



The 2008

Business and Sustainability Conference

A Decade Ahead for Bold Choices and
Big Changes

Sponsored by:



June 12–13, 2008

Renaissance Washington, DC

Pre-Conference Forum: June 11, 2008

What will it take to make a significant correction in the course we have been taking on this planet? What bold actions are business leaders driving through their own organizations—and in the markets where they operate around the world?

Achieving sustainability is not a one-time event but a continuing process of innovation and change. Join a group of leaders who will share how corporations, governments, and NGOs are effecting change toward sustainability.

- On a journey to transform entire industries—company by company—in a carbon- and water-constrained world
- Doing what it takes through innovation, planning, partnering, and tough decisions
- Corporate ingenuity and breakthroughs in clean technologies, products, and materials
- The green wave finding ground in the financial industry
- Knowledge, experiences, and innovation to drive sustainable outcomes in China
- How sustainability is dramatically changing the “rules of the game” for business success

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About The Conference Board

The Conference Board is the world's leading business membership organization, with a global network of close to 2,000 enterprises in nearly 60 countries.

The Conference Board creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society.

Working as a global, independent membership organization in the public interest, we conduct research, convene conferences, make forecasts, assess trends, publish information and analysis, and bring executives together to learn from one another.

The Conference Board is a not-for-profit organization and holds 501(c)(3) tax-exempt status in the United States

How Our Meetings Are Different

The Conference Board provides executives from around the world with opportunities to share practical business experience. This focus on actual business experience, rather than theory, primarily from senior executives from major organizations, along with a superior level of networking with peers are the distinguishing features of Conference Board meetings.

The Conference Board's meetings are rated as one of America's leading speaking platforms for top management. More than 150 CEOs address the Board's 12,000 meeting participants each year.

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Dear Colleague:

The business case for sustainability is now established. You cannot look at a newspaper, magazine, or web news today that doesn't have an article (sometimes front page, often op-ed) that talks about what it will take to drive radical change to save our planet. But far more significantly, that talk is driving actions and investments by leading organizations. Many more corporate leaders are making *bold choices to drive big change* for sustainability through their own organizations and the markets where they operate around the world. They know that the best decisions for sustainability also bring big rewards for their employees, communities, business partners, and shareholders.

“Unless we change direction, we are likely to end up where we are going,” according to an old proverb. Companies and nations have started to take first steps to change the direction toward sustainability. What are examples of big steps already taken? What bolder actions are needed? Where are the greatest roadblocks to change? What are the greatest rewards?

Join a group of leaders who will share how corporations, governments, and NGOs are effecting change toward a sustainable planet...

- Beginning to transform entire industries to survive, and ultimately thrive, in a carbon- and water-constrained world
- A green wave is finding ground in the financial industry
- Prospects for sustainable outcomes in the China marketplace
- Corporate ingenuity and breakthroughs in clean technologies, products, materials
- Energy, climate, and water intertwined for the long haul
- The business agenda for growth and sustainability

We look forward to seeing you in Washington, DC, June 11 for the Pre-Conference Forum, and June 12-13, 2008 for the conference.

Sincerely,



Gib Hedstrom
Conference Program Director
The Conference Board

Pre-Conference Forum

Wednesday, June 11, 2008

Registration: 12:30–1 pm

Renewable Energy: Prospecting for Business

Sponsored by:  **McGUIREWOODS**
Relationships That Drive Results

Forum: 1–5:15 pm

Renewable energy has advanced to a place of widening business opportunity and investment. Technology progress, capital infusion, policy support, business model innovation, and global competition are attracting players from many industries to this burgeoning, innovative marketplace. For individual companies, all this progress raises questions about business prospects, timing, and fit? What is the technology and market outlook? How fast is it moving? Who is investing... where, and how? Where are the barriers to entry? What are the success factors?

Please join our speakers in this pre-conference forum to engage in dialogue about the business prospects for renewable energy.

Welcome

Gib Hedstom

Conference Program Director

The Conference Board

Forum Chair

Joel Makower

Chairman and Executive Editor

Greener World Media, Inc.

Landscape: The Business Context for Renewable Energy

General Session A: 1–1:30 pm

Who isn't in the renewable energy business these days? Across energy, electronics, finance, chemicals and plastics, defense, construction, automobiles, agriculture... and a wider range of industries... start-up companies, major corporations, and investors are moving into the business of renewable energy. For other companies, where and how best to put a stake in the ground may not yet be clear. This session will provide the participants with an outlook for the renewable energy market.

Speaker

Joel Makower

Chairman and Executive Editor

Greener World Media, Inc.

