

## **Trench Warfare, not Surgery: Implementing Sustainable Business Practices**

### **Press Release**

A talk by Auden Schendler, Director of Environmental Affairs at Aspen Skiing Company, on “Trench Warfare, not Surgery: Implementing Sustainable Business Practices” will be featured as part of the Industrial Environmental Management Lecture Series at the Yale School of Forestry & Environmental Studies.

The talk, free and open to the public, will be held on Friday, November 14, 2003 at 12:00 noon in Bowers Auditorium, Sage Hall, 205 Prospect Street, New Haven, Connecticut. A reception will follow the presentation.

Auden Schendler is responsible for improving the environmental performance of Aspen Skiing Company, a firm that has been recognized for its progressive approach to sustainability, energy efficiency, and water conservation. Auden was previously research associate in corporate sustainability and newsletter editor at Rocky Mountain Institute and has spoken internationally on green business. His writing on sustainable business, life in the West, and mountaineering have been published in *Harvard Business Review*, the L.A. Times, Salon.com, Green@Work, Corporate Environmental Strategy, High Country News, Rock and Ice, the Journal of Industrial Ecology, and Mountain Gazette.

Each year, the IEM 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. The lecture series is supported by the Joel Omura Kurihara Fund. Joel Kurihara, F&ES class of 1992 was committed to improving business and environmental relations and the type of dialogue this series seeks to advance. For further information regarding the lecture series, contact IEM at 432-6953 or [iem@yale.edu](mailto:iem@yale.edu).