



CHESAPEAKE BUSINESS FORUM

PRESENTATION SUMMARIES

Welcome: The Important Role of Business in Environmental Protection and Restoration

Albert Todd, Executive Director, Alliance for the Chesapeake Bay

Businesses are too often seen as only part of the problem, instead of part of the solution. Al's remarks will highlight the importance of the business community as a partner in the environmental protection and restoration effort and describe various ways that businesses can serve as leaders and influencers of environmental progress.

Keynote: Businesses Are Also Custodians of Our Lands, Rivers, and Streams

Dr. Jorge Ribas, President & CEO, Mid-Atlantic Hispanic Chamber of Commerce

The Mid-Atlantic Hispanic Chamber of Commerce (MAHCC) is a multistate, nonprofit organization that serves much of the Chesapeake Bay watershed. As a business organization, it has a vested interest in the preservation and restoration of the Bay. Businesses have a responsibility to society and to future generations to protect the Bay, which many see as a quality of life issue, and it is.

But from a business perspective, a healthy Bay is also a powerful economic driver that generates jobs, income, and wealth. In partnership with the Alliance for the Chesapeake Bay, the MAHCC believes that together we can make a difference in restoring and preserving a healthy Bay and thus, maintaining its economic vitality. Contributing to a healthy Bay is a sound business investment.

Scotts Miracle-Gro's "Water Positive Landscapes" Initiative: Bringing Water Stewardship to the Forefront of Lawn & Garden

Brian Herrington, Esq., Director of Government Affairs, The Scotts Miracle-Gro Company

Earlier this year, ScottsMiracle-Gro launched its Water Positive Landscapes Initiative, in concert with environmental partners across the country, including the Alliance for the Chesapeake Bay. The Initiative is the next phase of the company's decade-long journey to protect water resources, which had its first start in the Chesapeake Bay. Brian Herrington will recap how the company came to this point, why it launched the Initiative, and where the effort will lead the company in the future.

Interactive Tour: Luck Companies – Corporate Campus' Green Initiatives

Mark Williams, Luck Companies Environmental Manager and *Businesses for the Bay* Steering Committee Member, and the corporate Facilities Team: Mike White, Jeff Sechrest, and Jeremy Harvey

Luck Stone associates are proud of their commitment to Environmental Stewardship, and would like to share some of the building's sustainable design features with their guests. We will offer a tour of the facility, including a look at the adjacent quarry and landscaping. Please ask questions about what you see, and make suggestions about other opportunities to reduce our footprint.

