

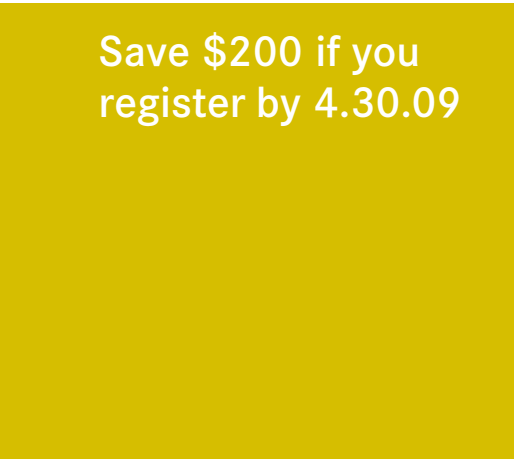


The 2009

Business and Sustainability Conference

June 17–18, 2009 Washington, D.C.

Save \$200 if you
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Pre-Conference Seminar:
Tuesday, June 16, 2009

**Energy and Global Climate
Change: Cost-Cutting
Initiatives**

Academy for Educational Development
(AED) Conference Center

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Business and Sustainability Conference

Wednesday, June 17, 2009

Registration and Continental Breakfast: 8–8:30 am

Welcome and Introductions: 8:30–9 am

Tom Davis
Conference Program Director
The Conference Board

Steve Moseley
President and Chief Executive Officer
Academy for Educational Development

Opening Keynote

Session Sponsor: **MOHAWK**
MOHAWK FINE PAPERS

A 9–9:45 am

This world leader in sustainability will discuss the roles for government, civil society, and the business community in the evolving new sustainability paradigm of the 21st Century.

Introduction
Melissa Stevens
National Business Development Manager
Mohawk Fine Papers

Brian Camastral
President
Mars Food

Products with Environmentally Preferable Attributes: The 3M Model

B 10–11 am

The speakers will discuss how to develop and position products with environmentally preferable attributes in the market to support business growth.

Keith Miller
Manager, Environmental Initiatives and Sustainability
EH&S Operations
3M Company

Paul Narog
Manager, Environmental Operations
EH&S Operations
3M Company

The Global View of Sustainable Development

C 11–11:45 am

A senior executive with the International Finance Corporation will discuss the banking industry's role in promoting sustainability and social responsibility.

Rachel Kyte
Vice President, Business Advisory Services
International Finance Corporation

The Impact of Climate Change

D 11:45 am–12:45 pm

Climate change will likely result in unprecedented challenges to economic growth and development, business operations, and the quality of health in the United States and around the globe. This panel will focus on the importance of not only mitigating the effects of climate change but will also address key strategies for adapting to it. Increasingly, the private sector will have to become a key player in both endeavors.

Moderator
Greg Niblett
Senior Vice President and
Director Social Change Group
Academy for Educational Development

Luncheon and Keynote: Virtual Water: How the World Views Embedded Water

E 12:45–2 pm

Luncheon sponsor:



Virtual water strategies and the challenges implementing these strategies will be discussed by panelists from the food and beverage sector. Specific technical issues regarding baseline assessment and efficiency programs in the context of bottom line impact and cost savings along with stakeholder engagement and communication strategies will be discussed.

Introduction
Will Sarni
Chief Executive Officer
Domani

Tim Carey
Director, Sustainability and Technology
PepsiCo



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Concurrent Sessions 1 Target Junior Practitioners
Concurrent Sessions 2 Target Senior Practitioners

Choose F1 or F2 2:15–3:15 pm

**Different Approaches to Sustainable Development/
 Corporate Social Responsibility Examined**

F1 2:15–3:15 pm

How do you design a comprehensive global corporate global program? What are the business drivers and how do you mitigate risk?

Tad Davis
 Deputy Assistant Secretary of the Army
 Environment, Safety and Occupational Health
Department of the U.S. Army

Lyndon Faulkner
 President and Chief Executive Officer
Pelican Products, Inc.

