

## Upcoming NAEM Events

### 2012 Product Stewardship Conference

*Managing Impacts Throughout the Supply Chain*  
May 9-10, 2012 | Boston, MA

How do you navigate the maze of REACH, RoHS, and other product regulations? Learn best practices for advancing product stewardship programs and achieving greater transparency throughout the supply chain.

### 2012 EHS Compliance Excellence Workshop

*Designing Management Systems that Drive Performance*  
Aug. 1-2, 2012 | Chicago, IL

Effective EHS programs hinge on the strength of the management system design and how well it is integrated into the business. See how leading companies are managing EHS to ensure compliance, reduce risk and drive business results.

### 2012 EHS Management Forum

*Celebrating 20 years!*  
Oct. 17-19, 2012 | Naples, FL

Now in its 20th year, the EHS Management Forum is the largest annual gathering for environmental, health and safety (EHS) and sustainability decision-makers. With two days of peer-led interactive sessions and keynote presentations, this is the premier event dedicated to showcasing best practices in EHS and sustainability management.

## Empower your team with NAEM Corporate Membership

Ready to advance your EHS and sustainability program?  
Looking to expand your network?  
NAEM Can Help With Both.

NAEM Corporate Membership is open to companies of all sizes and industries. Join a professional community of 75+ leading companies and gain new benefits that include:

- NAEM membership for your EHS and Sustainability team
- Benchmarking with NAEM corporate member companies
- Full access to NAEM's EHS and sustainability resources
- An instant network through NAEM's online private directory
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# 2012

## Corporate Sustainability Management Conference

MARCH 7-8 | ATLANTA

Building a Best-In-Class Program:  
From Fundamentals to Advanced Practices



## CONFERENCE PROGRAM

Presented with special support from:



### WEDNESDAY, MARCH 7

8 - 8:45 a.m. Breakfast and Resource Center [Georgia Pre-Function Area](#)

8:45 - 9 a.m. Official Welcome and Introductions [Georgia Ballroom West](#)

- **Carol Singer Neuvelt**, Executive Director, NAEM

9 - 10 a.m. **Keynote: Global Environmental Trends Impacting Business** [Georgia Ballroom West](#)

Global environmental trends are shaping tomorrow's markets. How can your company navigate them and be competitively positioned for future markets over the long-term?

- **Samantha Putt del Pino**, Co-Director of Business Engagement in Climate and Technology, Climate and Energy Program, World Resources Institute

10 - 10:30 a.m. Break and Resource Center [Georgia Pre-Function Area](#)

10:30 a.m. - 12 p.m. **Benchmarking Different Approaches to Corporate Sustainability Management** [Georgia Ballroom West](#)

This session will provide attendees with an opportunity to benchmark different approaches to sustainability management, including reporting structures, staffing, budgeting, metrics, goals and results/program benefits. Attendees and speakers will have the chance to discuss the benefits, challenges and opportunities of these different structures and management approaches.

Speakers:

- **Balaji Saravana**, Head of Global Sustainability, Newell Rubbermaid
- **Bill Frerking**, Vice President and Chief Sustainability Officer, Georgia-Pacific LLC
- **John Gardner**, Vice President and Chief Sustainability Officer, Novelis Inc.

Moderated by:

- **Chris Haddock**, Product Manager, Enablon

12 - 1 p.m. Lunch [Atlanta Ballroom \(A/B\)](#)

1:15 - 2:15 p.m. **Measuring the Business Value of Employee Engagement** [Georgia Ballroom West](#)

This session will focus on case studies from companies with established Employee Engagement programs. Speakers will give highlights of their efforts, including how they measure and report the business value.

Speakers:

- **Sasha Bailey**, Corporate Sustainability Manager, ThyssenKrupp Elevator
- **Gretchen Digby**, Director, Sustainability Education and Engagement Initiatives, Ingersoll Rand Co.

Moderated by:

- **Milan Dayalal**, Vice President, Dakota Software Corp.

2:15 - 2:45 p.m. Break and Resource Center [Georgia Pre-Function Area](#)

#### TRACK 1: FOUNDATIONAL ELEMENTS

2:45 - 3:45 p.m. **Peer-to-Peer Discussions on Sustainability** [Atlanta D](#)

This session will offer attendees an opportunity to meet and discuss their ideas and plans informally with experienced Sustainability Managers. Whether just starting out, or tackling advanced issues, attendees will enjoy lively small group discussions and receive peer advice on how to move forward.

Discussion Leaders:

- **Ana Fernandez**, Director, Environmental Programs, US Foods
- **Art Gibson**, Vice President of EHS, Baxter Healthcare
- **Bruce Karas**, Director of Safety & Environmental Services, The Coca-Cola Co.
- **David Newman**, Director of Environment, Health & Safety, Comcast

3:45 - 5 p.m. **Essential Steps to Conducting a Baseline GHG Inventory** [Atlanta D](#)

Gain an understanding of the key steps in conducting a greenhouse gas inventory. This session will provide guidance on determining what emissions to include, best practices for data collection and management, and tips for how to maintain and evolve the management processes.

