

Saving the world... by making a **PROFIT.**

Everyone knows that environmental stewardship is good for the planet, but is it also good for a company's bottom line?



Please join, Jay Truty, founder of Ecosystem Capital, LLC, as he discusses strategies that organizations and individuals can take to realize (and increase) the financial value of land and water resources by utilizing market-based conservation finance strategies.

Friday, April 9

Illinois Wesleyan University

Hansen Student Center
300 Beecher Street
Bloomington, Illinois 61701

Noon – 1 PM

Q&A to follow

Sack lunches are welcome.

“Creating Economies of Nature”

Presenter: Jay Truty, Founder, Ecosystem Capital, LLC

Ecosystem Capital, LLC, the company Mr. Truty founded in July of 2008, specializes in assisting landowners, corporations, financial institutions, conservation organizations and government entities with the development of innovative conservation finance strategies. Mr. Truty assists clients on a global basis with the development of integrated sustainable development and conservation finance strategies designed to resolve pressing ecological issues faced by local and regional stakeholders.

Mr. Truty, a graduate of Illinois Wesleyan University and the University of Missouri School of Law, practiced environmental and natural resources law for a decade prior to founding Ecosystem Capital, which included stints as a partner for one of the largest global law firms and as in-house environmental regulatory counsel for a Fortune 100 global heavy-equipment manufacturer.