

# CONFERENCE

AGENDA

ADVISORY BOARD

LEADERSHIP COUNCIL

VENUE

## PRELIMINARY AGENDA

 [Printable Agenda](#)

SUNDAY, SEPTEMBER 7, 2008					
6:00-8:00pm		Welcome Reception			
MONDAY, SEPTEMBER 8, 2008					
7:30-8:30am		Breakfast			
8:30-10:00am		<b>"What If...?" Big Questions Driving Visionary Leadership</b> <ul style="list-style-type: none"> <li>• <i>Chair:</i> Vinod Khosla, Founder, Khosla Ventures</li> <li>• Brent Constantz, Founder, President and Chief Executive Officer, Calera Corporation</li> <li>• Robert E. Fishman, President and Chief Executive Officer, Ausra</li> <li>• Robert Walsh, President, LS9, Inc.</li> </ul>			
10:00-10:30am		Break			
Working Session Tracks	<b>Eco-Strategy</b> <i>Track Chair:</i> Aimee Christensen, Founder and Chief Executive Officer, Christensen Global Strategies	<b>Eco-Innovation</b> <i>Track Chair:</i> Greg Dalton, Vice President, Commonwealth Club	<b>Eco-ROI Success Models</b> <i>Track Chair:</i> Sonal Shah, Program Director, Google.org	<b>Eco-Supply Chain</b> <i>Track Chair:</i> Catherine Greener, Vice President, Global Sustainability Consulting, Saatchi & Saatchi S	<b>Eco-I.T.</b> <i>Track Chair:</i> Lars Rabbe, Partner, The StrataFusion Group
	<b>Eco-Issues that will Redefine Business</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• Jim Butcher, Director of the Office of the Environment, Morgan Stanley</li> <li>• Dr. James Canton, Chairman and Chief Executive Officer, Institute for Global Futures</li> <li>• Neil Hawkins, Vice President of Sustainability, The Dow Chemical Company</li> <li>• Beth Lowery, Vice President of Environment, Energy and Safety Policy, General Motors</li> </ul>	<b>Turning Waste to Profit: Innovations and Opportunities</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• Steve Ellis, Executive Vice President of Wholesale Banking, Wells Fargo and Company</li> <li>• Jean Sweeney, Vice President of Environmental, Health and Safety Operations, 3M</li> <li>• Pat Tiernan, Vice President of Social &amp; Environmental Responsibility, Hewlett-Packard Company</li> </ul>	<b>Seizing Low-Hanging Fruit in Energy Efficiency</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• Diana Farrell, Director of McKinsey Global Institute, McKinsey &amp; Company</li> <li>• David J. Fornari, National Managing Director of Energy and Resources Practice, Deloitte Consulting LLP</li> <li>• Ron Herbst, Global Head Energy Management and Sustainability, Deutsche Bank</li> </ul>	<b>Getting Leaner and Greener: Opportunities Across a Global Supply Chain</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• James Collins, IDEO</li> <li>• Dan Gilbert, Vice President, Supply Chain Field Operations, Cisco Systems</li> <li>• Tom Schmitt, President and Chief Executive Officer, FedEx Global Supply Chain Services</li> </ul>	<b>Greening the Data Center: Solving Problems and Seizing Opportunities</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• Diane Bryant, Vice President and Chief Information Officer, Intel Corporation</li> <li>• Robert B. Carter, Executive Vice President of Information Services and Chief Information Officer, FedEx</li> <li>• William E. Weihl, Green Energy Czar, Google</li> </ul>
12:00-1:30pm		Lunch <b>Welcome Address: Mayor Gavin Newsom, City and County of San Francisco</b>			
1:30-2:30pm		<b>Engaging Employees and Creating an Eco-Innovation Culture</b> <ul style="list-style-type: none"> <li>• <i>Chair:</i> Andrew Winston, Founder, Winston Eco-Strategies and Author, <i>Green to Gold</i></li> <li>• Gary Hirshberg, Chairman, President, and CE-Yo, Stonyfield Farm</li> <li>• Adam Werbach, Global Chief Executive Officer, Saatchi &amp; Saatchi S</li> </ul>			

