Sustainable Business

Lead Faculty

**William Cats-Baril, Ph.D., Associate Professor for Information and Decision Sciences in the School of Business Administration at the University of Vermont.** Willy’s current research interests include the implementation of the Electronic Medical Record systems, the design of integrated health care delivery systems, and the development of a predictive risk model of suicide in hospital in-patient populations. [Instructor Web Site.](#)

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**Julie Nash, MBA.** Julie Nash is pursuing a PhD in the Rubenstein School of Environment and Natural Resources and the Certificate of Graduate Study in Ecological Economics from the Gund Institute. Prior to starting at UVM, Julie spent most of her career at international consumer products companies, working in various management capacities in brand marketing, strategic planning, and corporate finance. Most recently, Julie managed global innovation and new product development at Ben & Jerry’s in Burlington Vermont. This opportunity provided great experience turning Ben & Jerry’s social vision into tangible sustainable products. Julie’s dissertation focuses on this interface between consumer behavior, sustainable business practices, and the natural environment. [Instructor Web Site.](#)

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**David Jones, Ph.D., Associate Professor, School of Business Administration.** He is a passionate teacher and was honored to win a University-wide teaching award in 2009 (the Kroepsch-Maurice Excellence in Teaching Award). At UVM David teaches courses in leadership, management, organizational behavior, and sustainable business. David has conducted full-day sessions on leadership and motivation with over 480 executives, managers, and medical professionals in Vermont alone. In his research David focuses on employees’ perceptions of fairness in the workplace and the processes through which employees respond to these perceptions through cooperative behavior, turnover, and counterproductive behavior (e.g., wasting time, theft). David also conducts research on how job seekers and employees respond to socially and environmentally responsible business practices, focusing on the psychological mechanisms that explain how and why they respond in positive ways. David is active in presenting his research at scholarly conferences like the annual meetings of the Academy of Management and the Society for Industrial and Organizational Psychology, having presented and authored over 70 scholarly and invited presentations. David has published 25 book chapters and peer reviewed articles and conference proceeding papers, including scholarly articles in top-tier academic journals such as the *Journal of Applied Psychology*, the *Journal of Organizational Behavior*, and the *Journal of Management*. Dr. Jones currently serves on the editorial board of the *Journal of Organizational Behavior*. [Instructor Web Site.](#)
Martha Woodman, MBA. Martha Woodman has been on the accounting faculty at the University of Vermont since 1984. During this time her primary teaching responsibilities have been in the areas of Managerial Accounting, Cost Accounting, Financial Accounting and more recently Accounting and the Environment. For thirteen years Marti served as Assistant Dean and Director of Student Affairs for the School of Business Administration. Previously she taught at Washington State University and the University of Oregon. Martha earned her BSBA at the University of Kansas and her MBA at the University of Missouri at Kansas City. She did doctoral coursework at the University of Oregon, where she studied with Professor Barry Spicer one of the earliest researchers on accounting and social issues. Her interests in Accounting and Social Issues was re-triggered and redirected to Environmental Accounting under the guidance of Professor D. Jacque Grinnell, who started the management and Environment Concentration at UVM. Since 2004 Martha has offered a seminar for seniors and graduate students on Accounting and the Environment. Instructor Web Site.

Presenters

See below for a list of current high caliber panelists and presenters who will participate in the Sustainable Business Program this summer:

Andrea Cohen  
Director, Vermont Businesses for Social Responsibility (VBSR).

Scott Comeau  

Jon D. Erickson, Ph.D.  
Professor at the Rubenstein School of Environment and Natural Resources and the Environmental Program at the University of Vermont, and Managing Director of the Gund Institute for Ecological Economics.

David Firestone  
Professor of Law, Vermont Law School.

Doug Goldsmith  
Chief Operating Officer, AllEarth Renewables.
Michael Laramee  
Founder, mealTrain.com

Deirdre Lord  
Co-founder, The Megawatt Hour.

Hugh Marble  
Assistant Professor, UVM School of Business Administration.

Elizabeth Miller  
Chief of Staff, Office of the Governor, State of Vermont.

Eli Moulton  
Partner, Merritt, Merritt, & Moulton.

Tammy Newmark  
Fund Manager, EcoEnterprises Fund.

Will Patten  
Owner, Hinesburgh Public House.

Will Raap  
Founder and Chairman, Gardener’s Supply Company

Beth Sachs  
Founder, Vermont Energy Investment Corporation (VEIC).

Rebecca Towne  
Corporate Spokesperson, Green Mountain Power.

Sanjay Sharma, Ph.D.  
Dean and Professor, UVM School of Business Administration.