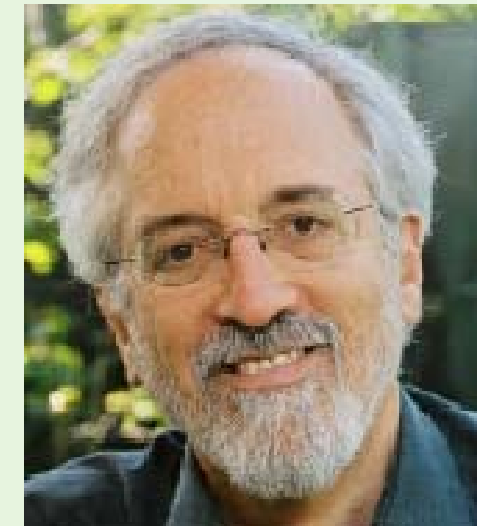


HSU SCHOOL OF BUSINESS PRESENTS THE 15<sup>TH</sup> ANNUAL  
CHUNG-WATSON LECTURE SERIES IN BUSINESS ETHICS  
THE STATE OF “SUSTAINABILITY”

GIL FRIEND

Gil Friend is President and Chief Executive Officer of Natural Logic. Natural Logic helps companies & communities adapt to the rapidly changing market demands driven by shifting environmental expectations throughout the world.



Gil is a systems ecologist and business consultant with more than 35 years in business, communications and environmental innovation. He has written extensively and lectures widely on sustainability issues. He holds an MS in Systems Ecology from Antioch University.

We've reached the tipping point, it seems. Companies of all kinds - - some that you'd least expect - - are embracing sustainability and competing to set more aggressive goals. Capital is flooding into clean technology; Europe, and even China is ratcheting up performance standards. How well is the marriage of business and sustainability really doing? - - The good news, the bad news, and the critical news.

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- WEDNESDAY, FEBRUARY 27, 2008
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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. We are pleased to provide that forum.

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