



employer
OF CHOICE

CORPORATE **sustainability** AND THE TRIPLE BOTTOM LINE: **engaging in social responsibility**

a free and informative luncheon

Wednesday, June 10, 2009

11:30 am - 1:00 pm

Denver Marriott West

1717 Denver West Boulevard, Golden, CO 80401



The “Why” and “How” to Build your Business while Building Your Community and the Environment

- Understand the three pillars of sustainability: **environmental, social, and economic**, with an emphasis on **social capital development**
- Employer of Choice Model
- Public/Private partnership Model
 - Welfare to Career Models
 - SOURCE Models
- Business Case/Imperative

keynote speaker

Fred Keller, President and CEO of Cascade Engineering

There is **no fee to attend** the day's event, however **seating is limited**.

For more information or to RSVP for the luncheon, please contact Liddy Romero, Project Manager, at lromero@jeffco.us or 720.519.3056. Please **RSVP by Wednesday, June 3**.
RSVP online at http://www.jeffcoworkforce.org/business_events.php

About Cascade Engineering

Cascade Engineering, a leading mid-sized employer of choice with LEED certified headquarters in West Michigan, works at practicing the simple principle that people make organizations successful – people whose passions, innovation and collaboration are focused on making a positive impact on the bottom line. At Cascade the bottom line extends beyond financial results to include key social and environmental metrics. Cascade's Triple Bottom Line approach has been a key factor in helping to achieve leadership in sustainability. We've learned that "the right thing to do" can also be good for business, and today a growing number of organizations have been reaching similar conclusions in their pursuit of sustainability. Cascade designed a successful process to attract and develop employers and welfare recipients as long-term

employees. This model has been adapted by other programs such as the SOURCE and the Prisoner Re-entry Program. Cascade has learned that becoming an "Employer of Choice" can be a powerful component of the overall business strategy.

Cascade formed Quest Sustainable Solutions (QUEST) to share their best practices for igniting passion, innovation and true "servant-leadership" in organizations engaged in this pursuit. QUEST is dedicated to the development of people: building value through increased knowledge and individual and organizational competence. We believe implementing the right set of techniques – reinforced by a process of continual learning and development – can help any organization flourish.

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