



The 2012

Citizenship and Sustainability Conference

The Management Challenge of Ethics, Citizenship,
and Sustainability: A New Business Model

June 20–21, 2012, The Fairfax at Embassy Row, Washington D.C.

Pre-Conference Seminar, June 19, 2012

Post-Conference Workshop, June 21, 2012



- Understand the challenges of corporate social responsibility and ethics
- Learn from best practices and current research
- Understanding risk, challenges and opportunities

Sponsored by



Altria

Presented with assistance from



The Chemical Company

Benefits of attending

- Understand the challenges of corporate social responsibility and ethics
- Learn from best practices and current research
- Understanding risk, challenges and opportunities
- Examine changing global economies
- Inculcating CSR and ethics into the business strategy

Who should attend

Executives in charge of corporate citizenship, community involvement, corporate social responsibility and sustainability, business ethics & compliance, corporate communications, public affairs and public relations, foundations and contributions managers and other professionals responsible for integrating community and business management strategies across the global enterprise.

Previous participants of the Corporate Citizenship and Sustainability Conference include:

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

Pre-Conference Seminar Tuesday, June 19, 2012

Sustainability Reporting: Transparency and Risk

REGISTRATION AND CONTINENTAL BREAKFAST 8-8:45 AM

WELCOME AND INTRODUCTION 8:45-9 AM

A 9-10 AM

Implementing Sustainability-From the Boardroom to the Plant Floor

Don Adams, Vice President Sustainability, **Keystone Foods**

B 10-11 AM

Getting Started with Sustainability Reporting: Case Studies

Moderator

Erica Isaacson, CSR Lead, **Edelman**

Panelists

Kip Cleverley, Director Global Sustainability, **International Flavors & Fragrances**

Robert Draeger, Director EHSS Strategies and Outreach, **Environment Health**

Safety and Sustainability, Bristol Myers Squibb

Catherine McGlown, CSR Consultant, **Humana**

NETWORKING REFRESHMENT BREAK 11-11:15 AM

C 11:15 AM-12:30 PM

Measuring Sustainability: Best Practices

Moderator

Susan Graff, President, **ERS Global**

Panelists

Chip Aiken, Senior Vice President, **Buckeye Technologies**

Terry Stinson, Development Director and President

The Americas Mandarin Oriental Hotel Group

Andrew Mastrandonas, President and Co-Founder, **World Makers, Inc**

NETWORKING LUNCHEON 12:30-1:30 PM

D 1:30-3 PM

Integrated Reporting: Internal and External Risks and Opportunities

Moderator

Barb Brown, Chief Executive Officer, **Brown Flynn**

Panelists

David Kiser, Vice President, Environment Health and Safety, **IP**

Douglas Kangos, Partner, **PwC**

Ron Nielsen, General Manager, Global Sustainability, **Cliffs Natural Resources**

Joe Wolfsberger, Vice President, Environment Health and Safety, **Ingersoll Rand**

Laurie Zelnio, Director, Environment, Safety, Standards, & Energy

Deere and Company

E 3-4:15 PM

Making the Grade: The Power of an Education Strategy

Moderator

Scott Kinney, Senior Vice President, Global Professional Development, Policy and Education Outreach, **Discovery Communications, Inc.**

Call Customer Service at 212 339 0345

Panelists

Jennifer Harper-Taylor, President, **Siemens Foundation**

Lisa Gable, President, **Healthy Weight Commitment Foundation**

Bill Hite, Superintendent, **Prince George's County Schools, Maryland**

F 4:15–5 PM

Smart Green Leadership:

Case Studies in Sustainability Strategic Planning

Jonathan M. Estes, Sustainability and Analytics, **Facilities Solutions Group, LLC**

ADJOURNMENT 5 PM

Wednesday, June 20, 2012

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

Opening Keynote

Charles N. Whitaker, Human Resources and Compliance, **Altria Client Services**

NETWORKING REFRESHMENT BREAK 10–10:15 AM

B 10:15–11:45 AM

A Spectrum of NGO Partnerships

Moderator

Jonathan Wootliff, **Reputation Partners**

Panelists

Greenpeace

Conservation International

Human Rights Watch

Transparency International

Sierra Club

Friends of the Earth

C 11:45 AM–12:45 PM

The Business and Ethics Nexus—Why “Who You Are” is as Essential as “What You Do”

Jeff Link, Vice President, Compliance, **AFLAC**

D 12:45–2 PM

Luncheon Session: Managing Global Ethical Business Behavior

Joe Cachey, Senior Executive in Residence, **Western Union Social Ventures**

NETWORKING REFRESHMENT BREAK 2–2:30 PM

E1 2:30-4 PM

Best CSR Practices – Human Rights, Biodiversity Conservation, Supply Chain

Moderator

Marc Major, Co-Founder, Cleargreen Advisors

Panelists

Heather Wright, Director, Corporate Responsibility, PwC

Robert Johnson, President, Wildlife Habitat Council

Zoe McMahon, Director Social & Environmental Sustainability and Compliance, HP

E2 2:30-4 PM

Best Practices – Motivating Consumer Behavior Change

Moderator

Ian Yolles, CSO, Recyclebank

Panelists

Michael P. Washburn, Director of Sustainability, Nestlé Waters North America

Lewis Fix, Vice President, Brand Management, Domtar

Cindy Drucker, Director-Global Sustainability, SC Johnson & Sons, Inc.

