

Hosted by the Muskie School of Public Service

The Greater Portland Council of Governments
Invites you to the third forum in its Sustainability Series
“Engaging Community for a Sustainable Future”

FRIDAY, JUNE 3, 2011

Registration & Refreshments at 8:00 a.m.

Program: 8:45 a.m.— 12:30 p.m.

Lee Community Hall, Muskie School of Public Service
Wishcamper Center, USM Portland Campus

Featuring Keynote Speaker Ori Brafman



New York Times bestselling author **Ori Brafman** specializes in new ways of looking at business. He is a renowned organizational expert and author of the groundbreaking books *The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations* and *Sway: The Irresistible Pull of Irrational Behavior*. Born in Israel and raised in El Paso, Texas, Ori Brafman has been a lifelong entrepreneur in business, government, and the nonprofit sector. His projects include launching healthy fast food restaurants, leading political and advocacy campaigns, and co-founding Courtroom Connect, a wireless network company.

Ori's first book, *The Starfish and the Spider* (Penguin Portfolio) was released in October 2006 and is currently in its 12th printing. It looked at the power of the new organizational forms and business models that characterize such “starfish” as Wikipedia, Craigslist, and the original Napster – and al Qaeda and the Apache nation. Pierre Omidyar, founder and chairman of eBay, described the book as “compelling and important.”

Ori Brafman has appeared in the *New York Times*, ABC News, the BBC, National Public Radio, the *Wall Street Journal*, Fox News, CSPAN, AP Video, and National-Cable Radio, among others. He has presented before audiences at Microsoft, Amazon, Televisa, Stanford Business School, Harvard Business School, and many others. He writes for the *New York Times* international edition and *Fortune* magazine.

Ori holds a BA in Peace and Conflict Studies from UC Berkeley and an MBA from Stanford University's Graduate School of Business.

See next page for information on speakers from CH2M Hill

CH2M HILL is a global leader in consulting, design, design-build, operations, and program management for government, civil, industrial and energy clients. The firm has been named a “stand out” leader in engineering capabilities and sustainability strategy by Verdantix®, honored as a *FORTUNE 100 Best Companies to Work For* five times, and named to the World's Most Ethical Companies list for the past three years by Ethisphere Institute.

“Engaging Community for a Sustainable Future”

FRIDAY, JUNE 3, 2011

Registration & Refreshments at 8:00 a.m.

Program: 8:45 a.m. – 12:30 p.m.

Also Featuring:

Robert M. Beinstein, Director of State & Municipal Programs, CH2M HILL



Bob serves as CH2M HILL’s Director of State and Municipal Programs and leads the firm’s sustainability consulting practice in the northeast U.S. He has held technical and managerial roles in the commercial nuclear industry, earned his BS in civil and environmental engineering at UCONN at the age of 39, and managed radiological environmental programs in the Federal marketplace. His current role leverages Bob’s passion for holistic sustainability to address complex multi-disciplinary challenges in business, industry, and government. He serves a facilitator for CH2M HILL’s Sustainability Framework Planning process, which helps organizations understand their sustainability vision and shape overarching sustainability programs uniquely tailored to their values and needs. Bob helps manage CH2M HILL’s EPA Smart Growth technical assistance contract and represents the firm in the Zofnass Program for Sustainable Infrastructure at the Harvard Graduate School of Design.

Erin Mosley, Senior Project Manager, CH2M HILL



As a Senior Project Manager in CH2M HILL’s Boston office, Erin has been working in various aspects of civil engineering for 18 years, with a strong focus on water and sustainability issues. Erin earned her BS in Civil Engineering at Northeastern University and has completed graduate coursework in engineering, environmental management, and sustainability at both Tufts and Harvard. Through her work in environmental impact assessments; cost/benefit analyses; community engagement programs; and management of planning, design, and implementation/construction projects, Erin thrives on the opportunity to embed sustainability across the breadth of her work. She is a past president of the New England Water Environment Association and a member of the Water Environment Federation, serving as a committee chair and member of the Sustainable Utilities Task Force.

CH2M HILL is involved in a range of sustainably based projects, including:

- The world’s first carbon-neutral, zero-waste city; Masdar, United Arab Emirates
- Star Peak Energy Center; Reno, Nevada
- 2012 London Olympic & Paralympic Games
- City of Milwaukee Menomonee Valley Industrial Center Remediation and Redevelopment Program

REGISTRATION INFORMATION

Register at <http://engagingcommunity.eventbrite.com>, by calling GPCOG at 774-9891, or by completing the form below and faxing it to 774-7149. The \$10 registration fee can be paid by credit or debit card through the website, or by cash or check at the door. If paying at the door, please do still register ahead of time.

Name: _____

Organization/Affiliation: _____

Address: _____

City _____ State _____ Zip _____

Work Phone _____ Home Phone _____

Email Address _____