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UNH's Whittemore School Hosts Seventh Generation CEO April 12

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DURHAM, N.H. - The University of New Hampshire's Whittemore School of Business and Economics will host Jeffrey Hollender, CEO of Seventh Generation, Monday, April 12.

Hollender will discuss “How to Run a Successful Business and Make the World a Better Place.” His talk takes place at 6 p.m. in Horton Hall, Room 4.

“Instituting a value system that places appropriate emphasis on accounting for social externalities - pollution, environmental degradation and resource consumption, health effects of the workplace environment on workers, the need to create a work environment that fulfills the needs of its employees, and sustainability in all its myriad forms - is no longer a luxury, a sideshow or a public relations exercise,” Hollender says.

Hollender founded Seventh Generation 16 years ago. Based in Burlington, VT, it is the leading brand of natural household products in the United States. He is a member and former director of the Social Venture Network, a group of socially conscious business executives. He co-founded and was director of Community Capital Bank, a New York financial institution that invests in affordable housing and community development. He served as president of The Rainforest Foundation USA, and co-chair of the Board of Directors of Vermont Businesses for Social Responsibility. He is the author of two books: “What Matters Most: How a Small Group of Pioneers Is Teaching Social Responsibility to Big Business, and Why Big Business Is Listening” and “How to Make the World a Better Place: A Guide for Doing Good.”