

## EBA-NYS Press Release

### Want to Become a Corporate Environmental Leader and Build Better Products?

Let Us Show You How. Join Us October 11-12th, 2005 at E4 with:

- Dr. Bruce Piasecki, President and Founder, AHC Group, and author of [World Inc.](#)
- Betsy Shieh, International Trade Specialist, U.S. Department of Commerce
- Rhonda Staudt, Plug Power, Inc.
- John Tuttle, CEO, Day Star Technologies, Inc. (invited)

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The importance of environmental stewardship and sustainable development in the business sector is well established. Learn from our leading experts as they describe how their companies have embraced sustainable business strategies to drive the marketplace to new heights.

Our keynote speaker on Wednesday, October 12 is Dr. Bruce Piasecki. He will speak from his latest book, *World Inc.*, which examines a new stream within the turbulent waters of advanced capitalism — social response product development (SRPD). Dr. Piasecki will speak from his personal experience as an environmental management consultant, using examples of a few leading companies to underline the meaning and value of this significant and vital development in our capital markets and the investment community. In addition, Dr. Piasecki will highlight the theme of “Developing Leaders We Can Trust,” a chapter from *World Inc.*, offering guidance to leaders on how best to capture this forward social momentum of advanced capitalism to make better products for a better world.

Dr. Bruce Piasecki is the President and Founder of the AHC Group, Inc., a management consulting firm specializing in EHS leadership, product development, energy policy & planning, governance, and environmental corporate strategy since 1981. He is the author of five other seminal books on business strategy, valuation, and corporate change, including the Nature Society’s book of the year, *In Search of Environmental Excellence: Moving Beyond Blame*. His articles have appeared in the *Los Angeles Times*, *Baltimore Sun*, *Technology Review*, and the *Christian Science Monitor*. Since 1990, Dr. Piasecki and his staff have run hundreds of benchmarking workshops for 42 multinational Corporate Affiliates, involving key executives in site remediation, power markets, financial and shareholder value, emerging issues (i.e. water scarcity and climate change), and governance concerns since Enron.

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These experts are part of a comprehensive 2-day conference that features programs and businesses engaged in green building, energy efficiency, clean energy, alternative fuels and natural gas vehicles, and corporate environmental excellence. This event enables businesses engaged in the energy and environmental sector to showcase their products and services to improve their bottom line and New York’s economic and environmental climate at the same time.

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