

STOVA

Tuesday, October 2, 2012

8:00 am - 10:30 am

CROA Advisory Board Meeting

8:00 am - 11:45 am

8:00 am-11:45 am: Spotlight on Governance: Inside the GRI Framework

This is a fee based session. You must select this session on the Options Page to confirm your seat at this special session. FEE: \$299 (*Discount Rates Do Not Apply*)

Facilitator: 

An inside look at the GRI Framework for sustainability reporting with a spotlight on its governance disclosures.

[\[Full Description\]](#)

8:00 am-11:45 am: Information Communications Technology (ICT) Sustainability Mini-Conference

In this pre-conference workshop, AT&T, along with representatives from the Carbon War Room, Business for Social Responsibility (BSR) and our customer, Eaton Corp., will discuss how Information Communications Technology (ICT) can help business meet sustainability goals through the use of technology. This workshop will provide tangible ideas and proof points you can execute in your business to:

- Enable remote workers with video and web collaboration
- Increase productivity with mobile applications
- Utilize “Anywhere” and on demand with Cloud technologies



[\[Full Description\]](#) Hosted by: **at&t**

10:30 am - 11:30 am

CR Magazine's "100 Best Corporate Citizens List" Town Hall Meeting

As part of its commitment to transparency, *CR Magazine* hosts a series of discussions to solicit feedback on the list and

its methodology. At this town hall-style meeting participants will learn about the methodology, preview upcoming changes for 2013 and beyond, and participate in an interactive discussion. All views are welcome!

11:45 am - 1:00 pm

Lunch on Your Own

1:00 pm - 1:30 pm

Opening Remarks

Mr. Richard J Crespin, Chairman, COMMIT!Forum, SharedXpertise

1:30 pm - 2:15 pm

Keynote: Society, Sustainability, and the Rule of Law

Phillip K Howard, Partner, Covington & Burling LLP and Author

Corporate responsibility and sustainability go beyond compliance with the law, yet the rule of law and its underlying principles form the foundation for how companies interact within society. Mr. Howard will share his unique perspective on how the law shapes our every day behavior, impacts the way companies act, and how a better relationship between the law and society can improve corporate responsibility.

2:15 pm - 2:45 pm

Keynote: The Economics of Transparency

Ernst Ligteringen, Chief Executive, Global Reporting Initiative (GRI)

Transparency is the pre-condition of citizenship. More people live next to, work for, and invest in companies than almost any other human institution. As a result, companies have a special obligation to disclose their activities. At the same time, transparency needs to contribute to the companies overall creation of shareholder value. GRI Chief Executive, Ernst Ligteringen will show how GRI and its reporting guidelines deliver on the business case for transparency and reporting.

2:45 pm - 3:30 pm

Networking Break

3:30 pm - 5:00 pm

Plenary Session

Big Idea Lightning Round

A rapid-fire series of presentations on big ideas that will change our world.

Featuring:

Everyone Deserves a Job that Fits. When employers create jobs that fit employees can meet their responsibilities both at work and outside of work. In return, employers get higher productivity, lower turn over, and a stronger

Working Groups

Assuring Sustainability - Building Trust & Better Data Through Third Party Validation

CSR reporting is at all time high while trust in business remains at an all time low. Companies report lots of sustainability data but most people don't understand it, can't compare it, and don't know on which data to rely. As a result, companies increasingly look to third party firms to "audit", "assure", or otherwise "validate" their data. But which kind of assurance and which third parties are right for which company? Through this interactive panel we will explore these issues and more. Participants will come away with a clearer understanding of the different types of

bottom line. Flexibility, non-linear career paths, high commitment work/performance based management and telework improve productivity and make everyone's lives better. In fact, voluntary teleworking in the US could save over \$600 billion dollars -- saving money on real estate, transportation, and infrastructure while reducing greenhouse gasses by 43 million tons every year!

