



The 2011

Corporate Citizenship and Sustainability Conference

The Nexus of Business Ethics and Social Responsibility

June 9–10, 2011 / The Westin Grand Hotel, Washington, D.C.

June 8, 2011 Pre-Conference Seminar



- Leverage sustainability programs to boost the bottom line
- Learn from an overview of emerging trends and initiatives
- Hear about strategies that have worked at other companies
- Identify strategies for making programs more robust

Introducing
Special Pricing
for 2011

Presented with assistance from:



Altria



Benefits of attending

- Understand the nexus of corporate social responsibility and global business ethics
- Leverage global sustainability programs to boost the bottom line
- Learn from an overview of emerging trends and initiatives
- Better understand the risks and opportunities for business ethics and compliance
- Identify strategies for making programs more robust

Who should attend

Executives in charge of corporate citizenship and community involvement, corporate social responsibility and sustainability, business ethics & compliance, corporate communications, public affairs, public relations, contributions, work/life issues, non-profits, government interests and other professionals responsible for community and business strategies.

Previous participants of the Corporate Citizenship and Sustainability Conference include:

3M Company	Estee Lauder	Pew Center on Global
Aggregate Industries, Inc.	Exelon Corporation	Climate Change
AIG Corporate Affairs	Exxon Mobil Corporation	Pitney Bowes Inc.
Alcoa Inc.	General Electric Company	PricewaterhouseCoopers LLP
Altria Group, Inc.	Google	Reputation Partners
APCO Worldwide	Harvard Medical School	SAIC
AT&T	HSBC	Siemens Industry
Autodesk	Humana Inc.	Sodexo, Inc.
BASF Corporation	InterContinental Hotels Group	The Lubrizol Corporation
Baxter International Inc.	International Finance	The Washington Institute
Benjamin Moore & Co.	Corporation	Transit Center, Inc.
Best Buy Co., Inc.	International Paper Company	U.S. Business Council for
Booz Allen Hamilton Inc.	ITT Corporation	Sustainable Development
BT Americas	Kaiser Foundation Health	U.S. Agency for International
Cabot Corporation	Plan, Inc.	Development
Calvert Group	Lockheed Martin Corporation	U.S. Chamber of Commerce
Campbell Soup	MAC Cosmetics	U.S. Department of the Army
CarboNetworks	Markit Environmental Registry	U.S. Environmental
CarbonRational	Mars Incorporated	Protection Agency
Caterpillar Inc.	McGuireWoods LLP	United Nations Foundation
CERES	MIT Sloan Management Review	USAA
Clean Air-Cool Planet	Moen, Inc.	USAID
Community Health Charities	Mohawk Fine Papers, Inc.	Verizon
ConAgra Foods, Inc.	Molson Coors Brewing Company	VF Corporation
Con Edison of New York	Mott MacDonald	VHA, Inc.
Council on Competitiveness	National Energy Technology	VOX Global Mandate
Deere & Company	Laboratory	Waters Corporation
DOMANI	Owens Corning	Western Union Company
Dow Chemical Company	Oxfam America	William J. Clinton Foundation
Duke Energy Corporation	Parsons Corporation	World Resources Institute
DuPont	PepsiCo	World Wildlife Fund
Environmental Defense Fund	Perrigo Company	

Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast

Pre-Conference Seminar: Wednesday, June 8, 2011

The Integration of Global Business Ethics and Corporate Citizenship and Sustainability

REGISTRATION AND CONTINENTAL BREAKFAST 8–8:45 AM

WELCOME AND INTRODUCTION 8:45–9 AM

A 9–10 AM

Business Ethics and Sustainability

Guillermo Brenes, Vice President, Global Commercial Card, **American Express**
Paul Pascalis, Director, Global Compliance and Ethics, **American Express**

NETWORKING REFRESHMENT BREAK 10–10:15 AM

B 10:15–11:15 AM

Communicating to Multiple Stakeholders

Jonathan Wootliff, Head of Corporate Accountability, **Reputation Partners**
Preston Read, Senior Vice President, Government Affairs, **Recyclebank**
Heather Loebner, Executive Director, **ArcelorMittal USA Foundation**, Corporate Responsibility Governance Board and Manager, **ArcelorMittal Americas**
Tom Zara, Global Practice Leader; Corporate Citizenship, **Interbrand**
James McDonald, III, Director of Sustainability, **International Paper**
Anne Kilgore, Director of Global Sustainability, **Eastman Chemical Company**

C 11:15 AM–12:15 PM

Water: Ethical Challenges to Sustainability and Compliance

Moderator

Eric Lowitt, Founder and Managing Director, **The Systemic Change Foundation**
Panelists

Will Sarni, Director and Practice Leader, Enterprise Water Strategy
Deloitte Consulting LLP

