

## Lunch 'n Learn: People, Planet, Profit

Nearly two dozen Chamber members and guests gathered at The Fargo Cattle Company Steakhouse for the latest Lunch 'n Learn. The date was March 17th – St. Patrick's Day – chosen to coincide with Chad Ray's presentation discussing the new "green" economy.

Chad Ray, owner of Olde Heritage Builders & Realty, presented his first discussion of "People, Planet, and Profit" in May 2008. The March event was a follow-up intended to build upon the general concepts presented last year.

Chad began by emphasizing the global nature of today's business world by saying "What happens in the world now happens here." He cited Thomas Friedman, well-known economist and author of "The World is Flat, whose book details key events in

recent history which have essentially "flattened" our world and forever impacted the nature of business and capitalism. The collapse of the Berlin Wall and the rise of the "Asian Dragon and the Indian Tiger" resulted in some 3 to 4 billion new consumers in less than a generation.

The changing business environment demands that successful leaders respond to the needs and wants of their People (both staff and customers) and their Planet while still maintaining a Profit. Chad gave several examples of ways to improve the employer/staff relationship; he recommends doing some online research to uncover the staff-friendly choices made by Fortune's 100 Best Companies to Work For.

With regard to Planet, Chad believes that we are currently on the verge of the "largest

growth spurt in the world's history." Thus, sustaining earth's resources will no longer be an option for the world's businesses; it will be essential. But Profit cannot be overlooked. As Chad points out, "If you're not profitable, you're not really in business."

Fortunately, Chad has made it a personal mission to find ways to sustain both People and Planet while maintaining a healthy bottom line in his business. He plans to continue sharing his knowledge of this subject with the business and community leaders of Zebulon in the future, so watch for more green presentations and find out what YOU can do to make a difference.

## 2009 Membership Renewals

The Chamber thanks the following who have chosen to invest in their business

## Chamber President becomes Local TV Celeb!