



**FOR IMMEDIATE RELEASE**

**JOHN C. DERNBACH, LAW PROFESSOR AND DISTINGUISHED AUTHOR ON  
SUSTAINABLE DEVELOPMENT TO KEYNOTE GREEN MEDIA CONFERENCE**

*Dernbach to Address the Government's Role in Sustainability*

***Highlights:***

1. The size of the United States' GDP requires a more active involvement in sustainability by its citizens and its corporations along with the federal government.
2. Dernbach's work within both state and federal government has given him a unique expertise in creating environmental law and sustainable practices.
3. Dernbach to discuss ways and means to accomplish sustainability goals in his keynote address at *The Green Media Conference*, June 9 in Washington, DC.

**MERCER ISLAND, WA – April 15, 2009** –John C. Dernbach, Distinguished Professor of Law at Widener University Law School and editor of *Agenda for a Sustainable America*, will be the afternoon keynote speaker for *The Green Media Conference*, June 9 in Washington, DC at the Marriott Wardman Park Hotel. Professor. Dernbach will be discussing the role of the government and the United States in general in creating a sustainable world.

**QUOTE: DON CARLI, CONFERENCE CHAIR AND SENIOR RESEARCH FELLOW AT THE  
INSTITUTE FOR SUSTAINABLE COMMUNICATION**

“In the *Agenda for a Sustainable America* John Dernbach has assembled an authoritative and pragmatic body of knowledge that citizens, corporations, nongovernmental organizations and government officials can use to meet the challenges of the future. I'm gratified that John will be sharing his decades of experience in sustainability, business, policymaking and the law with attendees of The Green Media Conference.”

**QUOTE: JOHN C. DERNBACH**

“The United States is not just another country in the global effort to achieve sustainable development. It has the world's highest Gross Domestic Product, the most powerful military on earth, and is the largest producer and consumer of energy and materials in human history. Because of its impact on the world's environment and its political, economic, and military influence, the United States has unparalleled power to lead an international effort to achieve sustainable development or to prevent or impede world efforts to achieve sustainability.

“Much of American influence around the world, for better and for worse, rests in the example it sets. As a consequence, U.S. domestic actions related to sustainability are likely to influence other countries as much as, and even more than, anything the U.S. does in the international arena. It is highly unlikely that the rest of the world can achieve sustainability without the active engagement of the United States.”

Dernbach leads a project that reviews sustainable development efforts in the United States and makes recommendations for future action. He also writes and lectures on climate change and environmental law. He is the editor of *Stumbling Toward Sustainability (2002)* and *Agenda for a Sustainable America*



(2009), which draw on experts from around the country. In addition, he is the primary author of a classic text on legal writing. A law professor on the Harrisburg, PA campus of Widener University, he previously served in a variety of roles at the Pennsylvania Department of Environmental Protection, most recently as policy director. He co-authored an *amicus* brief to the United States Supreme Court on behalf of 18 prominent climate scientists in the landmark climate change case, *Massachusetts v. Environmental Protection Agency*. In September 2008, he was named one of three distinguished law professors at Widener University.

#### **ABOUT THE CONFERENCE**

The Green Media Conference is focused on green, sustainable information technologies and communication solutions for the Enterprise, Publishers, Commercial Print and Digital Media Professionals in Fortune 1500 companies, mid-size businesses, communication professionals, printers, and federal, state, and local municipalities along with higher education and nonprofit institutions.

With the theme of “Expanding Lean & Green Opportunities,” the conference brings together practitioners, best practices and real world case studies on the production of sustainable media and illustrating how to make money at the same time. Attendees to SustainCommWorld events are marketing and advertising professionals who need the latest information to make sustainable advertising, printing and web decisions as well as analyses the businesses within their supply chains.

For more information on conference program, visit: <http://www.GreenMediaConference.com>

NOTE: Images related to this release are available at:  
[http://www.greenmediaconference.com/press\\_center/image\\_resources.asp](http://www.greenmediaconference.com/press_center/image_resources.asp)

#### ***About SustainCommWorld***

SustainCommWorld is focused on educating communication professionals from corporations, institutions and government agencies how to develop sustainable green workflows and supply chains to lower their carbon footprint. SustainCommWorld currently produces major events including The Business of Green Media Conference in cooperation with the Cal Poly Graphic Communication Department and the Graphic Communication Institute at Cal Poly, and The Green Media Conferences.

SustainCommWorld staff consults with institutions and enterprises on issues related to sustainable communication – the production of sustainable media and the associated business challenges and opportunities that face the graphic arts community, enterprise marketers and those involved in media production. Senior executives are frequent speakers at conferences around the world.

To further spread their green message, SustainCommWorld produces a bi-monthly newsletter Green Media Newsletter, Communicate Green Radio, a radio show debuting next fall and sponsors GreenMediaConnect, a social networking site featuring forums, blogs and resources. For more information visit, <http://www.sustaincommworld.com>

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