- Presented by **Joan Blades**, Co-Founder of **MoveOn.org & MomsRising.org**

Newton's 4th Law- Where We Learn

Matters. Thanks to Isaac Newton, apples have long been associated with inspiring new thinking that changes the world. Green Apple intends to do the same thing. We know that the “who” and “what” of learning – teachers and curriculum -- are all-important. But the “where” of learning is tremendously important too. Our kids deserve to learn in schools that have cleaner, fresher air, more daylight, better acoustics, and healthier food. Corporate leaders are stepping forward to make this a reality through their support of Green Apple, because they believe strongly that WHERE our kids learn matters.

- Presented by **Rachel Gutter**, Director, Center for Green Schools at **USGBC**, **George Bandy**, VP of Sustainability, **Interface**, and **Mary**

assurance, the firms that offer them, and which might be right for them.

Featuring:

- **Brendan LeBlanc**, Executive Director, **Ernst & Young**
- **Eric Hespenheide**, Partner, **Deloitte & Touche LLP**
- **Allan Colaco**, Partner, **KPMG**
- **Eric Israel**, Managing Director, **PwC**
- **Amy Pawlicki**, Director - Business Reporting, Assurance & Advisory Services and XBRL, **AICPA**

Moderator: **Gwendolen White**, Associate Professor of Accounting, **Ball State University**

Cullinane, Executive Vice President,
Corporate Affairs and Corporate
Responsibility, **Houghton Mifflin
Harcourt**

There's no Such Thing as

Transparency. Hop on for a ride down the circuitous and surprisingly illogical route through the myth of transparency and learn how one of our most fundamental tenets of CR communication is a fallacy that puts your business at risk. This is highly engaging gambol that examines our assumptions and ferrets out unanticipated truths about what it means to be clear.

- Presented by **Betsy Henning**, CEO & Founder of **AHA! Communications.**

How to Solve America's Skills Gap. Millions of Americans are unemployed yet over half of employers say they can't find skilled workers. What went wrong? How could so many peoples' skills be out of sync with the needs of today's job market? In 2011, Alexis Ringwald spent six months in America's unemployment lines to understand this challenge. And in 2012, she created the solution.

- Presented by **Alexis Ringwald**, Co-Founder & CEO, **LearnUp.me**

The Ultimate Liquid Asset. Providing a vast,

ERP for Your CSR: The Software Powering the Next Generation of Sustainability Management, Data, and Reporting

A comprehensive exploration of the new and emerging software tools in this field.

Featuring:

- **Jim Sullivan**, VP, Sustainability Management & Strategy, **SAP**
- **Janice Warren**, President, **OneReport**
- **Terrence Clark**, General Manager of Energy & Sustainability Solutions, **CA Technologies**
- **Elena Avesani**, Principal Strategy Manager, **Oracle Corporation**

Moderator: **David Metcalfe, PhD**, CEO, **Verdantix**

neglected country like the Democratic Republic of the Congo with access to safe, clean water isn't a job for mere mortals. That's why Action Against Hunger has brought together the Clean Water Access Initiative – a dream team of corporate and nonprofit partners committed to helping tens of thousands of Congolese reap the benefits of water: the ultimate liquid asset.

- Presented by **Nan Dale**, Chief Executive Officer, **Action Against Hunger**, **Jonna Davis**, Water Program Officer, **charity:water** and **Paul Fitzhenry**, Vice President, Corporate Communications, **Tyco International**

NASCAR And Green, They Do Work. This session will take you through the evolution of an idea initially considered an oxymoron, yet developed into a completely unique and breakthrough platform in sports. In just four years since 2008, NASCAR Green with over a dozen partners including Coca-Cola, American Ethanol, Coors Light, Safety Kleen, Freescale, and Creative Recycling Systems has developed the largest programs in sports in the environmental impact areas of waste, emissions and power. This platform has mobilized over 60 million NASCAR fans, arguably the largest national perception and awareness impact since give a hoot, don't pollute.

