

GRSD's Women's Leadership Forum to Co-Host Program with Financial Women's Association of NJ and NY

Green Building and Sustainability Programs: The Real How To of Implementation and Start Up

October 15, 2008

New Jersey businesses have received a blizzard of information about Green Building and Sustainability Initiatives, but few programs deal with the problems of how to implement them with sleeves rolled up, how to start a sustainability business successfully, and how to assess and leverage the financial benefits. On October 28th, Greenbaum, Rowe, Smith & Davis LLP's Women's Leadership Forum and the Financial Women's Association of NJ and NY will co-host a program with three experts in this field who will discuss:

- A definition of green building and sustainable environments so that you can implement sustainability initiatives in your own work or personal environment, advise clients regarding them and invest in or start up your own green business;
- Detailed discussion of the ROI and Life Cycle Costing of sustainable environments and the economic rationale of going green in the private and public domains;
- Examples of existing business ventures in the sustainable environment field, how they work and why they thrive;
- A practical approach to secure buy in for green/sustainable practices in your organization.

The speakers for this program are three leaders in the sustainable environment field. They are architect, Jeanne Perantoni of SSP Architects who will discuss green building projects; Matt Polsky, a research fellow with the Institute for Sustainable Enterprise and associated with the Sustainable Business Incubator at Fairleigh Dickinson University, who will discuss green strategies that can be implemented in an existing business and on how to start a green related business; and Victoria G. Axelrod, a management consultant and organization strategist who will address how to gain buy in for green programs within one's organization. She is a principal of Axelrod Becker Consulting, and she is also a contributing author to the book, *The Sustainable Enterprise Fieldbook: When it all Comes Together*.

Attorneys Emily Kaller and Catherine Shimsky are Co-Chairs of Greenbaum's Women's Leadership Forum.

Greenbaum, Rowe, Smith & Davis LLP operates with over 100 attorneys in four practice departments: Litigation, Real Estate, Corporate and Tax, Trusts and Estates and has offices located in Woodbridge and Roseland, New Jersey.

Press Releases (Cont.)

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