



BREAKFAST SEMINAR SERIES

December 18, 2009

ISE /CHRMS
Fairleigh Dickinson University
285 Madison Avenue – M-MS1-05, Madison, NJ 07940
Phone: (973) 443-8577, Fax: (973) 443-8506

"The Impact of Sustainability on Marketing: Are You Doing More than You Say, or Saying More than You Do?"



Panelist:
Shari Aaron
Sustainability and
Market Research Expert
Author, *Climb the Green Ladder*



Moderator:
David Rosen
President & CEO,
Acrelic Group



Panelist:
Leonard Gordon
Director,
Northeast Regional Office
Federal Trade Commission

Shari Aaron

Shari Aaron is a sustainability, market research and strategic branding expert. She helps clients to properly evaluate, integrate, align and build awareness for sustainability and corporate responsibility initiatives. Shari recently co-authored *Climb The Green Ladder: Make Your Company and Career More Successful* which includes extensive research among 80 sustainability leaders and hundreds of employees who have brought effective sustainability strategies to their workplace. As a former Partner at *Yankelovich*, Supervisor of Account Planning at *Ogilvy & Mather* and Founder of *Fresh Marketing*, Shari has worked with many distinguished clients including *ClimateCounts.org*, *Coca-Cola*, *Hasbro*, *Kraft*, and *Unicef*. She is a steering committee member of *New York Women Social Entrepreneurs* where she is piloting *Emerging Sustainability Leaders* programs.

Leonard Gordon

Leonard serves as the Director of the Northeast Regional Office of the *Federal Trade Commission*, where he supervises the investigation and litigation of both consumer protection and antitrust matters. He has led numerous antitrust and consumer protection investigations. Most recently, Leonard led the successful trial team in the *Daniel Chapter One* matter, in which a cease and desist order was obtained against the peddling of phony cancer cures.

David Rosen

David is the President & CEO of *Acrelic Group*, working with leading global companies across diverse sectors such as defense electronics, computers, telecom, software, life sciences, energy, networking, bio-tech/pharma, and the internet. He has been engaged in more than 30 M&A transactions, lead business growth on 5 continents, and has assisted in bringing hundreds of new products to market.

David is currently the Chairman of the Sustainability SIG of the *Marketing Executives Networking Group*. He and his team are currently focused on Sustainability as a competitive advantage and working with clients to develop sustainability dashboards and investment portfolios for sustainability efforts at the board and executive level.

Presentation Highlights

Sustainability is increasingly being integrated into corporate strategies, business plans and practices, including adoption of the triple bottom line. Marketing is now taking stock of how to more fully embrace and weave Sustainability into its role within the company. This highly interactive and engaging seminar focuses on what marketers should know about Sustainability, including such topics as:

- How marketing is integrating sustainability into market strategy, product management, and marketing communications
- How consumer expectations are shaping the pace of companies' adoption of more sustainable business practices
- Preparing for additional regulatory or industry scrutiny on product benefit and feature claims
- Identifying and avoiding "Greenwashing" and its backlash
- How transparency and social networking are driving more responsible product marketing

See examples of unexpected and unintended "Greenwashing" and learn how consumers are shifting their interest towards more sustainable products and services.

Friday, December 18, 2009
7:30 to 9:30 a.m.

Hartman Lounge
Hennessy Hall (The Mansion)

Fairleigh Dickinson University
College at Florham, Madison, NJ

Register by 12/14/09:
<http://view.fdu.edu/default.aspx?id=5033>

or

Call: 973.443.8577

Fax: 973.443.8506

Fee: \$40* (\$25 non-profits)

*This charge does not apply to FDU faculty, administration, matriculated students, current employees of ISE/CHRMS Corporate Partner Companies and ISE/CHRMS "Breakfast" Partners.

Non-partners are subject to the \$40/\$25 admittance fee if they register but do not attend without cancelling before Dec 14, 2009.



Name: _____ Company: _____ Email: _____

Colleague Name: _____ Company: _____ Email: _____