



**Social  
Enterprise  
Forum**

# HOW TO CREATE A LEGACY



# AGENDA

February 26, 2024

## Hosts

**Dr. Caddie Putnam Rankin**  
Washington College

**Dr. Edyta Rudawska**  
Washington College

**Lynne Meis**  
Washington College

## Session

**Introduction to  
Sustainability Legacy**  
Welcoming

## Time

**7:00-7:15 p.m.**

## Speakers

**Evan Lutz**  
Hungry Harvest

**Natasha Nazareth**  
Nazareth Bonifacino Law  
Benefit LLC

**Ian MacFarlane**  
EA Engineering, Science,  
and Technology, Inc., PBC

**Sustainability Legacy**  
How to create it?



**Student Q&A**

**7:15-8:15 p.m.**

**Dr. Caddie Putnam Rankin**  
Washington College

**Closing Remarks**

**8:15-8:30 p.m.**



# HOST BIOS

## **Dr. Caddie Putnam Rankin**



Associate Professor  
Washington College

Dr. Caddie Putnam Rankin is the Chair of the Department of Business Management and an Associate Professor of Strategic Management and Corporate Social Responsibility at Washington College. Dr. Putnam Rankin's research focuses on the ways that organizations create value in our communities by promoting social and environmental objectives in addition to profit-centered goals. She explores the intersections of business and society with an emphasis on corporate social responsibility, benefit organization forms, and social enterprise. Her work has been published in *SAGE Business Cases*, *Societies*, *Qualitative Research in Business and Organizations*, and the book series *Business & Society 360*. Dr. Putnam Rankin serves on the Board of Directors for the investment firm Fenimore Asset Management and the Putnam Family Foundation.

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## **Dr. Edyta Rudawska**



Assistant Professor  
Washington College

Dr. Edyta Rudawska is an Assistant Professor of Marketing at Washington College. Dr. Rudawska's research focuses on marketing management, customer relationships management and the process of value creation. For the last few years she has been exploring ways of aligning marketing and sustainability in business organizations. Her work has been published in *British Food Journal* and *Journal of Business and Industrial Marketing*. She has also published a book on Sustainable Marketing in Emerald Publishing. Dr. Rudawska serves as a vice-president of the Polish Scientific Marketing Association. She has participated in teaching and research programs in Cyprus, UK, and the USA. She has been a visiting professor in China, Sri Lanka, and in Spain.



**Lynne Meis**



Lynne Meis a certified trainer from SAP University Alliances in Business Process Integration, Design Thinking, and Data Analytics. She has taught global marketing management, marketing analytics, research methods, consumer behavior and management information systems to graduate and undergraduate students. She brings her unique professional experience as a project, brand, and analytics manager from financial servicing corporations, local businesses, advocacy associations, and nonprofit organizations into the classroom. Her continued focus is utilizing data to offer insights on opportunities for organizations while continuing her training in emerging information systems. Balancing behavioral and technical learning objectives are consistent in her systems and analytical courses.

Visiting Assistant Professor  
Washington College

**SPEAKER BIOS**

**Evan Lutz**



Evan is a 31year-old social entrepreneur from Baltimore, Maryland who is passionate about food justice, entrepreneurship, and the Baltimore Ravens. He's a frequent guest on NPR, the Washington Post, and Baltimore News stations. He's been recognized in Forbes 30 under 30 in the social entrepreneurship category, Baltimore's 40 under 40, and Montgomery County Emerging Business of the Year Award, previously won by Honest Tea, Sweet Green, and Comcast. He was also featured on ABC's Shark Tank, where he made a deal with Robert Herjavec.

Hungry Harvest





**Natasha Nazareth**



Partner, Nazareth Bonifacino Law  
Benefit LLC

Natasha Nazareth is an education, business and employment attorney serving small- to mid-market companies, schools, and colleges in Maryland, D.C., Virginia, and North Carolina. She adds value by helping owners and executives with business transactions through the business lifecycle from start-up to exit, labor and employment issues, contracts, leasing, risk management, crisis management, regulatory compliance, non-profit and tax-exempt law, governance, bylaws, board policies, intellectual property, and a host of other strategic and day-to-day needs. Her current practice includes clients in education, technology and software, food & beverage, government contracting, construction, healthcare, and professional services in both the non-profit and for-profit sectors. Natasha practices law joyfully because she believes law is a powerful force for healthy and rewarding relationships. Her law firm Nazareth Bonifacino Law is the first Certified B Corp law firm in Maryland. Clients choose Natasha because they trust her to give practical, business-minded, and empowering advice at the intersection of law and business.

**Ian D. MacFarlane**



President, CEO, and Chair  
EA Engineering, Science, and  
Technology, Inc., PBC

Ian MacFarlane is the President, CEO, and Chair of EA Engineering, Science, and Technology, Inc., PBC, a U.S. mid-sized environmental consulting services firm serving a wide range of clients in both the government and private sectors with 27 commercial offices nationwide, over 650 employees, and annual revenues of about \$250M. Ian has been with EA for over 35 years, working his way up the ranks to his CEO appointment in 2006, representing the second generation of leadership since the firm's founding in 1973. He led EA, once a public company, through an ownership transition in 2005 from its founder to employee ownership by an ESOP and management investors. Further, in 2014, he led EA's ownership conversion to 100% ESOP and adoption as a Public Benefit Corporation under Delaware corporate law. Mr. MacFarlane has a bachelor's degree in geology from Denison University and a master's degree in management of technology from the University of Pennsylvania (School of Engineering & Wharton).



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## SPONSORS



This program is co-sponsored by B Local Mid-Atlantic (BLMA) and the Department of Business Management at Washington College. B Local Mid-Atlantic and the Washington College Department of Business Management entered into a partnership designed to foster collaboration between members of BLMA and the academic community in order to educate and engage students regarding social enterprise and the sustainable business movement. We are delighted to welcome you to the fourth Social Enterprise Forum.

For More Information Contact:

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Edyta Rudawska, Washington College: [erudawska2@washcoll.edu](mailto:erudawska2@washcoll.edu)