Michael Law, Managing Director, **Ogilvy Public Relations Worldwide**

Alan Lewis, Chief Executive Officer, **Grand Circle Travel**

Douglas Cogan, Vice President, ESG Research, **MSCI Inc.**

LUNCHEON D 12:15–1:15 PM

CSR Case Study—Pew Charitable Trusts and Mohawk Fine Papers

Elia Herman, Senior Associate, Global Conservation Initiative

Pew Charitable Trusts

Melissa Stevens, National Business Development Manager, **Mohawk Fine Papers**

E 1:15–2:15 PM

Investing in Cause Initiatives: Maximizing Impact

Moderator

Craig Bida, Executive Vice President, **Cone**

Panelists

Renée S. Acosta, President and Chief Executive Officer, **Global Impact**

Luella Chavez D'Angelo, President, **Western Union Foundation**

Leah Gutstadt, Public Affairs Specialist, **Time Warner Cable**

George Akiki, Senior Director, Corporate Affairs & Program Director, Partnership for Lebanon, **Cisco Systems**

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F 2:15–3:15 PM

Climate Change and Skeptics—Socially Responsible Behavior?

Andrew J. Hoffman, Holcim (U.S.) Professor of Sustainable Enterprise
University of Michigan

NETWORKING REFRESHMENT BREAK 3:15–3:30 PM

G 3:30–4:30 PM

The Role of Business Ethics and Compliance in CSR

Hear about best practices from major practitioners.

Moderator

Alex Hahn, Vice President, VOX Global

Panelists

Tracey Noe, Senior Director, Global Citizenship and Policy, **Abbott**

Paul Gerrard, Director Corporate Affairs, Chairman Humana's Corporate Social Responsibility Council, **Humana, Inc.**

Mary Capozzi, Senior Director, Corporate Responsibility, **Best Buy**

Thursday, June 9, 2011

REGISTRATION AND CONTINENTAL BREAKFAST 8–8:45 AM

WELCOME AND INTRODUCTION 8:45–9 AM

Tom Davis, Conference Program Director, **The Conference Board**

A 9–10 AM

Sustainability and Ethics: A Vibrant New Partnership

James R. Weigand, President, **DuPont Sustainable Solutions**

B 10–11:15 AM

The Nexus of Social Responsibility and Ethical Behavior: Opportunity and Risk

Moderator

Christopher Michaelson, Assistant Professor, Ethics and Business Law

University of St. Thomas, Director, PricewaterhouseCoopers

Panelists

Caterina Conti, Executive Vice President, Chief Administrative Officer and General Counsel

Anvil Knitwear

Jane Madden, Head, Corporate Social Responsibility and Sustainability Practice

Edelman

Laura Clise, Director, Sustainable Development and Continuous Improvement

AREVA Inc.

NETWORKING REFRESHMENT BREAK 11:15–11:30 AM

C1 11:30 AM–12:30 PM

Green Returns for Socially Responsible Practices

Investment trends and metrics of sustainability and socially responsible behavior that will affect corporate plans; what investors need to know and when; transparency and compliance.

Moderator

Andrew J. Hoffman, Holcim (U.S.) Professor of Sustainable Enterprise
University of Michigan

Panelists

Bennett Freeman, Senior Vice President for Social Research and Policy, **Calvert Investments**

Bryan Corbett, Principal, **The Carlyle Group**

Andrew Aulisi, Director, Sustainability Affairs-Americas, **Credit Suisse**

David W. Carroll, Senior Advisor, **LaFarge North America Inc.**

Matt Arnold, Partner, U.S. Sustainable Business Solutions Advising Panel

PricewaterhouseCoopers

C2 11:30 AM–12:30 PM

The New Environmentalism in the New Economy

A look at changing economic policies to address social and environmental challenges.

Moderator

Jim Jubelirer, President, **Sustainable Futures**

Panelists

Chris Canfield, Vice President, Gulf Coast Conservation and Mississippi Flyway

National Audubon Society

Shannon Schuyler, Corporate Responsibility Leader, **PricewaterhouseCoopers**

Alison Taylor, Vice President Sustainability-Americas, **Siemens Corp.**

D 12:30–1:15 PM

How Business Ethics can Drive Global Corporate Sustainability

Kathleen Edmond, Chief Ethics Officer, **Best Buy**

Mary Capozzi, Senior Director Corporate Responsibility, **Best Buy**

Judy Tanzer, Vice President, Corporate Social Responsibility, **American Express**

Richard Goh, Compliance and Ethics Manager, **American Express**

LUNCHEON 1:15–2:30 PM

E1 2:30–3:45 PM

Ahead of the Learning Curve: Sustainable Manufacturing

A discussion of third-party certification, best practices from market leaders, and the future of “sustainable” branded products, including: Certified sustainable producers that reduce pollution significantly; measuring added value from certified sustainable products; financial incentives of the Sustainable Manufacturing Underwriting Standard’s “Green Value Score,”[®] including discounted insurance.

