



## The Southeast Michigan Sustainable Business Forum

### Press Release

For Immediate release

February 7, 2008

Contact: Guy Williams, SMSBF President  
G. O. Williams & Associates  
(734) 395-9836  
guywilliams21@hotmail.com  
Bill Stough, CEO  
Sustainable Research Group  
Ph) 616.301.1059 Cell) 616.889.0640  
bstough@sustainableresearchgroup.com  
Lisa Locke, Project Manager  
Ph) 616.301.1059 cell) 616.914-1597  
llocke@sustainableresearchgroup.com

### **Southeast Michigan Sustainable Business Forum Invites the Public to a Series on Climate Change**

Dearborn, MI – The Southeast Michigan Sustainable Business Forum (SMSBF) holds its monthly membership meeting on Thursday, February 21, at 8:30 a.m., at the Environmental Interpretive Center, University of Michigan Dearborn. It continues its series of presentations, begun in January, on climate change. Clinton Boyd, Ph.D., will present ***Decarbonization: A Business Strategy for a Changing Climate***. Leading into Dr. Boyd's presentation, Andy Such, Executive Director of Michigan Sustainable Energy Coalition, will facilitate a brief discussion on a proposed Renewable Portfolio Standard for the State of Michigan.

This month's meeting is hosted by [Process Results, Inc.](#) The community is invited to attend at a cost of \$40.00. Students attend free of charge. Continental breakfast provided, starting at 8 a.m. As seating is limited, guests must pre-register. For more information or to register, contact Lisa Locke at [llocke@sustainableresearchgroup.com](mailto:llocke@sustainableresearchgroup.com).

Monthly membership meetings are held the 3<sup>rd</sup> Thursday of each month, from 8:30 to 11:30 and consist of guest presentations on a variety of sustainable business aspects, a community focus, and a business meeting. Locations vary.

Last month Dr. Boyd began the series with a primer on the science of climate change, addressing misunderstandings and controversies, identifying key drivers and explaining the carbon cycle of sources and sinks. A powerpoint of that presentation will be available at [www.sustainableresearchgroup.com](http://www.sustainableresearchgroup.com).

Climate change has become one of the most significant aspects that must be addressed by a business adhering to the triple bottom line concept of sustainable development. This month Dr. Boyd will discuss decarbonization as a whole systems approach to be used in conjunction with other carbon mitigation or "off-set" strategies as a part of a comprehensive carbon management plan. He will demonstrate how such a plan can help frame a business' climate change policy and provide a competitive advantage in the market place.

Dr. Boyd is Senior Scientist for Sustainable Research Group (SRG) and directs all scientific research for SRG. He has a PhD degree from Rhodes University, South Africa. He has worked as a research biochemist focusing on the pharmacological and toxicological effects of environmental factors on neurodegenerative diseases and cancer. Dr. Boyd now applies the tools of biochemistry and biotechnology to promote the development of green chemistry and bio-based products and processes.

The SMSBF is a partnership of businesses, educational institutions and government agencies dedicated to the promotion of sustainable business practices through awareness of global trends, identification of best environmental and social practices, education and mentoring. Our purpose is to enable business leaders in Southeast Michigan to create long-term and sustainable value for stakeholders in a region and world undergoing fundamental and rapid economic, environmental, and social change. The companies that form the (SMSBF) share the conviction that a bright future for our region, our nation, and our world must be built upon a strong commitment by the business community to the "Triple Bottom Line": **Economic Prosperity, Environmental Quality, Social Equity**. For more information visit, [www.smsbf.org](http://www.smsbf.org).