Surviving — or more importantly, thriving — in today’s corporate world is impossible without sustainable business strategies. In the most obvious sense, a company has little chance in outlasting its competitors if it simply exists in the present. What separates the flourishing businesses from the mediocre ones is an ability to operate in an almost dual existence: achieving in the present while also anticipating the future.

Today, corporate businesses are embracing sustainability because it makes business sense. The “triple bottom line” impact of increasing revenues, decreasing costs and enhancing corporate social responsibility is attractive to both small and large business owners, their employees and customers. These companies are clearly illustrating that going green is a key ingredient to success in the new, reset economy.

Green marketing, green accounting, sustainable innovation and life cycle analysis are fast becoming the language of those who are responsible for implementing sustainable business practices.

Furman is ready to help your company become sustainable. As an institution of higher education, the university has always sought to lead the way to a more sustainable future. Therefore, Furman is already aware of — and an expert in — the tools, techniques and thinking required for a successful green transformation.

Ensure that your organization will surpass the rest. Envision years of success. Earn your Postgraduate Diploma in Corporate Sustainability through Furman University’s Center for Corporate and Professional Development.
The Postgraduate Diploma in Corporate Sustainability is offered through Furman University’s Center for Corporate and Professional Development and in cooperation with the David E. Shi Center for Sustainability.

Key Learning and Application Outcomes:
Review of key drivers in existence and on the horizon that may influence your business
Defining and applying corporate sustainability to the business, including:
- assessing and defining sustainable business practices as they pertain to your business and industry
- determining which sustainable business practices make the most sense in terms of realizing an effective return on investment
- ascertaining which tools are most appropriate to understand and utilize
- ensuring that sustainability becomes a strategic business practice
- developing an individual "capstone" organizational project which will be submitted to the program facilitation team for evaluation and critique

Who Should Attend? People who are being tasked to help define and implement sustainability initiatives for their organizations

Module 1: Sustainability: A Primer, Overview and Requisite
The initial module will provide history and future direction(s) of sustainability, a business case for adopting sustainability within an organization, a framework in terms of how to define sustainability, when best to implement, proper tools for consideration and the management adoption process to ensure success.

Expert Speaker: Michael Johnson, CEO Cox Industries, will provide a corporate framework and the business case for sustainability from the viewpoint of a CEO.

Module 2: Sustainability Tools—Foot printing, Mapping, Auditing and Activity Streams
The second module will introduce the various tools utilized by business in assessing a “foot print” in order to determine target activities and inherent processes that can be addressed. Module will provide detailed reviews of each tool and associated environmental factors: energy, water, waste, materials, emissions-toxins, transportation, and bio-diversity from the perspective of business implementation.

Expert Speaker: Several speakers will provide specific case studies in correlation with lecture in terms of implementation, experiences and suggestions.

Module 3: Sustainability—Life Cycle Management/Assessment and Green Accounting
The third module will introduce the concepts of Life Cycle Management (LCM) and Assessment (LCA). This module will provide information and insights into the various forms of LCM and LCA and the process and methodologies used to undertake such analysis and management. This module will also introduce the concepts (constructs) associated with green accounting. It will provide insight into Environmental (social) accounting and the various reporting structures available for business.

Expert Speaker: An LCM expert will provide two case studies demonstrating the process of implementation, experiences and suggestions. A second expert (time permitting) will provide a sustainability accounting perspective.

Module 4: Sustainability—Product, Service or Business Process Innovation and Green Marketing
The fourth module will introduce the concept of design from nature’s perspective. It will include insights into the utilization of “natural” constructs/systems to design a product, service or business process. Several concepts will be introduced with a primary focus on bio-mimicry and its use in business. This module will also cover the marketing of “green” products, services or business. It will include an overview of marketing for green (and brown), the trends occurring, green washing and how best to position one’s green product, service or business to the entire market.

Expert Speaker: Wade Worthen, professor of biology, will address nature in design from a scientific perspective, considering what we can learn from biology and how it can help us think about product, service and process design. Barry Breede, CEO of Sustainable Management Systems, will discuss green market trends and practices.

Module 5: Sustainability—Implementation, Engagement and Course Summary
The final module will address the requirements or processes to successfully implement a sustainability program or process. This will cover management to employee engagement process and practices. A final summary of the course will be presented in this module. Formal graduation and reception will take place at Cherrydale Alumni House on the final Friday of the series.

Expert Speaker: A discussion and presentation on how to successfully introduce new concepts to your organization.
Barry Breede is CEO of Sustainable Management Systems, a Greenville, S.C.-based company that utilizes RFID technology to help companies manage and dispose of their assets from a total life cycle management perspective. Breede has previously helped shape the marketing efforts for several well-recognized global consumer brands including Nike, Levi's, Umbro, Specialized Bicycles and Frigidaire. Breede has been instrumental in driving a diverse set of green initiatives for these companies engaging cross-functional teams in product design, packaging, and consumer promotion. Additionally, as operating partner in a private equity firm, Breede spearheaded the acquisition of several organic ingredient companies targeting the natural foods market. As a guest marketing lecturer at Furman, Breede has spoken previously on “The Principles of Green Washing.” Breede is a native of Portland, Ore., and holds a bachelor of science in advertising/journalism from the University of Oregon.

