



Lessons in Environmental Stewardship: Effecting Organizational Change

A Live Webcast for State Transportation Agencies

Live Webcast April 16, 2003 1:00 - 3:00 pm, EDT
www.itre.ncsu.edu/AASHTO/stewardship/webcast.asp

The AASHTO Center for Environmental Excellence, in cooperation with the Center for Transportation and the Environment at North Carolina State University, is pleased to present a live Webcast on April 16, 2003, featuring a panel discussion by state DOT officials who have helped environmental stewardship thrive in their organizations.

James Codell, III

Secretary of Transportation, Kentucky Transportation Cabinet

Gary McVoy

Director, Transportation Maintenance Division, New York State Department of Transportation

John F. Conrad

Assistant Secretary for Engineering & Regional Operations, Washington State Department of Transportation

Janet D'Ignazio

Chief Planner and Environmental Officer, North Carolina Department of Transportation

Much has been said recently on *why* a state DOT may wish to adopt and/or incorporate an environmental stewardship ethic into its overall mission and daily operating procedures. Up to this point, very little has been said on *how* a state DOT is expected to effectuate this change at the organizational level.

For the first time, AASHTO is bringing together a panel of experienced managers who will discuss in practical terms how their agencies are accomplishing this change.

Topics discussed will include:

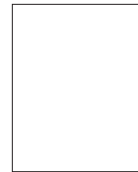
- Getting started—identifying change leaders, laying the organizational groundwork, obtaining both upper and lower management buy-in
- Creating a supportive organizational setting—working to make sure that the messages are consistent and that the resources are in place
- Picking your spots—determining where to focus early efforts and how to identify potential obstacles
- Obtaining commitments—getting people interested and keeping them interested
- Measuring results—developing methods to measure environmental stewardship performance at the individual and organizational levels
- Rewarding results—acknowledging those who practice excellent environmental stewardship

Audience members can interact with the panel by phone, fax, or E-mail.



Center for Environmental Excellence

c/o The Center for Transportation and the Environment
North Carolina State University
Centennial Campus, Box 8601
Raleigh, North Carolina 27695-8601



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FIRST CLASS

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ANNOUNCEMENT

From the AASHTO Center for Environmental Excellence (ACEE)

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For instructions on how to participate in the live Webcast, which requires RealOne™ Player, please visit the AASHTO Environmental Stewardship Demonstration Program Web site at:

www.itre.ncsu.edu/AASHTO/stewardship/webcast.asp

For more information, please contact:
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