



**Date:**

**Wednesday, March 24, 2010**

**Time:**

2:30pm - 2:55pm

**Presenter:**

***Green Business: The Lay of the Land for 2010***

*or*

***CleanTech, Alternative Energy and Sustainability:  
Notes from the Field***

Tom Eggert

Executive Director, WI Sustainable Business Council

***Green Business: The Lay of the Land for 2010***

Tom's presentation covers both why businesses are embracing the ideas behind sustainability and what businesses are doing to prepare themselves for the increasing importance of sustainability. Covering topics that include why ecological limits matter to the importance of the choice of business models, Tom brings experience and lessons that can help any business choose and justify a sustainable path. His presentation will conclude with a brief description about a number of tools that are currently available for businesses, including the Green Tier program, the Green Masters program, the Metro Milwaukee Green program and Waukesha County's Partnerships for Sustainability program.

**See presenter  
biography  
next page**

***CleanTech, Alternative Energy and Sustainability:  
Notes from the Field***

Alternatively, Tom will talk about the emergence of the CleanTech sector, including a description of the drivers of CleanTech, what specializations will attract the most public and private sector funding this year and the overall interest in the Midwest in cleantech. His presentation will include a brief description of WI companies that are active in the cleantech and alternative energy space.



### Presenter Biography:

#### Tom Eggert

Tom Eggert is the founder and Executive Director of the WI Sustainable Business Council (<http://www.bus.wisc.edu/sustainability/council/>), and coordinates the annual WI Sustainable Business Council Conference.. He also is the co-director of the Business, Environment & Social Responsibility Program (a graduate certificate program) at the WI School of Business. He serves as an adjunct faculty member, teaching classes in Environmental Strategy and Sustainability, Systems Thinking and Sustainable Businesses, Business and the Social Side of Sustainability, and he coordinates the CleanTech Thought Leaders Series, a community forum offered on Fridays throughout the school year. In addition to his work with the School of Business, he directs the environmental leadership program for the WI Department of Natural Resources in the Eastern portion of the State of Wisconsin. He has a BS from the University of Wisconsin-Madison, and an MPA from the University of Wisconsin-Madison. Before obtaining his law degree at George Washington University, he was a Peace Corps volunteer in the Philippines. Before returning to Wisconsin, he worked in environmental law with the Attorney General's Office in Montana.