**Integrating and Accelerating Sustainability
 Practices to Drive Long Term Business Value**

F2 2:15–3:15 pm

Session Sponsor: ***Baxter***

Using an executive-level leadership team reporting to the CEO, both Baxter and Campbell Soup developed and launched new global sustainability priorities. This session discusses how to garner support across many functional business units and establish new sustainability goals for measurement including R&D, human resources, and manufacturing, including the supply chain. Attendees will be able to compare and contrast different approaches.

Moderator
 Truman Semans
 Partner
GreenOrder, LLC

Rob Currie
 Director, Environmental Engineering and
 Product Stewardship
Baxter Healthcare Corporation

Dave Stangis
 Vice President, Social Responsibility
Campbell Soup Company

Choose G1 or G2 3:15–4:15 pm

**Sustainability Communications:
 The New World of Corporate Sustainability**

G1 3:15–4:15 pm

Here's a pragmatic look at the economic, social, and political future in sustainability and how climate change and energy issues have changed the equation. How are companies communicating with stakeholders today, internally and externally?

Moderator
 Laurence Mach
 Partner
**Laurence and Susan Mach
 Creative Services**

Chris Deri
 Executive Vice President
 Director of Global CSR Practice
Edelman

Bruce Harrison
**Author, *Corporate Greening 2.0: Create and
 Communicate Your Company's Climate
 Change and Sustainability Strategies***

**What is Next for Sustainability Reporting and
 Accountability?**

G2 3:15–4:15 pm

Hear about what we can expect in the future from three very different sustainable organizations—a global business, a global non-governmental organization, and law practice.

Moderator
 Dan Runde
 Head Partnership Development
International Finance Corporation

Patty Calkins
 Vice President, EH&S
Xerox

David Nash
 Partner
McMahon DeGulis, LLP

Gwen Ruta
 Vice President
Environmental Defense

Business and Sustainability Conference

Afternoon Keynote Speech: Rising to the Challenge

H 4:15–5:30 pm

Sponsored by: **PRICEWATERHOUSECOOPERS** 

This presentation will examine how a leading global energy company is rising to meet the future challenges of sustainability and energy needs.

Introduction

Paul Narog

Manager, Environmental Operations

EH&S Operations

3M Company

Sherri Stuewer

Vice President Safety, Health and Environment

ExxonMobil Corporation

5:30 pm Cocktail Reception

Hosted by: **MARS** **ExxonMobil**

Thursday, June 18, 2009

Continental Breakfast 8–9 am

Choose I1 or I2 9–10:15 am

Current Research: How Are Consumers Responding to CSR and Sustainability Initiatives?

I1 9–10:15 am

Carol Holding

Principal

Carol Holding Associates

Brian McManus

Professor

University of North Carolina

Employee Engagement and Empowerment: What Does it Mean for Global Sustainability?

I2 9–10:15 am

Increasingly, many employees want to become involved well beyond the traditional spheres of office activity. This session will discuss the many ways to increase workforce engagement.

Moderator

Renny Perdue

Executive Vice President

EarthShare

Dave Douglas

Senior Vice President, Eco-responsibility

Sun Microsystems

Larry Filler

Chief Executive Officer and President

Transit Center Inc.

Paul Kalomeris

Director of Business Development

JK Group, Inc.

Shannon Schuyler

Managing Director for Corporate Responsibility

PricewaterhouseCoopers

Emerging Tools and Technologies

J 10:30–11:45 am

New tools and technologies are being used to increase energy efficiency and generate cost savings. Hear how several corporate leaders are using innovative techniques such as “treasure hunting” to encourage rapid energy audits that leverage employee/shop floor knowledge to cut costs and add value. This session will look at how various models are being applied to execute high impact energy efficiency programs.

Moderator

Truman Semans

Principal

GreenOrder, LLC

Jeff Renaud

GE Ecomagination

General Electric Company

Inside the Sustainability Commitment: Hard Experience from 20 years of Implementation

L 11:45 am–12:30 pm

A senior executive with PricewaterhouseCoopers talks about their own approach to supporting global social responsibility and how they assist their clients and colleagues with their own initiatives.

