

# ALEX. BROWN CENTER FOR ENTREPRENEURSHIP

## Presents

### The Raymond V. Haysbert, Sr. Entrepreneurship Lecture

## Come Home to a Better World

WorkingWonders™ is an innovative, transformational retailer selling a comprehensive mix of products and services to make American homes and lifestyles sustainable.

Many people now recognize the need to detox their bodies from unnecessary preservatives and additives routinely used in processed food. However, what most people don't yet recognize is that we also need to detox our homes. Added chemicals and fillers don't belong in our food, and they don't belong in the air of our homes either.

The blueprint for WorkingWonders™ leverages the hugely powerful force of American consumerism to provide an exciting shopping experience fully vetted for social and economic integrity, and environmental health.

Come listen to the story of WorkingWonders™ and how a home retailer is leading by example to create a revolution for positive and lasting changes in the marketplace - and our homes.

### **Presenters:**



#### **BethAnn Lederer, CEO of WorkingWonders™ and LEED AP**

B.A. English, University of Maryland, Baltimore County

BethAnn is one of the Top Ten Sustainable CEOs named in a survey to recognize "enlightened business leaders" by Triple Pundit, a blog for the business community that cultivates awareness and understanding of the triple bottom line. BethAnn is recognized for building WorkingWonders™ into one of the larger resources for green interior design material and products for the home and workplace. She credits her experiences of raising a child and working in the fields of marketing, retail, health education and advocacy, in combination with the founding of two non-profit organizations, for providing the insight and impetus for the creation of WorkingWonders™.



#### **Casey Willson, Retail Industry and Sustainability Programs Manager**

at the Lead Center of the Maryland Small Business Development Center Network at the University of Maryland, College Park. M.B.A., James Madison University, M.A. Legislative Affairs, George Washington University, B.S. International Relations, University of Delaware

Casey brings 40 years experience to bear in helping small businesses refine and promote their concepts to the public while practicing sustainable and prudent business operations. Since 2005 he has presented more than 130 town meetings to 2750+ businesses across Maryland and Virginia and has met with scores of small businesses throughout the state to provide confidential one-on-one counseling.

**April 25th, 2012**  
**12 – 1:00p.m. • Commons 331**

Contact Vivian Armor at [armor@umbc.edu](mailto:armor@umbc.edu) for more information  
or visit us at [www.umbc.edu/entrepreneurship/speakers](http://www.umbc.edu/entrepreneurship/speakers).

### **Speaker Series**

The Entrepreneurship Speaker Series provides a monthly platform for successful entrepreneurs to candidly share their experiences and insights with UMBC students, faculty, staff, alumni, and the Baltimore business community. The series highlights experiences, lessons learned, and unique issues and challenges faced by entrepreneurs in the creation of a new enterprise.

# UMBC

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