F 4-5 PM

Closing Day One Keynote

David Stryker, General Counsel and Chief Compliance Officer, BASF Corporation

NETWORKING COCKTAIL RECEPTION 5-6 PM

HOSTED BY



Altria



The Chemical Company

Conference KeyNotes

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

Thursday, June 21, 2012

CONTINENTAL BREAKFAST 7–8 AM

Informal Discussion Tables

Check registration desk for table topic discussions.

MORNING KEYNOTE G 8–9 AM

The Conference Board Research Topics

CB Bhattacharya, Dean of International Relations and E.ON Chair Professor in Corporate Responsibility, **European School of Management and Technology, Berlin**

H 9–10:15 AM

The CSR Opportunity

A panel of leading CSR experts profiles expectations and actions of global consumers.

Moderator

Craig Bida, Executive Vice President Cause Branding and Nonprofit Marketing, **Cone Communications**

Panelists

Angela Buonocore, Senior Vice President, **Xylem**

Mark Newton, Vice President for CSR, **Timberland**

Renee Acosta, President and Chief Executive Officer, **Global Impact**

NETWORKING REFRESHMENT BREAK 10:15–10:30 AM

I 10:30–11:45 AM

Nuclear Energy Industry and CSR

Moderator

Scott Peterson, Senior Vice President, **Communications NEI**

Panelists

Tim Juliani, Director of Corporate Engagement

Center for Climate and Energy Solutions

Laura Clise, Director Sustainable Development, **Areva**

Gary Merasty, Vice President Corporate Social Responsibility, **Cameco Corp.**

David Brown, Senior Vice President Federal Government Affairs, **Exelon**

J 11:45 AM–12:45 PM

Maximizing Green Returns for Socially Responsible Investing

Moderator

Daniel Vermeer, Executive Director, Center for Energy, Development and the Global Environment, **Duke University**

Panelists

Andrew Aulisi, **Credit Suisse**

Mathew Arnold, Managing Director, Office of Environmental Affairs, **JPMorgan Chase**

Bennett Freeman, **Calvert Investments**

K 12:45–1 PM

Closing Remarks

Presentations

Available online in advance of the conference

Post-Conference Workshop Thursday, June 21, 2012

Metrics and Evaluation of Ethics and Sustainability

REGISTRATION 1-1:15 PM

WELCOME AND INTRODUCTION 1:15-1:30 PM

A 1:30-2 PM

Working Luncheon: Restorative or Just “Less Bad” – Are Our Current Measurement Frameworks Truly Sustainable?

Kevin Moss, Vice President, Social Responsibility, BT

B 2-3 PM

Managing Ethics and CSR: Best Practices for Measurement and Evaluation

Gordon Feller, Director of Urban Innovations, Cisco Systems, IBSG

Anne Vogel-Marr, Executive Director, Stewardship Action Council

Elizabeth Lowery, Principal, GreenOrder

Joe O'Connor, Senior Executive Director, Smart+Connected Communities/Real Estate, Cisco

NETWORKING REFRESHMENT BREAK 3-3:15 PM

C 3:15-4:15 PM

Unearthing Environmental/Social Responsibility Opportunities Through Innovative Partnerships: Metrics and Evaluation

Moderator

Brendan FitzSimons, Project Manager, Corporate Partnerships, EDF

Panelists

Lauren Asplen, Assistant to the President, IUE-CWA

Bruce Bremer, Bremer Energy Consulting Services, Inc.

Bill Draves, IUE-CWA Local 722, GE

Ed Derr, IUE-CWA Local 648, Lean Coordinator, CCL Aluminum Container Plant

D 4:15-5:15 PM

Evaluating and Measuring Success and Failure in CSR/Sustainability Efforts

Dr. Alan Hecht, Director, Sustainability, USEPA

WORKSHOP CONCLUDES 5:15 PM

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 2012 Citizenship and Sustainability Conference

The Management Challenge of Ethics, Citizenship, and Sustainability:
A New Business Model

The Fairfax at Embassy Row, Washington D.C.

Conference (985012-2)

Dates: June 20-21, 2012

Associates \$1,295 Non-Associates \$1,595

Pre-Conference Seminar (B12012-2)

Date: June 19, 2012

Associates \$550 Non-Associates \$650

Post-Conference Workshop (B13012-2)

Date: June 21, 2012

Associates \$395 Non-Associates \$495

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 Citizenship and Sustainability Conference**.

The Fairfax at Embassy Row
2100 Massachusetts Avenue, N.W.
Washington D.C. 20008
Tel 202 293 2100
800 325 3589

Hotel reservations cut-off date:
Thursday, May 24, 2012

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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Program subject to change. March 2012



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Promotion Code