



WEI to Celebrate 20th with Wisconsin Union Theater Event

Sustainable Business Strategist and Military Strategist Join Forces to Address Prosperity, Security and Sustainability

Madison (July 19, 2016) — The Wisconsin Environmental Initiative (WEI), in cooperation with the Morgridge Center for Public Service, will host an event on the evening of Tuesday Oct. 18 at the Wisconsin Union Theater on the UW-Madison campus. The event will be headlined by Joel Makower and retired Marine Col. Mark “Puck” Mykleby, co-authors of a newly published book “The New Grand Strategy: Restoring America's Prosperity, Security and Sustainability in the 21st Century.”

With the lead-up to the 2016 election in mind, the authors move beyond the partisan rhetoric to outline a progressive economic agenda that is bottom-up, not top-down — one led by responsible companies and Main Street businesses, local communities and regions — not by Washington (or the State Capital). The result is an impressive collection of initiatives driven by “full-spectrum sustainability” that leads to:

- More job creation and responsible economic development
- Energy security through clean, renewable sources
- Smarter housing including more affordable options
- Food security and entrepreneurship
- Reduced social/economic disparities
- Colleges and universities as hubs for regional sustainability and resilience efforts

Additional benefits include: lowered crime, increased prosperity, more resilient cities, lower police costs, better public health, and reduced carbon emissions.

The Oct. 18 event will include a reaction panel and conversation among Wisconsin leaders focusing on themes from the book, including ways to spur market demand and innovations in real estate, infrastructure and walkable communities, regenerative agriculture and food-based entrepreneurs, and resource productivity — including innovations in health care, clean energy and advanced manufacturing.

“We look forward to welcoming Joel and Puck to Wisconsin and hearing first-hand about the New Grand Strategy and their innovative blueprint for America,” said WEI Executive Director John Imes. “This is going to be an exciting and informative event for anyone interested in a visionary yet realistic plan, one that will bring diverse stakeholders together and build partnerships to launch a new era of prosperity for our state.”

ABOUT THE PRESENTERS

Joel Makower is chairman and executive editor of GreenBiz Group, Inc., a media and events company focusing on sustainable business and clean technology. Makower hosts the annual

GreenBiz forums as well as the VERGE conferences produced around the world by his company, and he is principal author of GreenBiz's annual "State of Green Business" report. A former nationally syndicated columnist, Makower is author of more than a dozen other books, including Strategies for the Green Economy (2008), The E-Factor (1993), and Beyond the Bottom Line (1994), the latter of which is among the earliest books on corporate environmental responsibility and corporate social responsibility. The Associated Press has called him "the guru of green business practices."

Mark "Puck" Mykleby is a founder and co-director of the Strategic Innovation Lab at Case Western Reserve University. He was commissioned as a second lieutenant in the Marine Corps following his graduation from the U.S. Naval Academy in 1987. Designated as a qualified F/A-18 pilot in December 1990, he served in five fleet fighter squadrons from 1991 to 2006, in support of Operations Provide Promise, Deny Flight, Southern Watch, Enduring Freedom, and Iraqi Freedom. In 2007, Mykleby was assigned to the U.S. Special Operations Command, where he developed strategy for the Special Operations Forces. From 2009 until 2011, he served as a special strategic assistant to the Chairman of the Joint Chiefs of Staff. In that capacity, he coauthored with Navy Captain Wayne Porter A National Strategic Narrative, a concept and vision for a twenty-first-century grand strategy for the nation. Mykleby retired from the Marine Corps in 2011.

*To learn more about The New Grand Strategy book (St. Martin's Press, 2016) please visit: www.TheNewGrandStrategy.com

CONTACT: For media contact or assistance with event registration and sponsorship, please contact John Imes, WEI Executive Director at 608-280-0360 or jimes@weigogreener.org

ABOUT THE WISCONSIN ENVIRONMENTAL INITIATIVE (WEI): Celebrating its 20th year, WEI works to improve the environment, economy and quality of Wisconsin through initiatives that promote responsible business practices, sound environmental policy, green building and water stewardship. Among WEI's most successful programs are Green Built Home, Travel Green Wisconsin and our newest initiatives: Main Street Green and Clean Clear Waters.

WEI has held many forums over the years, covering diverse topics such as: Wisconsin Green & Growing, Green Tier Advantage, Bio-economy, Green Jobs in the New Europe, Quality Urban Development, Energy Forum, Environmental Policy, and Agriculture & Land Use. World-class speakers keynote WEI's events and bring national and global perspectives to state concerns. For more on WEI, please visit: www.weigogreener.org

ABOUT THE MORGRIDGE CENTER FOR PUBLIC SERVICE: Also celebrating its 20th year, the Morgridge Center for Public Service connects University of Wisconsin-Madison students, staff and faculty to local and global communities to build partnerships and solve critical issues through service and learning. The Morgridge Center was founded in 1996 with the generous support of alumni John and Tashia Morgridge. In the spirit of the Wisconsin Idea, we believe in building reciprocal relationships with our partners and strong citizens among our student population. For more information, please visit: <http://morgridge.wisc.edu/index>