- Presented by **Dr. Mike Lynch**, Managing Director of Green Innovation, **NASCAR**

5:00 pm - 6:30 pm

UnConvention - Crony Capitalism: Building Common Ground on Maximizing the Potential of the Free Market While Reducing Cronyism Favoring Privileged Industries, Individuals, & Firms.

Free-market capitalism has done more to advance human health, wealth, and well-being than almost any other institution in history. Yet, the excesses of the recent past have made many question the very institutions -- like banks, regulators, and capital markets -- that make the system work. They see a system biased in favor of the very few at the expense of the great many. How do we find common ground and secure the blessings of the free market for us and our posterity?

Keynoted by **David Stockman**, President Reagan's Budget Director

Panel Features:

- **Peter Schweizer**, Research Fellow, **Hoover Institution at Stanford University**
- **Luigi Zingales**, Professor, **University of Chicago Booth School of Business and Author**
- **C. Ed Haldeman**, CEO Emeritus, FreddieMac & Former President, CEO, & Chairman **Putnam Investments**
- **Anna Burger**, Former Secretary-Treasurer, **Service Employees International Union**, Member of the President's Economic Recovery Advisory Board
- **Susan Ochs**, Author, American Banker & Senior Fellow at the **Aspen Institute**

6:30 pm - 8:30 pm

Moderator: Nick Sorrentino, Director of Political Outreach, **Future 500**
Sustainable Wall Street: Capturing Untapped Shareholder Value and Mitigating Undiscovered Risks & Volatility

Cocktails, Event, and Discussion

Leading firms are capturing untapped shareholder value from products and services that add top-line revenue, boost bottom-line profit, and also benefit society, people and the environment. These firms are also mitigating current undiscovered risks to their financials and market value, by mitigating the potential for future volatility.

Learn from CFOs, independent Board directors and investment executives how they see, sense, and measure these opportunities for higher shareholder value and lessened risk- and discuss how to apply these in your own corporation, capital allocation and investment choices.

Hosted by: **Gil Philip Friend**, President & CEO, **Natural Logic Inc.**

Speakers:

- **Ms. Lauralee Martin**, EVP, CFO, & COO, **Jones Lang LaSalle (NYSE: JLL)**
- **Mr. Chad Spitler**, Managing Director, **BlackRock (NYSE: BLK)**
- **Rita Foley**, Independent Director, **Dresser-Rand Group, Inc.** & Independent Director, **PetSmart, Inc.**

Moderated by Ms. Mindy Lubber, President, **Ceres**

8:30 pm - 10:00 pm

Wednesday, October 3, 2012

7:00 am - 8:30 am

CSRwire Hosted "Blogger Breakfast"

Hosted by **Aman Singh**, Editorial Director, **CSRwire**

Enjoy breakfast with leading CR Practitioners and other thought leaders to discuss pertinent CR issues facing companies today.

8:30 am -9:00 am

9:00 am - 10:15 am

Opening Remarks

Mr. Dirk Olin, Editor-in-Chief, Corporate Responsibility Magazine

Debate: Transparently Wrong! Mandated corporate disclosure laws like Sarbanes-Oxley have done more harm than good.

Debate Teams

Pro-Team:

- **Paul Sarbanes**, Former US Senator & Co-Sponsor of the Landmark Sarbanes-Oxley Act on Corporate Disclosure & Transparency
- **Lauralee E. Martin**, EVP, CFO, & COO, **Jones Lang LaSalle**

Anti-Team:

- **Mark A. Calabria** Ph.D., Director of Financial Regulation Studies, **Cato Institute**
- **John A. Allison**, Retired Chairman and CEO, **BB&T Corporation**

10:15 am - 10:45 am

Keynote: State Street Corporation's George Russell

George A Russell Jr., Executive Vice President, State Street Corporation

Two of the most important components of any corporate responsibility program are making them relevant and strategic for the company, and engaging employees so that they can both understand the underlying rationale behind the initiatives as well as become part of the process. The evolution of these roles has become more strategic in community focus areas where companies have operating facilities. George Russell, Executive Vice President at State Street, will discuss the evolution of a truly global engagement program through stages of research and development, collaboration, and outcome measurement.

