FOR IMMEDIATE RELEASE

EXEC SUMMIT TO SHARE EXCLUSIVE SUSTAINABILITY STRATEGIES

MILWAUKEE—Wisconsin business execs who are keen on running even tighter ships will benefit from the “Executive Summit on Sustainable Business: Tackling a Tough Economy with Sustainability Strategies,” from 7:15 am.-12:15 pm., on Tue., March 3, 2009, at the UWM School of Continuing Education, 161 W. Wisconsin Ave., 7th floor.

This high-impact program which is exclusively for leaders in roles such as CEO, President, COO, CFO or Vice President, explores how strategies to improve organizational sustainability can result in a competitive advantage and higher profits.

Industry experts and representatives from Wisconsin companies, including David Kohler, executive vice president of the Kohler Co., present case studies on how their organizations benefit from sustainability strategies that deliver cost reductions, sales growth, energy savings and positive ROI. Kohler speaks at 7:55 am.

At 8:25 am, keynote speaker Bob Willard, former IBM senior manager, sustainability expert and author, discusses how to more effectively manage the triple bottom line.

A complementary program, “Green Tier Advantage 2009: Sustainability for Wisconsin Businesses,” follows the Executive Summit. The event hosted by the Wisconsin Department of Natural Resources in partnership with the University of Wisconsin-Milwaukee and the Wisconsin Environmental Initiative is Tue.-Wed., March 3-4, also at the UWM School of Continuing Education, 7th floor.

A networking reception from 5-7 pm aims to draw participants from both programs.

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