



Benefit the Planet and Your Bottom Line: Sustainability Strategies for Small and Medium- Sized Enterprises

October 30, 2008
8:00 a.m. – 2:00 p.m.
Whitman School of Management

- **Presentations, panel discussion, hands-on activity, networking opportunities, and answers to your questions.**
- **Business casual attire.**
- **Limited to 50 participants.**
- **\$75.00 registration fee includes breakfast, lunch, materials, and parking in the adjacent UAG garage.**

Many thanks to our outreach partners

**The Greater Syracuse Chamber of Commerce
The United Way of Central New York
The U.S. Green Building Council, New York Upstate Chapter**

AGENDA

- 8:00 a.m. **Breakfast and Networking**
- 8:30 **Defining Sustainability: Challenges and Opportunities**
Elet Callahan, Professor, Whitman School of Management, Syracuse University
- 9:00 **Success Story: Dupli Envelope & Graphics**
J. Kemper Matt, Jr., Vice President
- 9:45 **A Framework for Evaluating the Relevance of Environmental Challenges
and Opportunities to Your Operations and Activities**
Lisa Cleckner, Assistant Director of Operations, Syracuse CoE
- 10:15 Break

- 10:30 **Facilitated Breakout Session: Applying the Framework**
Mike Kelleher, Director, Renewable Energy Systems, SUNY-ESF
Mark Lichtenstein, Director of Operations, Syracuse CoE
Matt Van Ryn, Melvin & Melvin
Elet Callahan
Lisa Cleckner
- 11:15 **A Primer on Energy Conservation for SMEs**
Frederick C. Carranti, Director, US-DOE Industrial Assessment Center
Instructor, Mechanical & Aerospace Engineering
Program Director, Engineering Management
L.C. Smith College of Engineering & Computer Science
Syracuse University
- 12:00 p.m. Lunch
Success Story: ENABLE, Inc.
Tracie Hall, Executive Director, U.S. Green Building Council, New York Upstate Chapter
- 12:45 **Panel Discussion: Short and Long-Term Sustainability Strategies to Promote Cost Savings and Innovation**
Panelists
 W. Brewster Earle, President, Comfort Systems USA Energy Services, LEED AP
 Joanna Gomez, Flex Tech Program, NYSERDA
- 1:45 Wrap up

QUESTIONS?

Contact Prof. Elet Callahan, SEP Faculty Director: escallah@syr.edu or 315-443-3673.