

## For Immediate Release

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### **Forum on Sustainability Aims to Drive Value for National and Regional Organizations** *HR Leadership Forum and Duquesne University Event Brings Local and National Speakers*

Pittsburgh, Pennsylvania, September 18, 2008 – Does the company you work for have a strategy for sustainability? Do they understand that people are their most valuable resource? Do they understand that the natural resources the company depends upon are increasing in costs? Do they understand that more and more the younger people entering the workforce are more interested in sustainable organizations, and that increasingly business and consumer customers require green supply chains and socially responsible organizations? These are some of the challenges that will be addressed, and worked on, in the HR Leadership Forum's upcoming conference, "Creating a Sustainable Organization: Optimizing People, Planet and Profits."

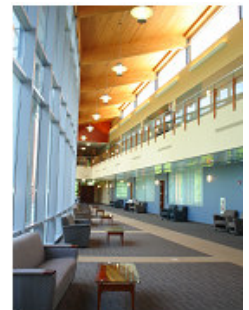


Speakers and workshop facilitators include Sharon Orlopp (pictured left). As SVP of Sam's Club People Department, Ms. Orlopp is responsible for 105,000 employees. Sam's Club and Wal-Mart's (NYSE: WMT) sustainability goals include 1) to be supplied 100% by renewable energy, 2) to create zero waste, and 3) to sell products that sustain our resources and environment. Why? Because it's good business. Because it's what's going to allow Wal-Mart to be around for the long haul.

Sustainability is more than just going green, and there is tremendous focus on having a sustainable workforce. Consider this: the companies studied in the bestselling business books "In Search of Excellence" and "Good to Great" have achieved relatively flat growth over the past 10 years. In contrast, companies voted, "Best Places to Work," averaged 600% growth over the same time period.

When Toyota first introduced the Prius, they sold plenty of them, even though buyers knew that the money they would save on gas would be less than the premium they paid for the car. As a result of taking the lead on creating a "sustainable" car, Toyota now leads the automobile industry in the now frantic race to have the most fuel-efficient vehicles.

Sponsored by the HR Leadership Forum and Duquesne University, the forum is targeted to HR Professionals, CEOs, CFOs, Strategic Planners, Sustainability Directors and anyone responsible for, or interested in, sustainability practices. Traditionally HR professionals have been outside the loop of sustainability efforts. But more and more the vital role required by HR increasingly has HR helping shape, and certainly implement, the strategy.



The event takes place at the Regional Learning Alliance (a green building – shown on right) in Cranberry, Pennsylvania on November 13, 2008 from 9:00 a.m. to 5:00 p.m. For more information, visit [www.hr-leadership-forum.com/sustain](http://www.hr-leadership-forum.com/sustain).