10:50 am - 11:50 am

UnConvention Dual Deficits: Overcoming Society's Mounting Fiscal & Sustainability Debts.

Was Thomas Malthus right? Will we eventually run out of food, fuel, and the rest of life's essentials as the future becomes a bleak landscape of painful trade-offs and harsh conservation? Or can we innovate and grow our way out of these tough times to a brighter future for our society?

Featuring:

- **Tzeporah Berman**, Co-Founder ForestEthics & Former Co-Director, **Greenpeace International Climate Energy Program**
- **Robert F. Kennedy Jr.**, Environmentalist
- **Robert Shapiro**, President Clinton's Chief Economic Advisor
- **Chris Lambe**, Director of Social Responsibility, **Mosaic**
- **Scott Griffin**, Chief Sustainability Officer, **Greif, Inc**
- **Jeff Farmer**, Director of Organizing, **International Brotherhood of Teamsters**

Moderator: Bill Shireman, President and CEO, **The Future 500**

Keynote Luncheon: "HOW: Why HOW We Do Anything Means Everything" Sponsored by State Street Corporation

Dov Seidman, Founder, Chairman and Chief Executive Officer and Author of "HOW: Why HOW We Do Anything Means Everything", LRN

Invitation Only Lunch with Bruce Piasecki: Doing More with Less

Bruce Piasecki, President and Founder, AHC Group
Bruce Piasecki, the author of eight books on business and social needs, will speak from his *New York Times* and *USA Today* best seller "**Doing More With Less: The New Way to Wealth**". In a world of 7 billion souls, this talk focuses on the power of commitment in learning the arts of competitive frugality. For free excerpts, podcasts, and BBC coverage on the book, please see www.doingmorewithlessbook.com

Plenary Session

Workforce Congress: How CSR Programs Enhance Employment Brands & Build on Talent Development, Recruiting, & Retention

Host: Elliot Clark, CEO, **Corporate Responsibility Magazine**

Business has an ongoing need for skilled talent in order to stay competitive in the 21st century. Coordinating the needs of human resources, such as retention, recruiting, and training - with the relationships, visibility and influence

Working Groups

What Corporate Responsibility Pros Need to Know & Where to Get It

Facilitated by the CROA Professional Development Committee

CROA is working with a number of partners to develop a database that allows CR practitioners to find specific trainings, courses and certificates offered in the competency areas we think are essential for those who work in this profession. We need CR practitioners to tell us how you learned what you know, what you need but can't find, what knowledge you think is essential for a CR professional, and your input on the database structure and

11:50 am - 1:00 pm

1:00 pm - 1:45 pm

of effective corporate social responsibility (CSR) initiatives can have a valuable impact in ensuring businesses have a skilled workforce today and tomorrow. These best practice businesses align their CSR initiatives with talent strategies to synergize their mutual goals of engaging and retaining a skilled and prepared workforce, have a deeper, more positive impact in the communities in which they serve, enhance their employment brand, and expand into new markets.

content to date.

In this session, the members of the CROA Professional Development Committee will facilitate an open conversation about how, when and where you look when the need for CR training or education arises. This will be an interactive, exploratory session designed to assess the work that has been done by the committee to date

Speakers:

- **Lalita Advani, Director of Community Engagement, Credit Suisse**
- **Reg Foster,**
- **Bruce Morton, CMO, Allegis Group Services**
- **Carolyn O'Boyle, Senior**
Corporate Responsibility Consulting Group
Citizenship & Corporate Affairs, **IBM**

- Hosted by **Stephen Jordan, SVP & Executive Director, U.S. Chamber Business Civic Leadership Center (BCLC)**

Moderator: John-Anthony Meza, Vice President,
Workforce Readiness, **Corporate Voices for Working Families**

1:50 pm - 2:35 pm

Workforce Congress: "The Best Brand You Can't Buy--Establishing an Ethical Brand"

Successful corporations can and do establish unique cultures and valuable brand identities. In the same way that Nordstrom's emphasizes customer service and Apple emphasize innovation, every organization can establish a culture of integrity and successfully leverage this brand.

