



CSW and Quest Sustainable Solutions

present

Doing More With Less: Creating a Sustainable Workforce

Consultant and Speaker Bio's

Fred P. Keller- Chairman and CEO
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Fred P. Keller is chairman and CEO of Cascade Engineering, a multi-business manufacturer and marketer supporting multiple brands in the automotive, truck, solid waste/recycling, furniture, and renewable energy industries. A materials engineer by training, Fred founded the Company in 1973, following an earlier career as a metallurgist with Pratt & Whitney. From its small beginnings as a plastics parts manufacturer, Cascade has grown into a solutions-based organization with 15 customer-focused business units comprising 1,000 employees and 12 facilities worldwide, and a unique focus on sustainable products and services.

Underlying Cascade's organizational culture is Fred's belief that business has the unique opportunity to complement its focus on financial performance with important work in the social and environmental arenas. A strong advocate for "sustainable" business practices, he has emphasized the key role business can play in building financial, social and ecological capital, often through partnerships with government and community agencies.

Cascade has been widely recognized for its business achievements and community involvement. The Company's industry recognition includes Chrysler's "Technology Role Model" award; listing by the Society for Human Resource Management as one of the top 10 "Best Medium Companies to Work for in America"; the White House's Ron Brown Award for Corporate Leadership; and Goodwill Industries' "Employer of the Year" Award. Fred was named to the U.S. Department of Commerce Manufacturing Advisory Council in 2004, and appointed Chair of the Council in 2008. He is also the recipient of a "Distinguished Service Award" from the National Governors Association and honored with the 2007 Michigan Diversification Achievement in Advanced Manufacturing. In 2009, the Grand Rapids Urban League presented Fred with Dr. Martin Luther King Jr. Drum Major for Justice Award to recognize him as a community member who has actively promoted the cause of equality.

Fred serves as a director of Meijer, Inc. and the W.K. Kellogg Foundation, as well serving on the National Advisory Board of the Manufacturing Extension Partnership (MEP). He is past chairman of the Economic Club of Grand Rapids and has chaired several community boards. His innovative management approach and work in advancing sustainability are featured regularly in business and industry publications, and he serves as a visiting lecturer on Sustainability at Cornell University's Johnson School of Management. A Grand Rapids native, Fred earned a Bachelor of Science degree from Cornell University and a Master of Science in business management from Rensselaer Polytechnic Institute.