

**RETIREED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)
invites you to attend its meeting, on Wednesday, Apr.23, 2014.
First Presbyterian Church, Lafayette Place, Greenwich, CT.**

GWEN RUTA, ENVIRONMENTAL DEFENSE FUND

**UNLIKELY ALLIANCES: WHY GOOD ENVIRONMENTAL
STRATEGY IS GOOD FOR BUSINESS**



The Environmental Defense Fund (EDF) is a leading nonprofit organization that links science, economics and law to solve our most serious environmental problems. Its approach is to work with corporate partners to demonstrate that what is good for the health of the planet is good for the health of business.

From its unique business internship program, EDF Climate Corps, to its work in helping private equity firms build environmental management programs that cut pollution to save money, EDF has established that its approach is a win-win for the environment and the bottom line. Founded by scientists, EDF believes in data; it promotes market incentives to change behavior and isn't afraid to work with industry. Utterly nonpartisan, it is oriented toward practical policy solutions.

EDF works in the U.S. and worldwide to lower carbon emissions, fight deforestation and encourage the development of clean energy technology. It promotes the establishment of sustainable and healthy fisheries; creates and supports incentives that encourage land stewards like farmers and ranchers to conserve vulnerable species and habitats; and focuses on reforming the nation's outdated toxic chemicals law and reducing air pollutants that impact human health.

As EDF's vice president, programs, Gwen Ruta ensures that EDF delivers world-class execution of its strategies to protect human health and the environment. Previously, as vice president, corporate partnerships, she spearheaded EDF's work with multinational companies to accelerate environmental innovation in business products, services and operations. She worked to slash greenhouse gas emissions at Walmart and created a market for hybrid trucks with FedEx. Her team was ranked #1 for effective financial partnerships by the *Financial Times*. Ms. Ruta earned an M.P.A. from Harvard University and a B.S. in Chemical Engineering from the University of Virginia.

Our business meetings begin at 10, and our speakers are scheduled for 10:30. No Charge, and No Reservations are required. For additional information, call Bernard Schneider, 203-698-2558;bgsesq@gmail.com. See our website greenwichrma.org.