



2013 Corporate Sustainability Management Conference

April 17-18, 2013 | Arlington, VA



Dear Attendees,

Welcome to Washington, DC and NAEM's 2013 Corporate Sustainability Management conference! Since environmental managers started working on "beyond compliance" programs in the early 1990s, sustainability has emerged as a core topic of conversation among NAEM members. Beginning in 2009 we began hosting this annual conference as an opportunity for our members to share best practices for defining sustainability initiatives, setting goals and transforming business operations. This year's program builds on that foundation, while offering a special emphasis on identifying material metrics and external reporting. These questions reflect sustainability's maturation from a set of stand-alone programs to a business management paradigm that today touches everything from your product formulation to your financial statements. We hope you'll use this time to learn how your peers are balancing competing interests and forging new solutions today for a more sustainable tomorrow.

Regards,



Carol Singer Neuvelt
Executive Director
NAEM



About NAEM

The National Association for Environmental Management (NAEM) empowers corporate leaders to advance environmental stewardship, create safe and healthy workplaces, and promote global sustainability. As the largest professional community for EHS and sustainability decision-makers, we provide peer-led educational conferences and an active network for sharing solutions to today's corporate EHS and sustainability management challenges. Visit NAEM online at www.naem.org.

Program Schedule

Wednesday, April 17

3:30 - 5:00 p.m. **Defining the Future of Sustainability Ratings**

Join us for an interactive discussion of the standards that are shaping the future of corporate sustainability reporting. The Global Initiative for Sustainability Ratings (GISR) will introduce the first of its three-part standard, which is intended to leverage capital markets in service of the Rio+20 sustainability agenda.

- **Bob Willard**, *Corporate Sustainability Author*; Sustainability Advantage
- **Dr. Allen L. White**, *Vice President and Senior Fellow*; Tellus Institute
- **Mark Tulay**, *Program Manager*; GISR
- **Marjella Alma**, *Manager of External Relations*; GRI Focal Point USA

5:30 - 7:00 p.m. **Welcome Networking Reception**

Sponsored by:



Thursday, April 18

7:30 a.m. **Registration and Breakfast**

8:30 - 8:45 a.m. **Welcome and Introductions**

- **Carol Singer Neuvelt**, *Executive Director*; NAEM
- **Mike Mahanna**, *Program Director*; NAEM

8:45 - 9:30 a.m. **Keynote presentation by Patrick Doherty**

Patrick Doherty is Deputy Director of the National Security Studies Program and Director of the Smart Strategy Initiative at the New America Foundation. He will identify the drivers of future economic growth and offer his recommendation for the role of private industry in transforming the U.S. into a sustainable society.



Patrick Doherty

9:30 - 10:30 a.m. **Case Studies of Three Successful Corporate Sustainability Management Approaches**

A staple of NAEM's sustainability management conference, this session will provide attendees with an opportunity to benchmark different approaches to sustainability management. Sustainability leaders from three unique corporate structures will discuss the benefits, challenges and opportunities of these different models.

- **Maribeth Malloy**, *Director of Environmental Sustainability & Employee Engagement*; Lockheed Martin Co.
- **James Voyles**, *Director of Environmental Affairs*; The Mosaic Co.
- **Jennifer Verrine**, *Director, Retail EHS*; The Estee Lauder Co.

Moderated by: **Rob Polito**, *Director of Business Development*; CRedit360

10:30 - 11:00 a.m. **Break**

Program Schedule

Thursday, April 18

11:00 a.m. - 12:15 p.m.

Interactive Materiality Assessment Exercise

Materiality is increasingly being used by companies to focus on their most critical sustainability issues. This session will show you how to use a materiality assessment to ensure your sustainability programs align with your company's broader strategic goals and priorities.

- **Mark Serwinowski**, *President and Founder*, MetaVu Inc.
- **Mark Stephan**, *Principal Program Manager, Office of Sustainability*; EMC Corp.

Moderated by: **Sandy Nessing**, *Managing Director - Sustainability ESH*; American Electric Power Co. Inc.

12:15 - 1:00 p.m.

Lunch

1:00 - 2:00 p.m.

Sustainability Reporting Roundtable

The Global Reporting Initiative, the Sustainability Accounting Standards Board and the Global Initiative for Sustainability Ratings will describe their efforts to create uniform standards for external sustainability reporting. This session will provide a timely update on GRI's expected G4 Guidelines and GISR's draft principles and provide you with an opportunity to share your feedback.

- **Marjella Alma**, *Manager External Relations*; GRI USA Focal Point
- **Katie Schmitz Eulitt**, *Associate Director, Stakeholder Engagement*; Sustainability Accounting Standards Board
- **Mark Tulay**, *Program Manager*; Global Initiative for Sustainability Ratings

Moderated by: **Mike Mahanna**, *Program Director*; NAEM

2:00 - 2:30 p.m.

Break

2:30 - 3:30 p.m.

Using Green Chemistry to Drive Business Value and Improve Your Brand

Companies are challenged to remove toxics and all materials of concern from their products and supply chains. Recent development in green chemistry offer new ways to meet this challenge. Learn about the latest developments in green chemistry and how they can position companies for better supply chain transparency.

- **Maureen McGeehan**, *Marketing Manager*; DuPont
- **Travis Kline**, *MEM, Senior Toxicologist*; AlterEcho

Moderated by: **Minori Lee**, *EHS Regulatory Consultant*; Enhesa

3:30 - 4:30 p.m.

Benchmarking Dialogues

- Taking your sustainability reporting to the next level
- Supply chain sustainability and WRI Scope 3 Protocol update
- Developing a strategy to manage Environmental, Social, Governance (ESG) requests for sustainability data
- Next-generation sustainability goal-setting

4:30 - 5:00 p.m.

Group Report Out

5:00 p.m.

Conference Adjourns