<b>2:30-3:00pm</b>	Break				
<b>3:00-4:30pm</b>	<b>Crafting and Executing a Successful Business Case</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• Bill Morrissey, Vice President of Environmental Sustainability, The Clorox Company</li> <li>• Kraig Scheyer, Vice President of Administrative Services, Northrop Grumman Corporation</li> <li>• Jeff Seabright, Vice President of Environment and Water Resources, The Coca-Cola Company</li> <li>• Tracy Wolstencroft, Partner, Managing Director and Head of Public Sector and Infrastructure Banking, Goldman, Sachs &amp; Co.</li> </ul>	<b>Designing to Win: Breakthrough Eco-Product Design</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• Bob Adams, IDEO</li> <li>• Joel Makower, Chairman and Executive Editor, Greener World Media</li> <li>• Lynelle Preston Cameron, Director of Sustainability, Autodesk</li> </ul>	<b>Money-Making Eco-Action in Facilities and Buildings</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• Gregory Franta, Senior Vice President &amp; Principal Architect, Rocky Mountain Institute</li> <li>• Joe Higgins, Vice President of Infrastructure Engineering, Fidelity Investments</li> <li>• Christine Malcolm, Senior Vice President of Hospital Strategy and National Facilities Services, Kaiser Permanente</li> <li>• Diane Vrkic, Chief Operating Officer, Energy and Sustainability Services, Jones Lang Lasalle</li> </ul>	<b>Reducing Carbon Footprints Across the Supply Chain</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• Jim Hanna, Director, Environmental Impact, Starbucks Coffee Company</li> <li>• Paul Jakubski, Director, Environmental &amp; Safety, Dow Jones &amp; Company</li> <li>• Kyle Tanger, Principal, Clear Carbon Consulting</li> </ul>	<b>Telecommuting and Telepresence: How and How Not To</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• Billy Hinners, Chief Information Officer, Autodesk, Inc.</li> <li>• Drew Martin, Senior Vice President and Chief Information Officer, Sony Electronics</li> <li>• Randall N. Spratt, Executive Vice President and Chief Information Officer, McKesson Corporation</li> </ul>
<b>4:30-5:30pm</b>	Networking				
<b>6:00-9:00pm</b>	Reception and Dinner <b>Keynote: Eric Schmidt, Chairman of the Board and Chief Executive Officer, Google Inc.</b>				
<b>TUESDAY, SEPTEMBER 9, 2008</b>					
<b>7:30-8:30am</b>	Breakfast				
<b>8:30-10:00am</b>	<b>Emerging Markets as a Source of Eco Innovation</b> <ul style="list-style-type: none"> <li>• <i>Chair:</i> C.K. Prahalad, Professor, University of Michigan School of Business</li> <li>• Srinivas Bette, President &amp; CEO, Reliance International E &amp; P Inc.</li> <li>• Ramesh Kymal, Managing Director, Vestas Wind Technology, India Private Ltd.</li> <li>• Thomas M. Siebel, Chairman, First Virtual Group</li> </ul>				
<b>10:00-10:30am</b>	Break				
<b>10:30am-12:00pm</b>	<b>Organizing for Eco-Success: Rethinking Roles and Responsibilities</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• Shelley Billik, Vice President of Environmental Initiatives, Warner Bros. Entertainment</li> <li>• Brian Boyd, Vice President, Worldwide Environment, Health &amp; Safety, Johnson &amp; Johnson</li> <li>• Christopher Corpuel, Vice President of Global Sustainability, Hilton Hotels</li> </ul>	<b>Building Game-Changing Partnerships</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• Rob Bernard, Chief Environmental Strategist, Microsoft</li> <li>• Roberta Bowman, Senior Vice President and Chief Sustainability Officer, Duke Energy</li> <li>• Andrew Van Der Laan, Director, Senior Project Manager, Publishing Operations Projects Group Random House, Inc.</li> </ul>	<b>Renewable Energy Strategies that Pay Off</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• Jared Blumenfeld, Director, Department of the Environment, City and County of San Francisco</li> <li>• Daniel Prull, Chief Technology Officer, Virgin Green, Virgin USA</li> <li>• Jigar Shah, Founder and Chief Visionary Officer, Sun Edison</li> </ul>	<b>Leading Change Across the Supply Chain</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• John M. Gabriel, Manager of Supply Chain Social Responsibility, IBM</li> <li>• Judy Glazer, Director of Global Social and Environmental Responsibility Operations, Hewlett-Packard</li> <li>• Peter Korda, Vice President, Scotts LawnService</li> <li>• Steve Ward, BOD Member, E2Open</li> </ul>	<b>Data Center Consolidation and Virtualization: The IT Holy Grails</b> Discussion Leaders: <ul style="list-style-type: none"> <li>• J.P. Rangaswami, Managing Director, BT Design</li> <li>• Toby Redshaw, Chief Information Officer, Aviva Group</li> <li>• Tony Scott, Chief Information Officer and Corporate Vice President, Microsoft</li> <li>• Shelton Waggener, Associate Vice Chancellor</li> </ul>

