

Lock Haven University  
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Contact: Mary White

Phone: (570) 484-2253

E-mail: [mwhite4@lhup.edu](mailto:mwhite4@lhup.edu)

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The New Prosperity  
Free presentation at LHU October 20

Lock Haven University Entrepreneurial Leadership Center and the Lock Haven Small Business Development Center will host its fourth Lecture Series event 6:00 – 8:30 p.m. on Thursday October 20, 2011 in the Greenberg Auditorium, Health Professions Building. This event is free and open to the public.



The lecture, entitled “The New Prosperity: Making the Case for Going Green,” will focus on how sustainable decisions lead to new opportunities, reduced costs, and dramatically reduced ecological and social impacts.

Heidi Spinella, founder and principal of Practical PM, and sustainability management consultant " will be our guest lecturer, and we are thrilled to welcome her to our campus" says Assistant Professor Marcia Kurzynski, currently teaching a course on sustainable strategies for entrepreneurs at Lock Haven University. "Heidi has been an avid environmentalist for over thirty years and has over 26 years experience helping organizations enhance communication, increase efficiency and embrace continuous improvement," notes Kurzynski.

Ms. Spinella delivers Strategic Sustainability presentations workshops, and webinars, for organizations worldwide interested in adopting sustainable business practices. "I see strategic sustainability as a way to move towards a prosperous, sustainable future by integrating environmental and social stewardship with economic management best practices" she says.

Spinella's client list includes Commonwealth Medicine, General Electric Corporation, Harvard Community Health Plan, Hewlett Packard Corporation, Massachusetts Bay Transportation Authority, New England Medical Center, Northeastern University, Raytheon Corporation, UMass Medical School, Unisys Corporation, the State of New York, World Bank.

She holds a M.S. in Environmental Science Education and is a Certified Natural Step Associate.

This lecture and discussion is sponsored by the Lock Haven University Entrepreneurial Leadership Center and the Lock Haven Small Business Development Center. For information please contact Dr. Marcia Kurzynski at 570-484-2328 or [mkurzyns@lhup.edu](mailto:mkurzyns@lhup.edu)

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