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Pre-Conference Forum

Renewable Energy Technologies: Understanding the Marketplace

General Session B: 1:30–2:15 pm

Renewable energy experts will profile the leading technologies, their applications, prospects for growth, and market dynamics. What is their outlook? What factors will help or hinder future development? What is the competitive situation?

Andrew Beebe

President

Energy Innovations

Refreshment Break: 2:15–2:30 pm

Financial Perspective: Right Time to Get into Renewable Energy?

General Session C: 2:30–3:30 pm

Leading practitioners from the financial industry will discuss the current financing situation for renewable energy. Where are the major areas of investment into renewable energy? What is the trend in the structure of deals—and critical negotiation factors? What about the best strategies for raising capital?

Michael J. Schewel

Partner

McGuireWoods

Strategy, Innovation, and Renewable Growth

General Session D: 3:30–4 pm

As companies begin to develop (or expand) their renewable energy strategies and operations, it is beneficial to examine the role of innovation in driving business value. An understanding of future technology directions and changing business models is a good place to start. A leader in helping companies understand how to manage for innovation will apply his thinking to how to drive success in the renewable energy business.

Speaker

Robert Shelton

Director, PRM Management Consultants

Author of the book, *“Making Innovation Work”*

Register Online

www.conference-board.org/sustainability2

Pre-Conference Forum

Refreshment Break: 4–4:15 pm

Case Studies: Driving Growth from Renewable Energy

General Session E: 4:15–5:15 pm

Based on experience, business leaders representing successful renewable energy business ventures will share their insights into what it takes to succeed.

Chair

Robert Shelton

Director, PRTM Management Consultants

Author of the book, *“Making Innovation Work”*

Norman Lamond

Sustainability Manager

Turner Boston

Final Remarks and Adjournment: 5:15 pm

Thursday, June 12, 2008

Registration and Continental Breakfast: 8–9 am

Sponsored by: *The Coca-Cola Company*

Welcome and Introduction: 9–9:15 am

David Vidal

Director of Research

Global Corporate Citizenship

The Conference Board

Gib Hedstrom

Conference Program Director

The Conference Board

Leading Your Company on the Sustainability Journey

Keynote Session A: 9:15–10:15 am

Sustainability is not a destination but a journey. Today’s corporate executives must lead during a time of increasing social scrutiny and expectation, greater regulatory oversight, as well as the traditional

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challenges of new competition and innovation. To succeed, business leaders need to link sustainability to their core business mission and objectives, so that innovation and profitability serve the company's shareholders as well as the environment and society as a whole. Achieving sustainability in this way is not a one-time event, but rather a continuing process of innovation and change, as the company meets a succession of sustainability challenges and opportunities.

During this session, a CEO discusses the birth and growth of an industry, examines how the sustainability wave has changed the rules of the game, and shares his experience on how to drive bold change through an organization.

Keynote Speaker

Kim E. Jeffery

President & Chief Executive Officer

Nestlé Waters North America

Networking Refreshment Break: 10:15-10:45 am

Driving Big Change in Big Companies

General Session B: 10:45 am-12:15 pm

By the very nature of the businesses they are in, some industries face what appear to be insurmountable challenges to sustainability. But big transformations are taking place in big companies, and they are not driven solely by corporate social responsibility. Big companies know that sustainability makes good business strategy—wherever they operate around the world. Big change takes leadership, commitment, and innovation to create a truly sustainable 21st century global enterprise.

Chair

Karl D. Loos

Director

Sustainable Development Consulting

CRA International

Neil C. Hawkins

Vice President, Sustainability

The Dow Chemical Company

Niel Golightly

Vice President, Downstream

Communications & Sustainable

Development

Shell

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Philip G. Lewis, MD

Vice President and Director, Global Environmental
Health, Safety, and Sustainable Development
Rohm and Haas Company

From the Inside Out

Luncheon Keynote Session C: 12:30–2 pm

Sponsored by: ***Baxter***

Powerful companies can move the rudder for entire industries by changing how they do business. That has always been true. Yet today, major decisions inside an organization can reach across an industry and beyond to influence significant progress toward sustainability.

Introduction

Ronald E. Meissen, Ph.D.

Senior Director, Sustainability
Corporate Environment, Health and Safety
Baxter Healthcare Corporation

Luncheon Keynote Speaker

Matt Kistler

Vice President, Sustainability
Wal-Mart

Shaping Your Business Choices

Concurrent Sessions D1 & D2: 2:15–3:30 pm (Choose One)

Big progress toward sustainability doesn't just happen. It takes bold leadership, innovation, planning, partnering, and tough decisions—pushing technology innovation, changing the bases of competition, and partnering for social progress and economic investment.