This presentation will...

Sustainable Value Chains at Work

Working to improve the sustainability of your supply chain? This session is your chance to get down-and-dirty and in-depth on a whole range of issues. We'll kick it off with the very latest research on which management practices deliver the greatest ROI and best sustainability outcomes.

- Examine how recent scandals have undermined well-known companies Reveal key findings from corporate ethics surveys
- Provide practical tips for establishing a culture of integrity that deters misconduct
- Share internal and external communication strategies for promoting and protecting your ethical brand

Host: Elliot Clark, CEO, *Corporate Responsibility Magazine*

Featuring:

- **Jennifer Prosek**, Founder and CEO, **Prosek Partners**
- **Jordan A. Thomas**, Partner, **Labaton Sucharow LLP**

We'll then break into working groups, each led by experts in their respective fields:

- **Carol Baroudi, Redemtech:** Out of the Trash & Into the Value Chain - Waste stream management/avoidance
- **Hew Crooks, Safe Water Network:** Water: Managing the Supply Chain for a Shared and Limited Resource
- **Ann Goodman, Ph.D. & Lakis Polycarpou, R2 Communications:** Supply Chains in the Age of Natural Disasters
- **Steve Granger & Zack Mansdorf, Ph.D., Center for Safety and Health Sustainability:** Worker Safety and Health
- **Daniel Aronson, Deloitte Consulting LLP:** Sustainable Value Chain Management Practice
- **Prof. Sybil Seitzinger, IGBP:** Improve Your Business Decision Making – How can Science Help?

2:40 pm - 3:15pm

Networking Break

3:15 pm - 4:30 pm

UnConvention - Digital Freedom: Securing an Online World that Generates Greater Innovation, Prosperity, & Freedom

As more of our economic and civil society moves to a digital world, new challenges arise to security and personal freedom. For every Twitter-generated Tahrir Square there are the long shadows of events like Stuxnet raising the stakes with cyber warfare. As ever, stability and security are the preconditions of freedom, so now is the time for thinking people to sort out how we will ensure the security that will unleash the innovation, prosperity, and freedom of a more digital world.

Featuring:

- **John Perry Barlow**, Co-Founder, **Electronic Frontier Foundation** & Former Lyricist for the Grateful Dead
- **Jim Harper**, Director, Information Policy Studies, **Cato Institute**
- **Harold Feld**, Legal Director, **Public Knowledge**
- **Michael Petricone**, SVP Government Affairs, **Consumer Electronics Association**
- **Rebecca Arbogast**, VP, Global Public Policy, **Comcast Corporation**

Moderator: Rebecca Busse, Senior Manager of Stakeholder Engagement, **The Future 500**

Keynote: Jim Quigley, CEO-Emeritus of **Deloitte & Author of "As One"**

James H Quigley, CEO, Emeritus of Deloitte Touche Tohmatsu Limited and Senior Partner, Deloitte LLP

Campaign Contribution Disclosure Debate

Trevor Potter, Member, Caplin & Drysdale

David Keating, President, Center for Competitive Politics (CCP)

Dan Bross, Senior Director of Corporate Citizenship, Microsoft

James R. Copland, Director, Center for Legal Policy, Manhattan Institute for Policy Research

The 2008 global financial crisis has led to a growing interest—among shareholders, the media, public interest groups, and others—in better understanding the governance policies guiding corporate participation in the public policy process. This debate has been greatly spurred by the United States Supreme Court's 2010 decision in *Citizens United v. Federal Election Commission*. The ruling allows profit corporations for the first time to use their funds without limit to support or oppose candidates for public office at the local, state, or federal level through independent expenditures.

