

—Slug:.....COMM-0869.arts.WWAC_sustainability
—Contributor.....
—Contributor email.....
—For section..... The Arts
—Format..... News - no byline
—Dateline..... Brattleboro
—Article Number:..... 43724



Notes from editor (not for publication):



HEADLINE ELEMENTS:

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1 Stenn explores sustainability during WWAC event June
2 19

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4 TEXT BODY:

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5 The Windham World Affairs Council invites the public to
6 “Profitable Good Book Launch and Sustainability Lens Game
7 Play with author, Tamara Stenn, Friday, June 19, from 6:30 to 8:00
8 p.m. at 118 Elliot.

9 The evening will feature local author, entrepreneur, and
10 sustainability expert Tamara Stenn, who holds a Doctor of the
11 Arts in Leadership and Economics. She will present her new

12 book, *The Profitable Good: A Bold Playbook for Sustainable*
13 *Business Growth*, which explores questions such as: What if the
14 choices one makes every day — as consumers, business owners,
15 neighbors, and community members — could help create a
16 stronger local economy, more opportunities for others, and a
17 healthier, more connected community?

18 The event will include a book talk, signing, raffle, and an
19 exclusive interactive experience based on Stenn’s internationally
20 recognized Sustainability Lens Game. Participants will take part
21 in a “Main Street Brattleboro” edition designed specifically for
22 the local community.

23 In *The Profitable Good*, Stenn demonstrates how
24 businesses, organizations, and individuals can create win-win
25 solutions that meet their own needs while strengthening
26 communities, expanding opportunities, building resilience, and
27 creating meaningful connections. Drawing on real-world
28 examples from around the globe, the book provides practical,
29 step-by-step strategies that show how doing good can also be
30 good business.

31 The book is already being used in classrooms,
32 professional development programs, and think tanks worldwide
33 as a practical guide for sustainable and profitable decision-
34 making.

35 Following the book presentation, attendees will join
36 teams to play the Sustainability Lens Game, collaborating to
37 imagine realistic solutions for making Brattleboro an even better
38 place to live, work, and thrive. The game encourages participants
39 of all backgrounds and ages to contribute ideas, explore trade-
40 offs, and discover opportunities for positive community change.

41 Adding a unique twist to the evening, “Sustainability
42 Sam,” an AI-powered community planning assistant, will help
43 collect participant ideas, analyze emerging themes, and identify
44 practical next steps. Insights generated during the event will be
45 compiled and shared with local leaders to support community
46 conversations and future initiatives.

47 "This event is about empowering people to realize that
48 their everyday decisions matter," said Stenn in a news release.
49 "Whether you're running a business, shopping locally,
50 volunteering, or making choices at home, small actions can
51 create ripple effects that strengthen our communities and expand
52 opportunities for everyone."

53 Organizers say the evening is designed to be engaging,
54 interactive, and welcoming to all. No prior knowledge of
55 sustainability or business is required. A suggested donation of
56 \$10 is appreciated, though no one will be turned away for lack of
57 funds.

58 Tickets can be reserved at bit.ly/869-stenn and will also
59 be available at the door. For further information about future
60 events, visit windhamworldaffairscouncil.org.

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LOGLINE (SOCIAL MEDIA):

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