Moderator

Mike Italiano, Chief Executive Officer, **Capital Markets Partnership**

Panelists

Mark D. Oldman, Risk Services – Commercial, **Fireman’s Fund Insurance Company**

Vickie Tillman, Senior Vice President Sustainability, **McGraw Hill/Standard & Poor’s**

Denny Darragh, Chief Executive Officer, **Forbo Flooring**

E2 2:30–3:45 PM

Leveraging Metrics for Boosting Triple Bottom Line Performance

Moderator

Dr. Lucille Pilling, Professor, **New York University**

Panelists

John Black, Vice President, Sales, **NewLeaf Paper**

Michael Gray, Vice President, ESG, Research Business Manager, **MSCI, Inc.**

Paul Gerrard, Director Corporate Affairs, Chairman Humana’s Corporate Social Responsibility Council, **Humana, Inc.**

Kyle Whitaker, Manager, **SustainAbility**

Tom Haslett, Principal, **Seven Seas Capital, LLC**

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F 4-5 PM

Sustainability and the U.S. Capitol

The Architect of the Capitol discusses efforts to make the iconic buildings of the U.S. Capitol more sustainable and energy efficient.

Introduction

Paul Pascalis, Director, Global Compliance and Ethics, **American Express**
Stephen Ayers, **Architect of the Capitol**

NETWORKING COCKTAIL RECEPTION 5-6 PM



Friday, June 10, 2011

CONTINENTAL BREAKFAST 7:30-8 AM

G 8-8:45 AM

From The Conference Board Director Notes Series: Investing in Corporate Social Responsibility to Enhance Customer Value

CSR activities have the potential to create several distinct forms of value for customers. It is the customer perception of this value that mediates the relationship between CSR activities and subsequent financial performance. By categorizing major CSR activities and the different types of value each can create, this session offers a number of practical recommendations to business leaders embarking on CSR programs for their companies.

John Pelozza, Professor of Marketing, **Simor Fraser University**

H 8:45-9:45 AM

Brand, Reputation, and Sustainability Rankings

What the changing landscape of indices, like the DJSI, mean for your company's brand.

Moderator

Barb Brown, Principal and Co-Owner, **Brown Flynn**

Panelists

Nancy Joy-Poignon, Sustainability Leader, **Owens Corning**

Hampton Bridwell, President and Chief Executive Officer, **BrandLogic Corporation**

Kyle Whitaker, Manager, **SustainAbility**

NETWORKING REFRESHMENT BREAK 9:45-10 AM

I 10-10:45 AM

Driving Environmental Innovation through Employee Engagement

Moderator

Elizabeth Lowry, Senior Knowledge Leader, Environmental Responsibility, **LRN**

Panelists

Gary Yezbick, Vice President, Innovation and Sustainability, **Masco**

Cynthia Curtis, Vice President and Chief Sustainability Officer, **CA Technologies**

J 10:45-11:30 AM

Ethical Behavior that Results in Sustainable and Responsible Practices

Kathleen Edmond, Chief Ethics Officer, **Best Buy**

Presentations

Available online in advance of the conference

K 11:30 AM–12:15 PM

In Search of a Good Corporate Citizen

Frank Geovannello, Compliance & Integrity Manager, **Altria Client Services**
Denise Swensen, Executive Producer, “In Search of a Good Corporate Citizen”,
Light On Productions

12:15 PM CONFERENCE CLOSING

David Vidal, Director, Center for Corporate Citizenship & Sustainability
The Conference Board

1 PM

Complimentary Off Site Event

Tour of the new U.S. Capitol Visitors Center
Capitol Hill, Washington, D.C.

Transportation will be provided. Buses will return to the hotel at 3:30 pm.
Requires Advance Registration.

Registration Information

Online www.conferenceboard.org/sustainability2
Email customer.service@conferenceboard.org
Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2011 Corporate Citizenship and Sustainability Conference

The Nexus of Business Ethics and Social Responsibility

Conference (985011-2)

Dates: June 9–10, 2011

Location: The Westin Grand Hotel, Washington, D.C.

Associates \$1,295

Non-Associates \$1,595

Pre-Conference Seminar (B12011-2)

Date: June 8, 2011

Location: The Westin Grand Hotel, Washington, D.C.

Associates \$550

Non-Associates \$650

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board Corporate Citizenship and Sustainability Conference**.

The Westin Grand Hotel
2350 M Street N.W.
Washington, D.C. 20037
Tel 202 429 0100

Hotel Reservations Cut-off Date
Tuesday, May 17, 2011

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.



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Promotion Code