Mikee Johnson is CEO and president of Cox Industries, a family-owned business specializing in the manufacturing and global distribution of the pressure-treated wood business. In an industry wherein environmental conscientiousness is constantly assailed, the 55-year-old Cox Industries has led the global treated-wood market with a reputation that bespeaks quality and integrity and is one the top three producers in the United States and the world. As CEO, Johnson has led a large traditional organization to understand and begin to adapt sustainability as part of its business practices and culture, including its manufacturing, product design-development, and supply chain configuration.

Johnson serves on the executive committees of the American Wood Protection Association, the Treated Wood Council, and the Southern Pressure Treaters’ Association. Johnson serves as the chair of the Chamber of Commerce in Orangeburg and the executive committee of the Indian Waters Council of the Boy Scouts of America and is state membership chair for the Young Presidents’ Organization. Recently named as one of the top 20 South Carolina business executives under the age of 40 by The State newspaper, Johnson’s passion for sustainable business strategy topped those factors for recognition. Johnson graduated from Furman University in 1994 and later earned an MBA from the University of South Carolina Darla Moore School of Business and is pursuing a DBA in the field of family business from Kennesaw State.

John Meindl is a senior associate with the Center for Corporate and Professional Development at Furman University and an adjunct professor in the Undergraduate Evening Studies program where he teaches marketing, corporate entrepreneurialism, business sustainability, operations and strategic management. Meindl is a partner in several private equity and investment firms that provide significant financial as well as managerial support to the client. Clients have included companies such as: Palatine Capital, Crosswalk.com, Battlefield Group, Greenville First Bank, Frontier Partners, Jurda GMBH, GT Holdings, ItalianoxO, Awesomestories.com, Green Earth Environmental, CHO, M&T Realty, etc.

Meindl has had a career in business for more than 30 years, including positions in the government, Securities & Exchange Commission as a financial economist, Fortune 500 Insurance and Financial Services Companies in mergers and acquisitions, international sales and new venture start-ups. Meindl serves and has served on several private and public boards of directors providing expertise in strategy formulation, technology and sustainability. He holds a master’s in finance from American University and postgraduate work in leadership and entrepreneurialism from the Wharton School.

Wade Worthen is a professor of biology at Furman. He earned his B. S. in biology from Bucknell University and his M. S. and Ph. D. in ecology from Rutgers University. A community ecologist, Wade studies the factors that contribute to the maintenance of biodiversity and the coexistence of species in natural communities. His current research focuses on the factors that allow multiple dragonfly species to coexist in the same habitat.

As an ecologist, Worthen is familiar with the myriad adaptations that organisms have evolved in response to particular environmental challenges. Many of those challenges are similar to the problems that humans face; whether physical or energetic problems, or social problems faced by members of species, or organizational problems occurring in a complex community. Worthen brings his expertise as an ecologist studying the adaptations of organisms to the issues of how business and commerce might operate, produce and organize more effectively. He provides interesting comparatives and ideas that can be drawn from nature and biological systems which can assist organizations in applying the value—adaptability as well as success—of nature to business.

For more information, contact Brad Bechtold at 864.294.3136 or e-mail brad.bechtold@furman.edu
**Sustainability and Furman University**

Furman University has sought to translate its commitment to take greater responsibility for its impact on the environment into a widespread institutional culture. Sustainability has been integrated into every facet of university life—from campus operations and construction practices, to curriculum and co-curricular activities, the budget, and collaborative projects in the greater community. As a result, Furman has become widely recognized as a national leader in these endeavors, and has garnered widespread media coverage as well as numerous awards and foundation grants.

The David E. Shi Center for Sustainability coordinates the university’s efforts to enrich the present and enhance the future for Furman and the upstate of South Carolina. Through the Shi Center, the university aims to nurture sustainability leadership skills among community partners.

Projects such as Sustainability Living/Learning Laboratories, the Furman Farm (organic garden), the lake restoration project, the biodiesel program and solar aquatic wastewater treatment system as well as a requirement for LEED certification on all new campus construction projects, will allow Furman to move steadily towards carbon neutrality by 2026. Additional strategies toward reductions in emissions related to increased efficiency, an increasingly diverse energy portfolio based in renewable energy, creative conservation efforts on campus, changes in transportation behavior and vehicle choice, and the use of offsets where necessary, also support Furman’s carbon neutral goal.

**Corporate & Professional Development**

Furman’s Center for Corporate and Professional Development was created to anticipate and respond to the ever-changing needs of organizations and corporations by providing high-quality instructional programs tailored to meet particular needs. With superb professors drawn from the Furman faculty as well as instructors recruited from leading companies, the Center for Corporate and Professional Development is eager to assist your organization in meeting its educational needs.

Find more information—
on Furman sustainability at
<www.furman.edu/sustain>
on the Center for Corporate and Professional Development at
<www.furman.edu/cpd/>