

# Green Business: Separating the Green from Business

offered in Fayetteville, NY and in Manhattan, NYC  
(continuing education credits for Engineers and Architects)

Are you confused by all this talk of “green” business? How do terms like “sustainable”, “green”, “eco-friendly”, and others relate to your business? Will these strategies help your company, or distract you from your core objectives?

**Come spend a day with me. . .**  
and let's

- Make some sense of “green washing” myths
- Talk about how these trends relate to your business
- Discover how “green” can help your profits
- See how “green” might hinder your objectives
- Remind ourselves to not lose sight of the “business” in green business
- Understand the “company side” versus The “customer side” of green business
- Explore new opportunities for green entrepreneurship

**Two Sessions: Seating is limited so register to reserve your seat.**

**Date:** Thursday, November 20, 2008

**Location:** The Craftsman Business Conference Center,  
7300 East Genesee St.,  
Fayetteville, NY 13066, phone: (315) 663-2500

Register me: Online with Visa or Mastercard, Form (PDF) or Form (Word)

**Date:** Friday, May 8, 2009

**Location:** Millennium UN Plaza Hotel New York,  
One United Nations Plaza, 44th Street, Between 1st and 2nd Avenue,  
New York, New York 10017, phone: 212-702-500

Register me: Online with Visa or Mastercard, Form (PDF) or Form (Word)

## Who should come?

CEOs, CFOs, Company owners, Business and Operations Managers, Marketing Directors, Project and Team Leaders, Innovators, Entrepreneurs, Inventors, Government officials and decision-makers, Architects and Lead Engineers who want to earn professional credits. If you are someone who defines strategic goals for your business and how to “be green” and stay lean is confounding, you should come.

Gary Lim

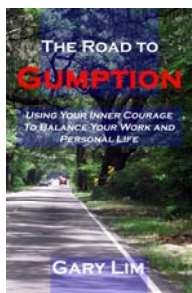
LET IT  
FLY!

Defy the Laws of Business Gravity  
And  
Keep Your Company Soaring

**Let It FLY**

by Gary Lim

Retail Price: **\$14.95** Pre-Sale Price: **\$13**



**The Road to Gumption: Using Your Inner Courage  
to Balance Your Work and Personal Life**

by Gary Lim

Retail Price: **\$14.95** Pre-Sale Price: **\$13**

Visit us on the web: <http://www.esf.edu/outreach/pd/2008/greenbusiness/>



Gary Lim, M.A.

**ESF Visiting Professor of Entrepreneurship**

Gary Lim, M.A. is Visiting Professor of Entrepreneurship at SUNY-ESF, and is also a consultant, entrepreneur, and author. He is president of Aurarius LLC, the strategic and management consulting firm he originally founded in San Jose, California, then relocated to Upstate New York. In addition to Aurarius, he also founded CEO PrivateLine, and is a co-founder of HealthcareBusinessOffice LLC. His previous corporate experience includes leadership positions at Hewlett Packard, ROLM, Xerox, and Novell.

Gary's first book, *The Road to Gumption: Using Your Inner Courage to Balance Your Work and Personal Life*, was an Amazon #1 Bestseller in its category. His recently-released second book, *Let It Fly! Defy the Laws of Business Gravity and Keep Your Company Soaring* is an engaging leadership parable with compelling takeaways.

Cumulatively, Gary's speaking engagements have been attended by well over 10,000 attendees, through executive retreats, keynote addresses, conference workshops, corporate seminars, product launches, and training courses. In his work with client companies and conference or seminar attendees, Gary is often considered as being one of the best at assessing a complex situation, reducing it to a few key issues, and offering practical solutions. His experience and skill set are focused in the areas of helping companies achieve even higher levels of performance. Gary utilizes his proprietary methodology to take firms to what he calls the **AgileXnt™ Zone** (pronounced a-jil-EX-ent), where organizations are both agile and excellent.

He earned a Bachelor's degree *cum laude* from Princeton University in electrical engineering and computer science, and also holds a Master's degree in organizational management from University of Phoenix.

**Visit us on the web:** <http://www.esf.edu/outreach/pd/2008/greenbusiness/>