	Corporation				University, Chief Information Officer, University of California at Berkeley
<b>12:00-1:30pm</b>	Lunch and Plenary <b>Reinventing Everything</b>				
	<ul style="list-style-type: none"> <li>• <i>Chair:</i> Daniel C. Esty, Hillhouse Professor of Environmental Law and Policy, Yale University, and Author, <i>Green to Gold</i></li> <li>• Ray Lane, Managing Partner, Kleiner Perkins Caufield &amp; Byers</li> <li>• Mindy Lubber, President, Ceres</li> <li>• Joel Makower, Chairman and Executive Editor, Greener World Media</li> <li>• David P. Steiner, Chief Executive Officer, Waste Management</li> </ul>				
<b>1:30-2:00pm</b>	Break				
<b>2:00-3:30pm</b>	<b>Eco-Strategy in a Landscape of Consumer Confusion</b>  Discussion Leaders: <ul style="list-style-type: none"> <li>• Gannon Jones, Vice President of Marketing, Frito-Lay North America</li> <li>• Andy Murray, Worldwide Chief Executive Officer, Saatchi &amp; Saatchi X</li> <li>• Len Sauers, Vice President of Global Sustainability, Procter &amp; Gamble Co.</li> </ul>	<b>Meet-Ups</b>	<b>Profiting from Clean Transportation Choices</b>  Discussion Leaders: <ul style="list-style-type: none"> <li>• Susan M. Cischke, Group Vice President of Sustainability, Environment, and Safety Engineering, Ford Motor Company</li> <li>• Mark Fonte, Ground Transportation Business Development Manager, Alcoa</li> <li>• Stephen Ulanoski, Senior Vice President and General Manager, General Electric</li> </ul>	<b>Keeping Score: Best Practice in Supply Chain Metrics and Assessment</b>  Discussion Leaders: <ul style="list-style-type: none"> <li>• Helen Howes, Vice President of Environment, Health and Safety, Exelon Corporation</li> <li>• Bruce S. Klafter, Senior Director, Environment, Health and Safety, Head, Corporate Responsibility and Sustainability, Applied Materials, Inc.</li> <li>• James T. Sullivan, Vice President, Clear Standards, and Former Director, U.S. EPA Climate Leaders</li> </ul>	<b>Roundtable: Shaping the 2009 Research Agenda for Corporate EcoForum</b>  Discussion Leader: <ul style="list-style-type: none"> <li>• Ram Nidumolu, Research Director, Corporate Eco Forum</li> </ul>
<b>3:30-3:45pm</b>	Break				
<b>3:45-4:30pm</b>	<b>Top-10 Takeaways: Dos, Don'ts, and...</b>				
<b>4:30pm</b>	Adjourn				

[Request an invitation](#) to the Corporate Eco Forum.