

## Don't Get Left Behind by Green/Sustainable Business Trends!

A recent study by the *Manufacturing Performance Institute* identifies Green/Sustainable as one of six key strategies for manufacturers. Large companies are demanding improved performance from their supply chains. Customers are buying partly based on environmental and social performance. So when and how does a business get started on green/sustainability efforts during these challenging economic times?



Business owners and executives need to know:

- What major green/sustainability trends affect their industry
- How large companies (your customers) are reacting
- Effects on small and medium sized enterprises
- Why is now the right time to start?
- Options to get started or keep moving forward

Zbig Skiba is the president of Skiba Consulting, Ltd., which helps small and mid-sized enterprises to improve their competitive position and profitability by incorporating environmental and social objectives into a sustainable business strategy.

Zbig understands the challenges of developing and implementing green/sustainable business practices in a business environment that emphasizes the bottom line. He has an MBA from Kellogg GSM at Northwestern focused on entrepreneurship, and has worked as a business coach and peer group facilitator. He started his career in the manufacturing sector as an industrial engineer, and has substantial experience in business process improvement and information systems development.

Skiba Consulting, [www.skibaconsulting.com](http://www.skibaconsulting.com), recently implemented a sustainability project with Recycle Technologies Inc. of Wooddale, IL. As a result of our work together, RTI plans to decrease water usage by 50% and energy use by 15% over the next year. We also discovered that the greenhouse gas emissions for RTI's recycled antifreeze process are 80% lower than virgin antifreeze! RTI's sustainability efforts are featured in the August/September, 2009 issue of *Business Week Small Biz*.

**For a presentation on getting started with green/sustainable business efforts**, contact Zbig Skiba at: (847) 242-9156, [zskiba@skibaconsulting.com](mailto:zskiba@skibaconsulting.com).