

# Special Events

## OPENING GENERAL SESSION & KEYNOTE

### MONDAY, JUNE 28

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8:00–9:30 a.m. (08:00–09:30)

#### **OPENING GENERAL SESSION**

The conference Opening General Session will include welcome comments by MPIF Executive Director/CEO C. James Trombino, CAE, and MPIF President Michael E. Lutheran. An overview of the annual MPIF State-of-the-Industry Report highlighting industry business conditions, technology trends, and markets for powder metallurgy and particulate materials will also be presented.



*Keynote Presentation:*

#### **The Greening of Business: Why It's Not Optional and How to Profit From It**

**Andrew Winston, Winston Eco-Strategies, LLC**

This presentation will focus on the sustainability forces coming to bear on companies today, why they are going green, what to focus on to save money, and investing in green innovation to make your business stronger. Andrew Winston is a globally recognized expert on how business can profit from thinking green. He is the co-author of the best-seller *Green to Gold* and author of *Green Recovery*, a guide to surviving—and thriving—in an economic downturn. He is dedicated to helping companies use environmental strategy to grow and create enduring value for their customers, employees, communities, and shareholders. He will provide a timely and entertaining strategic review of the greening of business and society.

*(Attendance restrictions apply.)*