

**Creating Sustainable Businesses in New Jersey**  
**April 5, 2012, 1:00 – 3:00 pm**  
**NJDEP Headquarters, 401 E. State St., Trenton, NJ**  
**Public Hearing Room – 1<sup>st</sup> Floor**

**Goals for this Project:**

- Promote sustainability planning and practices among New Jersey businesses to enhance economic success, environmental protection, and an improved quality of life.
- Identify and share resources to educate and encourage the New Jersey business community on SROI (sustainable return on investment).

**1:00 PM      Welcome and Introductions**

Bob Marshall, Assistant Commissioner  
DEP Sustainability and Green Energy

**1:15 PM      DEP Recycling and Waste Minimization Initiatives**

Guy Watson, Chief, Bureau of Recycling and Planning  
Solid and Hazardous waste Program.

**1:30 PM      Miele Sustainability**

Marvin Royal, Applications Sales Manager

**2:00 PM      Committee Reports and Discussion**

- **Certification Committee** – Ky Asral

To provide recommendations to the Assistant Commissioner of Economic Growth and Green Energy on the standards by which sustainable certification programs can be evaluated as credible.

- **Education Committee** – Jaime Ewalt

To provide information and resources to NJ'S business community on sustainable business processes, sustainable return on investment including the social and environmental benefits of sustainable business practice as well as marketing the SBI program's incentives, certification and recognition processes.

- **Incentives Committee** – Jerri Weigand

To develop incentives for certified businesses that will encourage, motivate, and reward participants in the Sustainable Business Initiative.

**3:00 PM      Adjourn**