Former Federal Election Commission member **Trevor Potter** and Microsoft's corporate responsibility leader **Dan Bross** will advocate for greater transparency in reporting of company political contributions. **David Keating**, president of the Center for Competitive Politics, and **Jim Copland**, head of the Manhattan Institute's Center for Legal Policy, will argue that such openness can lead many corporations to be unfairly targeted by opponents and competitors.

Networking Cocktail Reception

CR Magazine's Responsible CEO of the Year Awards Dinner

Please note there is an additional fee to attend the Awards Dinner. To confirm your seat you must select this item on the Options Page.

FEES: *(Discounts Do Not Apply)*

All registered Attendees may attend for a special price of \$100.

Guests and Dinner Only attendees may attend for \$350.

4:30 pm - 5:30 pm

5:30 pm - 6:15 pm

6:15 pm - 7:00 pm

7:00 pm - 9:30 pm

Speakers are complimentary.

Each year, *CR Magazine* awards the prestigious Responsible CEO of the Year Award to CEOs — from companies, NGOs, and governments — who, during the previous year, put themselves at personal and professional risk in order to deliver on corporate responsibility promises. They also announce the winner of the Corporate Responsibility Lifetime Achievement Award that recognizes an individual whose risk-taking, vision and pioneering spirit have led to significant achievement in the field over the course of their career.

Come honor the 2012 recipients and recognize the Top 10 best corporate citizens by industry as we announce the 2012 rankings!

Hosted by **Natalie Allen**, Anchor, **CNN International**

Executive Summit At NYSE: October 3, 2012

1:00 pm - 2:15 pm

UnConvention - Energy Security: Safe, Stable, & Reliable Energy Sources to Fuel Our Economy.

Prosperity and energy are inexorably linked. America -- and Britain before it and Rome before it -- spends vast sums securing access to energy supplies to fuel the world economy. Without energy, growth stops. Yet current policy -- foreign and domestic -- often causes as many problems as it solves. How do we secure our energy and economic future in the 21st Century?

Featuring:

- **Denny McGinn**, Vice Admiral (Ret.), **U.S. Navy**
- **Dave Kerner**, Senior Science & Technology Advisor, **The Tauri Group, LLC**
- **Michael Marx**, Director, Beyond Oil Campaign, **Sierra Club**
- **Elizabeth Muller**, Founder and Executive Director, **Berkeley Earth Surface Temperature**
- **John Schulz**, Director, Sustainability Operations, **AT&T**
- **Nicholas K. Akins**, President and Chief Executive Officer, **American Electric Power**

Moderator: Marlene Motyka, US Alternative Energy Leader and Principal, **Deloitte Financial Advisory Services LLP**

Sustainable Wall Street: Investing in Responsibility

- **Brian Rice**, Portfolio Manager, **CalSTRS**
- **Kenneth B. Mehlman**, Member, **KKR**
- **John Wilson**, Director of Corporate Governance, **TIAA-CREF**
- **Joshua Levine**, Vice President – Financial Advisor, **SRI Wealth Management Group / RBC**
- **Kris Balderston**, Special Representative for Global Partnerships, **U.S. State Department**

Moderator: **Paul Herman**, CEO, **HIP Investor**
The C-Suite Panel at NYSE

Our Annual Responsible C-Suite Roundtable

Jeffrey Joerres

Chairman

CEO & President

ManpowerGroup

Hikmet Ersek

President, Chief Executive Officer,

and Director

The Western Union Company

Bob Moritz

US Chairman & Senior
 Partner

PwC

2:15 am - 3:00 pm

3:00 pm - 3:45 pm

Nicholas K. Akins

President and Chief Executive Officer

American Electric Power

Jeffrey M. Ettinger

Chairman of the Board, President and Chief
Executive Officer

Hormel Foods

Moderator: Duncan Niederauer, Chief Executive Officer, **NYSE Euronext**

3:45 pm - 4:30 pm

Ringling of the Closing Bell of the Exchange