **18kYS@C**

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7 Winning Public Relations Tactics for Green Companies

Tony DeFazio
Founder and Principal
Sustainable PR



Eco-conscious consumers are rightfully skeptical about corporate sustainability claims and are quick to call out "greenwashing". Smart green companies can use that to their competitive advantage. Conventional marketing wisdom told us that price, status, and convenience were the biggest factors that consumers truly cared about. More consumers than ever — and wider demographics than ever — are prioritizing their environmental impact when they shop, even above traditional driving factors like convenience and price when comparing similar offerings. Mr. DeFazio will share tips for authentically walking the line between effective green marketing and disingenuous greenwashing.

Tuesday, April 25, 2023 at 7:00PM
Zoom #: 839 8503 6474 passcode: QG56fl?z

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Eliminating the Idea of Waste

Kathy Pazakis
Chief Commercial Officer
Terracycle, Inc.



Overconsumption and a throwaway culture have led to a global waste crisis. While even complex trash is technically recyclable, most materials are not profitable to recycle. As a result, waste piles up in landfills and pollutes our planet while virgin materials are extracted from the earth to create new products. TerraCycle's mission is Eliminating the Idea of Waste®. Businesses, government entities, and people like you work with the company globally to keep trash out of landfills or from incineration. Through collaboration and innovation, they have developed the world's first solutions in everything from recycling to reuse.

Wednesday, October 25, 2023 at 7:00PM
Zoom #: 820 7092 0674 passcode: w@#ar0gB

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Farming the Superfood That Can Save the Planet

Chad and Claire Simons
Owners/operators
3 Cricketeers
Cricket Farm



Farming crickets requires far less water and land than traditional animal agriculture and creates much less waste and emits virtually no greenhouse gases. 3 Cricketeers is the only cricket farm for human consumption in Minnesota and one of only a handful in the US. The company organically and humanely grows and processes their crickets in their urban farm and onsite licensed commercial kitchen. The Simons oversee every aspect of the process from the farm to the finished products which include cricket protein powder, granola bars, seasoned roasted crickets, cricket cookies, and cricket "frass" that can be used as a natural plant fertilizer. Learn about their personal motivations for starting to farm - and eat - insects and what they view as the huge growth potential for insect agriculture.

Wednesday, November 1, 2023 at 7:00PM
Zoom #: 836 3688 2889 passcode: lIN4isj2

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