

**The 4th Annual Colloquium on the Environment**

**Keynote Speaker**

# **Amory Lovins**

**“Whole System  
Thinking and  
Radical Energy  
Efficiency”**



**April 29, 2008**

**5:00 p.m. - HUB-Robeson Auditorium**

**Free and open to the public.**

**Amory Lovins, Rocky Mountain Institute  
Cofounder, Chairman, and Chief Scientist, is a  
consultant experimental physicist educated  
at Harvard and Oxford. Author of Natural  
Capitalism and Winning the Oil Endgame.**

**Sponsored by the University's Finance and Business Environmental Stewardship Strategy and the  
Penn State Institutes of the Energy and the Environment.**

**This year's event is also sponsored by the Center for Sustainability and Penn State Outreach.**