

The *Eco League*

Five Great Colleges ≈ One important Mission

Eco League Field Courses

- Eco League courses foster learning and community among students and faculty across the Eco League schools.
- Humans in Place: Sustainable Business and Community in Vermont is the second Eco League course offering.
- The course is an upper level course, fully credited according to each school's system.

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Eco League Field Courses

“The entire experience was by far one of the best classes I have ever taken. The group dynamic was incredible and the diverse interests of the entire group (including the professors) really contributed to all aspects of the course.”

Green Mountain Student in first Eco League field course

A watercolor illustration of a Vermont campus landscape. The scene is viewed from an elevated perspective, showing a mix of green fields, a paved path, and various buildings. In the background, there are several red brick buildings, including a large, multi-story structure with a prominent chimney. To the right, a large, red wooden barn with a gambrel roof is visible, surrounded by trees. The foreground features rolling green hills with a path leading through them. The overall style is soft and artistic, with a focus on natural and built environments.

Humans in Place: Sustainable Business and Community in Vermont

Green Mountain College campus



**Humans in Place:
Sustainable Business
and Community in Vermont**

**The second annual Joint Eco League Field Course
Hosted by Green Mountain College
May 9-23 , 2012**



Humans in Place:

Sustainable Business and Community in Vermont

Sustainable businesses operating in an environmentally, socially and financially responsible way are one of the most powerful currents of change in our world.



Humans in Place:

Sustainable Business and Community in Vermont

Businesses are organic farms, environmental education centers, eco tourism outfits, health centers, social change non profits, fair trade storefronts, and your corner food Coop, as well as the large corporations that currently drive our economy.



Humans in Place:

Sustainable Business and Community in Vermont

This course combines classroom work with in depth studies of renowned Vermont businesses to explore sustainable business theories and practices and discover how sustainable businesses influence their communities.



Humans in Place:

Sustainable Business and Community in Vermont

We will pay particular attention to real life case studies by combining classroom discussions with field visits to Vermont based sustainable businesses, and exploring the applicability of these practices to other communities.

Joint field courses draw on faculty expertise across the Eco League

Green Mountain College: Karen Martinsen Fleming

Karen is Associate Professor of Business and Director of the Sustainable MBA Program. Prior to joining GMC in 2005, Karen had 20+ years of business experience, most recently as Senior VP of Marketing at Stonyfield Farm and Seventh Generation, two pioneering leaders in sustainable business. She holds a B.A. from Dartmouth College and an M.B.A. from Harvard University.

Alaska Pacific University: Kathleen Cronen

Kathy Cronen is a visiting instructor at Alaska Pacific University. She spent 29 years in private industry and, as CEO of North Star Behavioral Health System from 1984-2004, combines an extensive background in health services administration with solid business knowledge. She holds an MS in Management and Administration from University of LaVerne and a BSBA in Accounting from Creighton University

Course Goals

At the end of the course students will be able to:

- Define sustainable business and explain how sustainable business theory has evolved
- Critically analyze business' sustainability strategy and practices
- Understand the critical importance of leadership, culture and organizational management in the effective execution of sustainable business practices
- Explore the role of sustainable business in supporting sustainable communities

The Companies

Ben & Jerry's

Ben & Jerry's is a well-known pioneer in socially responsible business practices. We'll tour the company and meet company management; of particular interest in class discussion will be the impact of Unilever's acquisition on Ben & Jerry's culture and sustainable business practices.



Rhino Foods

Rhino Foods is a supplier to Ben & Jerry's (they make the chocolate chip cookie dough!) and their CEO Ted Castle was the 2009 winner of the Terry Ehrich award given to the leading socially responsible business in VT by Vermont Businesses for Social Responsibility. We'll tour the company and meet company management; of particular interest in class discussion will be how the two companies work together (managing the sustainable supply chain) as well as Rhino's unique human resource policies supporting an immigrant workforce. [L](#)



Green Mountain Coffee Roasters & Skinny Pancake

Green Mountain Coffee Roasters and **Skinny Pancake** are both considered leaders in sustainable business. We will tour their facilities and meet with company management; of particular interest in class discussion will be to compare and contrast the authenticity of these two companies in their sustainable business practices.



Vermont Businesses for Social Responsibility



Vermont Businesses for Social Responsibility (VBSR) is the largest state organization of social responsible businesses in the United States. We will meet with the Executive Director and discuss current trends, opportunities and challenges for socially responsible and sustainable businesses

Gro Solar

Gro Solar is a leading solar provider that was started and is run by the husband and wife team of Dori and Jeff Wolfe. Students will tour the company and meet the management; of particular interest in class discussion will be how to manage and finance a rapidly growing company while being true to sustainable business principles



King Arthur Flour



King Arthur Flour is a leading regional flour brand and consistently ranked as one of Vermont's best places to work. We will tour the company and meet company management; of particular interest in class discussion will be how the company operates as an employee owned, open book, team managed company

Burlington Intervale and Gardener's Supply

In 1986, Will Raap, founder of **Gardeners Supply Co.**, spearheaded an **Intervale** clean-up effort to restore this 350 acre area to its agricultural roots and feed Burlington. The Intervale area has been transformed into a nationally recognized center for sustainable agriculture and provides an excellent example of the mutually supportive roles of sustainable business and sustainable communities . Students will tour several businesses in the Intervale and meet with Will Raap.



The Important details

Course Dates: May 9-23, 2012

Course Fee: \$ 1030 includes all travel, accommodations, and meals while in Vermont.

Applications due by November 1 – later applications accepted on a space available basis.

For a course application, see one of the instructors or your school Eco League Steering Committee member:

Alaska Pacific University, Jason Geck: jgeck@alaskapacific.edu

College of the Atlantic, Steve Ressel, sressel@coa.edu

Green Mountain College, Mark Jordan, jordanm@greenmtn.edu

Northland College, Randy Lehr, rlehr@northland.edu

Prescott College, Tom Fleischner, tfleischner@prescott.edu

Or contact Eco League coordinator Edie Dillon , edillon@prescott.edu