



The 2009

# Business and Sustainability Conference

June 17–18, 2009 Washington, D.C.

Pre-Conference Seminar:  
Tuesday, June 16, 2009

Energy and Global Climate  
Change: Cost-Cutting  
Initiatives



Academy for Educational Development  
(AED) Conference Center  
Washington, D.C.



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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**

Stephen F. Moseley  
President and Chief Executive Officer  
**AED (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**

### Innovative Energy Solutions to Address Climate Change and Enable Economic Growth

**B 10–11 am**

This panel will provide insights on policy, technology developments, and new products to both address climate change and support business growth. Experiences and examples of how to develop and position energy solutions will be discussed.

Moderator  
Cythia Cummis  
Senior Associate and Project Manager for Product and Supply Chain Initiative  
Climate and Energy Program  
**World Resources Institute**

Panelists  
Paul Epstein, M.D., M.P.H.  
Associate Director  
Center for Health and the Global Environment  
**Harvard Medical School**

Keith Miller  
Manager, Environmental Initiatives & Sustainability  
EHS Operations  
**3M Company**

James Baumgartner  
Director of Corporate Sustainable Development  
**Caterpillar, Inc.**

### 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  
Gregory R. Niblett  
Senior Vice President and Director  
Social Change Group  
**AED (Academy for Educational Development)**

Panelists  
Robert Hilbruner  
**Social Change Communications**

David Widawsky  
Acting Director  
**National Center for Environmental Innovation**

D. James Baker  
Director, Global Carbon Measurement Program  
**William J. Clinton Foundation**



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

E 12:45–2 pm

Luncheon sponsor:  **DOMANI**  
achieving sustainability

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**

Michael Glade  
Director, Water Resources and Real Estate  
**Molson Coors Brewing Company**

## 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**

### 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. Likewise, Bank America's Environmental Council which also reports to the CEO, realized

its opportunity and responsibility to the communities it supports and has instituted a 20 billion dollar global initiative to address climate change. 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

Nicholas Moore Eisenberger  
Managing Principal  
**GreenOrder, LLC**

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

Dave Stangis  
Vice President, Social Responsibility  
**Campbell Soup Company**

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

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***



# Business and Sustainability Conference

## 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**

Veena Ramani

Senior Corporate Programs Manager

**Ceres**

David Nash

Partner

**McMahon DeGulis, LLP**

## Afternoon Keynote Speech: Rising to the Challenge

H 4:15–5:30 pm

Sponsored by: 

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

Sherri Stuewer

Vice President Environmental Policy & Planning

**ExxonMobil Corporation**

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5:30 pm Cocktail Reception

Hosted by:  

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## 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

Assistant Professor

**University of North Carolina**

Tom Zara

Executive Director, Strategy

**Interbrand**

### 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**

Larry Filler

Chief Executive Officer and President

**Transit Center Inc.**

Steve Greenhalgh

Director, Employee Engagement

**The Consulting Network**

Nita Kirby  
Director of Client Relations  
**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**

Gwen Ruta  
Vice President  
**Environmental Defense Fund**

### Inside the Sustainability Environment: Experience from 20 Years of Implementation

K 11:45 am–12:30 pm

Business today stands at an intersection where profit, growth and sustainability converge. Carbon, supply chain, water ethics and governance will all bear directly on companies’ profits, growth and market access. A senior executive with PwC talks about the new sustainability paradigm and the businesses opportunities and risks that are a result of a new administration, slowing global markets and increased regulation.

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**

Michael Reno  
Tax Partner  
**Deloitte Tax LLP**

## 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

Mohawk's environmental strategy and how they developed their renewable energy/carbon neutral program is featured.

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  
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## Select Concurrent Sessions and Pricing

Conference (985009-2)

- June 17-18, 2009  
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Pre-Conference Seminar (B12009-2)

- June 16, 2009

Energy is the Defining Challenge and Economic Opportunity of Our Time

Please select your preferred concurrent sessions

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For a team of three or more registering from the same company at the same time, take \$200 off each person's registration.

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

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Hilton Washington  
1919 Connecticut Avenue, NW  
Washington, D.C. 20009  
Tel 202 483 3000

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

### Conference Location

AED Conference Center  
1825 Connecticut Ave., NW, 8th Floor  
Washington, D.C. 20009  
Tel 202 884 8000

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## Gain Insight From:

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|-------------------------------|---------------------------------|
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| APCO Worldwide                | Mars Food                       |
| Baxter Healthcare             | Mohawk Fine Papers              |
| Campbell Soup                 | PepsiCo                         |
| Caterpillar                   | PricewaterhouseCoopers          |
| Constellation Energy          | Sun Microsystems                |
| Council on<br>Competitiveness | SustainAbility                  |
| U.S. Army                     | The Green Standard              |
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