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ARIZONA FORWARD'S 44TH ANNUAL LUNCHEON SPOTLIGHTS LESSONS FROM NATURE

Featuring: Dr. Rafe Sagarin, Marine Ecologist, Environmental Policy Analyst & Author

PHOENIX (Nov. 25, 2013) – Nobody would expect to learn much from an octopus, but Arizona Forward's 44th Annual Luncheon from 11:30 a.m.-1:30 p.m., Fri., Dec. 6 will reveal how we can apply lessons from nature to business principles and human interaction.

This signature event will be held at the Arizona Biltmore featuring a keynote address by Dr. Rafe Sagarin, a University of Arizona professor and author of *Learning from the Octopus: How Secrets from Nature Can Help Us Fight Terrorist Attacks, Natural Disasters and Disease*. He reflects on adaptability and how secrets from nature can help people in their personal and professional lives while empowering society to create stronger, more livable and sustainable communities.

A marine ecologist and environmental policy analyst, Sagarin will address nearly 400 attendees. He'll share insights about how organisms have learned to thrive under the most difficult of conditions and offer perspective on how their lessons apply to today's business organizations. The program is open to the public; reservations are required. For information visit: arizonaforward.org or call (602) 240-2408.

A 44-year-old, business-based environmental public interest group, Arizona Forward is celebrating its first year as a statewide association. It has operated as Valley Forward in and around Maricopa County since 1969 and took its mission statewide in January.

"We are Arizona's oldest new organization," said Diane Brossart, president and CEO of Arizona Forward. "This program is highly aligned with our transition. Today's volatile business climate underscores the importance of adaptive approaches and responsiveness to change. Embracing adaptability enables companies to successfully perform in the face of adversity."

Biological organisms have been living—and thriving—on a risk-filled planet for billions of years, Sagarin notes in his book, which will be available at a book-signing immediately following his remarks. Remarkably, they have done it without planning, predicting, or trying to perfect their responses to complex threats. Rather, they simply adapt to solve the challenges they continually face.

Arizona Forward brings business and civic leaders together to facilitate thoughtful public dialogue on sustainability issues and to improve the environmental quality and economic vitality of cities and towns throughout the Grand Canyon State.

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