



HOLLAND BOARD OF PUBLIC WORKS

NEWS RELEASE

For Immediate Release

Environmental Economist John Baden to Speak April 22

HOLLAND, MI., April 17, 2009 -- John A. Baden, founder and chairman of the Foundation for Research on Economics & the Environment (FREE) will speak on "Balancing Competing Values" on April 22 at the Haworth Inn and Conference Center (225 College Avenue in Holland). The lecture, which is free and open to the public, begins at 7:00 pm.

Baden is a leader in developing the New Resource Economics, an incentive-based approach to environmental and natural resource management. His columns have been published in the *Wall Street Journal* and *New York Times*, and he has been a contributing author or editor of seven books and numerous academic journal and law review articles. Baden will talk about meeting future energy demands and what are the environmental consequences of our choices. Answering these questions involves balancing competing values.

The speaker is being sponsored by the Holland Board of Public Works in recognition of Earth Day (April 22).

The Holland Board of Public Works is a community-owned enterprise providing electric generation and distribution, broadband, water and wastewater treatment to the City of Holland and selected areas.

For more information, visit our web site at www.hollandbpw.com.

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