Matt Arnold

Partner

PricewaterhouseCoopers

Conference Summary 12:30–12:45 pm

David Vidal

Research Director

The Conference Board

Pre-Conference Seminar

Tuesday, June 16, 2009

Energy and Global Climate Change: Cost-Cutting Initiatives

Registration and Continental Breakfast: 8–8:45 am

Welcome and Introductions

Tom Davis
Conference Program Director
The Conference Board

Energy is the Defining Challenge and Economic Opportunity of Our Time

A 9–10 am

Susan Rochford
Vice President, Energy &
Sustainability Initiatives
Council on Competitiveness

Energy Efficiencies and Life Cycle Analysis

B 10:15–11:30 am

Joe Allen
Director of Sustainable Development
Remanufacturing Division
Caterpillar

Ed Davis
Director, Environmental Management
Constellation Energy

Paul Firth
Vice President, Technology
The Green Standard

Rick Ramirez
Vice President, EH&S
Shaw Carpets

Financing in a Carbon Constrained Economy

C 11:30 am–12:30 pm

Kaj Jensen
Vice President, Public Policy
Strategic Investments Group
Bank of America

Euan Marshall
Program Manager
Sustainable Investing
International Finance Corporation

Don Reed
Director Climate Change
and Sustainability
PricewaterhouseCoopers

Luncheon

12:30–1:30 pm

Research Update

D 1:30–2:15 pm

Recent research will be shared on the development and application of a decision making strategy to aggressively reduce energy related green house gas (GHG) emissions. This study covers 21 multinational pharmaceutical companies and identifies the most widely implemented strategies to reduce GHG emissions.

Ron Meissen
Senior Director, Sustainability
Corporate EH&S
Baxter Healthcare Corporation

The Energy Summit: Alternative Energy and the Obama Administration

E 2:15–3 pm

Xavier Cronin
Former Senior Editor
Platts Oil and Metals
Author and Consultant

Communicating Your Energy Policies for Maximum Impact

F 3–3:45 pm

Moderator
Laurence Mach
Partner
**Laurence and Susan Mach
Creative Services**



Business and Sustainability Conference

John Alejandro
Senior Associate
APCO Worldwide

Jaya Bohlman
Vice President, Public Relations
Sodexo

Barbara Brown
Principal
BrownFlynn

Jeffrey Porro
Principal
Porro Associates LLC

Mohawk's Model for Sustainability and Alternative Energy Use

G 3:45-4:30 pm

A close look at what the future holds for energy management: wind, solar and nuclear power

Melissa Stevens
National Business Development Manager
Mohawk Fine Papers

Closing Keynote

H 4:30-5:15 pm

This session will look at the future of energy efficiency, alternative energy sources, regulatory and legislative initiatives, and what we may expect over the next four years.

Gary Kendall
Director, Energy and Climate
Change Sector
SustainAbility

Advisory Panel

Jeff Erickson
Vice President
SustainAbility

Ira Feldman
Principal
GreenTrack

Bruce Harrison
Author, Corporate Greening 2.0: Create and Communicate Your Company's Climate Change and Sustainability Strategies

Alan Hecht
Director, Sustainable Development
U.S. Environmental Protection Agency

George Hunter
Vice President, Marketing
Redco Foods

Ron Meissen
Senior Director, Sustainability
Baxter Healthcare Corporation

David Nash
Partner
McMahon DeGulis, LLP

Lloyd Timberlake
Director, North American Office
World Business Council for Sustainable Development

Terry Yosie
President
World Environment Council

Marketing Partner:



World Business Council for
Sustainable Development



To Register

Online www.conference-board.org/sustainability

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Conference (985009-1)

- June 17-18, 2009
AED Conference Center
Washington, D.C.

Pre-Conference Seminar (B12009-1)

- June 16, 2009

Energy is the Defining Challenge and Economic
Opportunity of Our Time

Please select your preferred concurrent sessions

Conference

- F1 or F2 choose one
 G1 or G2 choose one
 I1 or I2 choose one

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Conference

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Fees do not include hotel accommodations. For reservations, contact the hotel

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Hilton Washington
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Washington, D.C. 20009
Tel 202 483 3000

Hotel Reservations Cut-off Date:
Wednesday, May 27, 2009

Conference Location

AED Conference Center
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