#### TRACK 2: ADVANCED TOPICS

2:45 - 3:45 p.m. **Assessing Water Availability for Global Business 20 Years and Beyond** [Atlanta C](#)

Water scarcity is poised to become one of the largest business risks in the next two decades. Gain an understanding of the impacts that reduced water availability will have on operations around the world and how to prepare for likely scenarios. This session will also feature a case study on how a leading company reduced its risk and gained a competitive advantage through strategic water management.

Speakers:

- **Aaron M. Lien**, Analyst, Water Resources Research Center, University of Arizona
- **Todd Swingle**, Environmental Manager, Cummins Inc.

Moderated by:

- **Nick Martin**, Associate, Antea Group

3:45 - 5 p.m. **Making the Grade: What's the Value in Sustainability Rating and Rankings?** [Atlanta C](#)

What impact do different sustainability and 'green' rankings have on the bottom line? While being at the top of the list is good for a corporate image, does it actually correlate to increased sales? Hear how two well-rated companies measure both the qualitative and quantitative benefits of their ratings.

Session descriptions and speakers continued on next page.

Session Facilitator:

- **Kaleigh Robinson**, Lead - International Training and Capacity Building, World Resources Institute/ GHG Protocol Initiative

Speakers:

- **Japen Hollist**, Second Vice President, Aflac
- **Rose Shaver**, Manager, Sustainability, Summit Energy Services Inc.

Moderated by:

- **Robert Pojasek**, Client Program Manager, Shaw Environmental and Infrastructure Group

5 - 6:30 p.m. Networking Reception and Resource Center [Georgia Pre-Function Area](#)

Join your colleagues for this informal reception that includes light hors d'oeuvres and beverages. See program insert for Resource Center company descriptions.

### THURSDAY, MARCH 8

8 - 9 a.m. Breakfast [Georgia Pre-Function Area](#)

#### TRACK 1: FOUNDATIONAL ELEMENTS

9 - 10:15 a.m. **Stakeholder Mapping: Understanding Your Company's Role in the Bigger Picture** [Atlanta D](#)

Stakeholder Engagement has become an increasingly crucial driver of business performance. It is a vital tool for managing risk, protecting the license to operate, enhancing reputation, and finding new revenue opportunities. This session will provide an expert-led exercise using stakeholder mapping as a tool to engage business units and deliver business results from stakeholder engagement. Attendees will also see a case study that demonstrates how mapping has been used to make engagement more effective.

Speakers:

- **Steve Rochlin**, Director, AccountAbility
- **Hilary S. Davidson**, Director, Sustainability & Community Affairs, Duke Energy Corp.

Moderated by:

- **Mike Mahanna**, Program Director, NAEM

#### TRACK 2: ADVANCED TOPICS

9 - 10:15 a.m. **Ecosystem Services: A Lens for Understanding Business Risk** [Atlanta C](#)

Leading organizations have realized that nature is an essential asset which provides vital but undervalued benefits such as clean air, fresh water and flood protection. But how do you operate in a way that reflects nature's short and long-term worth? Hear case studies from companies that assessed financial, ecological and societal factors in their decision-making.

Speakers:

- **A.W. Armstrong**, Program Manager, By-Product Synergy, U.S. Business Council for Sustainable Development
- **Caterina Conti**, Executive Vice President, Chief Administrative Officer and General Counsel, Anvil Knitwear Inc.
- **John Finisdore**, Principal, Sustainable Flows

Moderated by:

- **Lara Greden**, Sr. Principal, CA Technologies

10:15 - 10:30 a.m. Break [Georgia Pre-Function Area](#)

10:30 a.m. - 12 p.m. **Taking your Sustainability Communications and Reporting to the Next Level** [Georgia Ballroom West](#)

This session will cover a wide range of communications and reporting issues including effective messaging through words and images, elements of best-in-class sustainability communications and how to get the most out of GRI guidelines for fundamental and advanced reporters.

Speakers:

- **Marjella Alma**, Manager External Relations, Global Reporting Initiative
- **Sarah Dearman**, Sustainability & Stakeholder Relations Communications Director, Coca-Cola Refreshments
- **Emma Williams**, Corporate Communications, Sustainability, Shaw Industries Group Inc.

Moderated by:

- **Chuck Roberts**, Global Strategy and Development Consultant, ProcessMAP Corp.

12 - 1:30 p.m. **Sustainability Innovations and Emerging Technologies** [Georgia Ballroom West](#) – Lunch will be provided during this session.

Across the country, large businesses, start-up firms and universities are working on technologies that will boost corporate sustainability efforts and drastically reduce resource needs. From energy to water to packaging reductions, NAEM has gathered a group of innovative big-thinkers to show you what will be possible in the near future. This session is an opportunity to see what's on the horizon and meet sustainability innovators bringing about big changes to how we do business.

Speakers:

- **Matt Plante**, Vice President of Energy Efficiency, EnerNOC
- **Gavin McIntyre**, Co-Founder and Chief Scientist, Ecovative
- **Kathryn Lewis**, Business Strategist, dMASS

Moderated by:

- **Mike Mahanna**, Program Director, NAEM

1:30 p.m. Conference Adjourns. The **NAEM Atlanta Local Networking Group** will meet from 1:30 - 3 p.m. in the [Georgia Ballroom West](#). Stay connected to EHS and Sustainability Managers in the Atlanta area at this informal meeting.