



*“Dive into the environmental pool,
free marketers. The water’s fine.”*
Robert D. Sopuck, Frontier Centre for Public Policy

**Roadmap 2020 and Prairie Centre Policy Institute
Invite you to a luncheon presentation with**

Mr. Bob Willard

on

THE SUSTAINABILITY ADVANTAGE

Tuesday, November 16th, 2004

12:00 noon – 1:30 pm

Estevan Room

Quality Inn Saskatoon

Tickets: \$25.00 (GST and lunch included)

Business executives have tended to view profits and environmentalism as mutually exclusive. From experience gained during his 34 year career with IBM Canada, Mr. Bob Willard has authored “The Sustainability Advantage”, a practical guide for business professionals that gives them the tools to quantify the financial advantages of taking the green route.

He convincingly argues that you don’t have to be transformed into a tree-hugging environmental activist to reap the bottom-line benefits of sustainability.

According to Mr. Willard, small and medium-sized enterprises could make 46% more profit by integrating sustainability strategies into their business. His presentation will make the case that ignoring such benefits is bad for business.

To register please email info@prairiecentre.com or fax (306) 242-1329

For more information on Roadmap 2020, visit their website at <http://www.roadmap2020.ca>

Name(s)			
Company			
Address		Postal code	
	Fax	Email	
# Of Seats			
Charge to visa	Visa #	Name on card	Expiry date
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