The Nexus: Energy, Climate, and Water

Concurrent Session D1: 2:15–3:30 pm

Increasingly, leading companies place energy and water management on the CEO and board agenda—resulting in strategies that streamline operations, reduce carbon footprints, and drive significant cost savings. Sophisticated approaches to manage energy and water use, redesign

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products and packaging, and make key business decisions to substantially reduce carbon dioxide emissions can strengthen operations overall and benefit the bottom line.

Chair

William Sarni

Chief Executive Officer
DOMANI

Roberta Barbieri

Global Environmental Project Director
Diageo

Bryan Jacob

Energy & Climate Protection Manager
The Coca-Cola Company

Rob Rolfsen

Director, Sustainable Development
Cisco

Clean Technology & Products

Concurrent Session D2: 2:15-3:30 pm

Corporate ingenuity is moving into high gear in revolutionizing product development, smarter materials, speedier processes, waste rethinks, sourcing strategies, next-generation systems and measures, building systems, and more. This session will hear the perspective of exciting, fast-moving, businesses that are creating sustainable value and profitable growth. A decade is not very long in the life of a planet. But in 2018 we will likely look back to be amazed by the significant innovation and breakthroughs in clean technologies, products, and materials over that period. The common thread will be the VALUE delivered—to customers, the environment, and investors.

Chair

Jim Dray

Senior Vice President, Petroleum Account Manager
ENSR

David M. Kiser

Vice President
Eastman Kodak Company

Mike Newman

Vice President
Marketing and Customer Service
ReCellular

Donald R. Droppo, Jr.

Senior Vice President, Marketing
Curtis Packaging

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Refreshment Break: 3:30–3:45 pm

Capturing Financial Value

General Session E: 3:45–5 pm

Investing for a sustainable future has taken its place in the financial industry—through venture capital, funds, and carbon trading. This socially responsible session will explore where the industry is headed in the carbon trading market and green investing, venture capital, and the carbon trading market. In particular, what is the role of investment banks and funds in driving sustainability forward? Does this differ by global region? How do these financial industry investments and products impact how major corporations manage their own responsibilities, opportunities, and investments?

Chair

Chris Laszlo, Ph.D.

Managing Partner
Sustainable Business Partners

Matthew W. Patsky, CFA

Partner & Portfolio Manager
Winslow Management Company

Odin K. Knudsen

Managing Director, Environmental Markets
JPMorgan Chase Bank

Networking Reception: 5–6 pm

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Friday, June 13, 2008

Continental Breakfast: 8–9 am

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The Business Agenda: Growth and Sustainability

General Session F: 9-10:30 am

Business growth cannot happen without sustainability. That is becoming crystal clear. In this session, business leaders will provide insight into the role of “sustainability” on the business agenda today...and how that will evolve dramatically over the next few years.

Chair

William L. Thomas

Counsel

Skadden, Arps, Slate, Meager & Flom LLP

John J. Castellani

President

Business Roundtable

Sidney Banwart

Vice President, Human Services Division

Caterpillar Inc.

Sarah Creviston

Vice President, Government Affairs

Baxter Healthcare Corporation

Networking Refreshment Break: 10:30-11 am

China, Business, and the Environment

General Session G: 11 am-12:30 pm

Significant economic progress and environmental degradation have grown together in China. As global companies make inroads into the China market, they face the tough environmental challenges of the country's air and water pollution, and rising greenhouse gas emissions. Yet major corporations are drawing on their own knowledge and experiences and working with innovative and aggressive Chinese partners to grow business and sustainable outcomes.

Chair

Bill Shireman

Chief Executive Officer

Global Futures

Minky Worden

Media Director

Human Rights Watch

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Sustainable Enterprise
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Americas Environment Head
Clifford Chance US LLP

David Vidal

Research Director
Global Corporate Citizenship
The Conference Board

David Wang

President
Boeing China

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Registration Information

Business and Sustainability Conference: A Decade Ahead for Bold Choices and Big Changes

- Online** www.conference-board.org/sustainability2
- By Phone** Call Customer Service at 212 339 0345
8:30 am to 6 pm ET Monday through Friday
- By Fax** Complete the registration form on the back and fax to:
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- By Mail** Complete the registration form on the back and mail to:
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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 \$200 off each person's registration.

Hotel Accommodations

Fees do not include hotel accommodations. For reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board's Business and Sustainability Conference.

Renaissance Washington, DC
999 Ninth Street N.W.
Washington, DC 20001
Tel: 202 898 9000

Hotel Reservations Cut-off Date: Tuesday, May 20, 2008



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Registration Form

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June 12-13, 2008

Renaissance Washington, DC, Washington, DC

Pre-Conference Forum: June 11, 2008

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Name _____

Title _____

Functional Area _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone () _____ Fax () _____

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Please select your preferred Concurrent Session.

Thursday, June 12, 2008

D1 or D2 choose one

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