

Leadership *and* Environmental Sustainability: Green Pathways to Prosperity

Majora Carter *and* Michael Brune

Thursday, May 22, 2008



While environmental sustainability has become a significant political and social issue, few have been as devoted, or successful, as **Majora Carter**. A lifelong resident of the South Bronx, Carter founded Sustainable South Bronx in 2001 to simultaneously alleviate poverty, improve the environment, and reduce public health costs. Join her for a breakfast at which she will share her personal journey and the challenges and lessons learned in the struggle for sustainability. Afterwards, attend a workshop where she will lead participants through the anatomy of developing a successful civic campaign.



Michael Brune, executive director of the Rainforest Action Network (RAN), has made leading campaigns for environmental ethics a lifelong focus. RAN uses a unique blend of boardroom negotiation and targeted grassroots pressure to push the world's largest corporations to embrace ethical ecological practices. Come to a luncheon presentation where Brune will share his leadership journey through the campaigns and strategies that led The Wall Street Journal to describe RAN as being among "the most savvy environmental agitators in the business." After lunch, attend a workshop where he will discuss developing a successful corporate campaign.

LOCATION

University Club of Milwaukee
924 E. Wells St.

Complimentary parking is available in the attached structure; enter on Prospect Avenue

SCHEDULE

Session A: Majora Carter

Check-in: 8 a.m.

Breakfast presentation: 8:30-9:45 a.m.

Workshop: 10-11 a.m.

Session B: Local Roundtable Discussions

11:15 a.m. -12:15 p.m.

Participants will choose from tables featuring a different issue or agency

Session C: Michael Brune

Luncheon presentation: 12:30-1:45 p.m.

Workshop: 2-3 p.m.

MISSION

The mission of the Leadership Center is to prepare and sustain leaders who are catalysts for positive transformation of individuals, organizations, and communities.

COST

Entire day (Sessions A, B, C), **\$75**

Sessions A and B, **\$40**

Sessions B and C, **\$40**

REGISTRATION

Visit <http://leadershipcenter.stitch.edu> or call (414) 410-4646. This event is offered as a one-day conference, but you may register for individual components as well. Seating is limited and registration is required.

Cancellations must be received no later than 48 hours before the event. Limited scholarships are available.



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As president and founder of Sustainable South Bronx (SSBx), **Majora Carter** promotes environmental justice through economically sustainable projects informed by community needs. Her organization has pioneered urban green-collar job training, placement, and progressive legislation that values environmental services. Her vision, drive, and tenacity have earned her a MacArthur "Genius" Fellowship, one of Newsweek's 25 to Watch, Essence Magazine's 25 Most Influential in 2007, and she co-hosts the weekly show The Green, on the Sundance Channel.



Michael Brune, executive director of Rainforest Action Network (RAN), oversees, coordinates, and provides strategic direction for RAN's programs. Before joining RAN, Brune worked with the Coastal Rainforest Coalition and Greenpeace. He earned dual BS degrees in economics and finance from West Chester University of Pennsylvania. His skills as an organizer and negotiator have made him

a leader among a new generation in the environmental and social justice movement.