



The Association of  
Accountants and  
Financial Professionals  
in Business

# EVENT: Green Accounting & Sustainability Pathways to Profitable Companies

## Raritan Valley Chapter Institute of Management Accountants

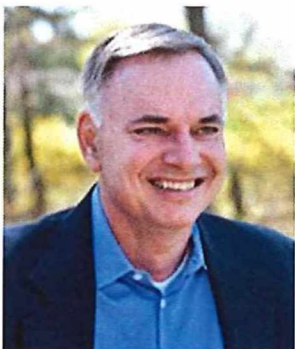
Event Registration: <http://raritanvalley.imanet.org>

Thursday, March 22nd, 2018. Dinner at 6:30PM; Session begins 7PM  
Raritan Valley Community College, Conference Center  
118 Lamington Road Branchburg, NJ 08876

Members & Non-Members: \$25.00  
Students with ID: Free Admission  
2 CPE

### What you will learn:

- Global risks and trends impacting your business
- Leveraging the United Nations Sustainable Development Goals (SDGs)
- Leveraging sustainability reporting for strategic insights
- Multi-capital accounting, and
- Sustainability-aligned profitability modeling



**William G. Russell**  
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Professor of Green Accounting, Columbia University  
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### **Speaker Biography:**

William G. Russell is a Principal with the sustainability training and management consulting firm Transitioning to Green, LLC. Bill applies his holistic sustainability-awareness and integrated thinking skills to help people and enterprises create better strategies and enterprise performance management systems. He is a leader in developing ESG and multi-capital accounting and risk management standards and methods. He facilitates stakeholder engagement dialogues and materiality assessments as part of Transitioning to Green's holistic sustainability opportunity assessment and sustainability reporting services. He works with clients to create prosperous and thriving enterprises. He also is an adjunct Professor teaching "Green Accounting" at Columbia University. He previously was co-leader of the Global Environmental Services practice of PricewaterhouseCoopers. He has a BS in Chemical Engineering from the University of Maryland and an MBA from Rutgers University. He is co-author of The Sustainable Enterprise Fieldbook. A completely updated 2<sup>nd</sup> Edition of the Fieldbook is scheduled for release in May, 2018.

Transitioning to Green helps leaders think in new and creative ways – to be more innovative, collaborative, and effective and enterprises to accelerate the cultural and business transformation that is necessary for corporations, governments, communities and our world to be prosperous and thrive.