

## **Reshaping Corporations: Adding Value Through Responsible Business Practices**

### **Press Release**

Dr. John Elter, Vice President of Systems Research and Architecture at Plug Power, a fuel cell company based in Latham, New York, will give a talk on “Reshaping Corporations: Adding Value Through Responsible Business Practices” April 12<sup>th</sup>, 2004 at the Yale School of Forestry & Environmental Studies. Dr. Elter has played key roles in developing innovative and socially responsible products including leading the development of Xerox’s award-winning “zero to landfill” photocopier. In his current work at Plug Power, he is once again creating an innovative organization and culture to meet business and environmental goals.

The talk, free and open to the public, will be held on Monday, April 12, 2004 at 4:00 p.m. in Sage 24 Classroom, Sage Hall, 205 Prospect Street, New Haven, Connecticut. A reception will follow the presentation.

This event is part of the 2004 Spring Lecture Series sponsored by the Yale Industrial Environmental Management (IEM) Program at the Yale School of Forestry & Environmental Studies. In its fourteenth year, the IEM Spring Lecture Series brings speakers from a variety of companies to the Yale School of Forestry & Environmental Studies to discuss the relationship between business and the environment.

At Plug Power, Dr Elter is responsible for defining architectural platforms for all Plug Power fuel cell platforms. Before joining Plug Power, Dr Elter worked at Eastman Kodak Corporation, where he most recently served as Vice President and Chief Technology Officer in the professional division. Prior to Kodak, Dr. Elter spent over 30 years at Xerox Corporation where he redesigned the process in which Xerox managed its projects and developed two major product platforms that have generated over \$40 billion in revenue. Dr. Elter will speak on the LAKES program, an award-winning 7 year \$450 million effort to develop a new platform for photocopiers.

Dr. Elter holds a BS degree in mechanical engineering from Purdue University, an MS degree in mechanical engineering from New York University, and a Ph.D. in mechanical and aerospace sciences from the University of Rochester.