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## *Sonoma County Graduates Spring into Sustainability* **Sustainable Development is Good for Business**

Santa Rosa, CA – April 21, 2010 – Four Sonoma County professionals have earned Sustainable Enterprise Executive Certificates through Dominican University’s Green your MBA (GyMBA) Executive Certificate Program. They include Soni Lampert, CEO at KLH Consulting; Stacy Magill, CFO of Ghilotti Construction Company; Tanya Narath, executive director of the Leadership Institute for Ecology and the Economy; and David Bacigalupi, marketing director at Armstrong Associates.

The graduates strongly believe that sustainable development through effective collaboration is a crucial business tool. One of the significant challenges is to reshape the perception of sustainability performance, and to ensure it becomes part of, and integral to, the business of the enterprise.

Albert Einstein said, “The world will not evolve past its current state of crisis by using the same thinking that created the situation.” As part of the nation’s first Green MBA® program, Dominican’s GyMBA promotes new, innovative approaches to financial viability, ecological sustainability, and social justice in business, organizations and communities.

As they prepare to attend *Sustainable Enterprise 2010* on May 7 at Sonoma Mountain Village in Rohnert Park, the four graduates are working on projects begun during the eight-month GyMBA program.

Lampert, Magill and Naranth are focusing their efforts on research and education on “B Corp” certification, working with several companies to encourage the development of B corporations in Sonoma County. B Corp is a new type of corporation that uses the power of business to solve social and environmental problems.

To show how small, incremental sustainability steps add up, Bacigalupi is creating the website *tpo10.org: A Sustainability Field Guide for the Everyday Citizen* that will launch in May 2010. The core concept of tpo10.org is that through simple, easy adjustments to daily lifestyles, everyone can improve the environment.

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