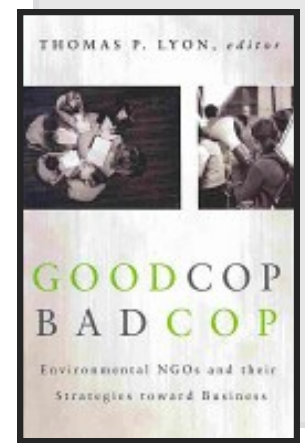


The *School of Business* presents:

The 19th Annual Chung-Watson Lecture Series
in Business Ethics

Lecture Title: "Sustainability: The Role of Business in a Radically Imperfect World"



Thomas P. Lyon

Director, Erb Institute for Global Sustainable Enterprise
Dow Professor of Sustainable Science, Technology & Commerce
Professor of Business Economics and Public Policy
Professor of Natural Resources & Environment

Professor Lyon is a leader in using economic analysis to understand corporate environmental strategy and how it is shaped by emerging government regulations, non-governmental organizations, and consumer demands. His book *Corporate Environmentalism and Public Policy*, published by Cambridge University Press, is the first rigorous economic analysis of the increasingly important topic. Professor Lyon earned his bachelor's degree at Princeton University and his doctorate at Stanford University. His current research focuses on corporate environmental information disclosure, greenwash, the causes and consequences of renewable energy policy, and voluntary programs for environmental improvement.

Date: March 22nd, 2012

Time: 4pm-6pm

**Location: College Creek
Great Hall**

The Chung-Watson Lecture Series in Business Ethics is supported by 1970 Humboldt alumnus Mr. Po Chung to honor Frank Watson, former HSU professor. Mr. Po Chung, founder and past Chairman & CEO of DHL International, provided funding for this lecture series so that our students, faculty and community would have a forum in which to engage in a continuing dialogue on business ethics and corporate responsibility. Thank you, Mr. Po Chung.

Free and open to the public and community.

Persons who wish to request disability related accommodations should contact the School of Business at 707-826-3224 or email biz@humboldt.edu as soon as possible.