

# Corporate Sustainability Summit

Connect, Learn, Profit

May 28 - 29, 2009

Austin, TX

Sparking Real Dialogue, Instead of Typical Monologue

## Agenda at a Glance

### Wednesday Evening, May 27

6:00 - 8:00 pm – Hosted Reception & Welcome to Austin with Mayor Will Wynn

### Thursday, May 28

7:00 – 8:15 am: Registration, Continental Breakfast

8:15 - 8:55 am: Conference Overview & State of Sustainability Report

9:00 – 9:45 am: Metrics: How to Measure Sustainability Programs Effectively. Presenter: Ron Herbst, Deutsche Bank in London

10:00 – 10:45 am: Inside Washington DC, How Decisions Are Made. Presenter: Dave Winstead, former Commissioner of Public Buildings, GSA

10:50 – 11:20 am: Calculating Carbon Offsets: Where to Start, Where to Stop, Who to Believe. Session Leader: Rob Harmon, Bonneville Environmental Foundation

11:25 – 11:55 am: Climate Science & Economics: Why Skepticism Matters. Session Leader: Dr. Michelle Michot Foss, Center for Energy Economics, University of Texas

Noon – 12:30 pm: Interactive Climate Change Panel

12:30 – 1:30 pm Hosted Luncheon

1:45 – 3:00 pm: How Corporations Gauge Return on Their Sustainable Investments. Session Leaders: Dane Parker of Dell and Ron Rolfsen of Cisco

3:15 – 3:55 pm: Green Building Valuation: It's About the Money. Session Leader: Scott Muldavin, Green Finance Consortium

4:00 - 4:50 pm: High Performance Building Efficiency: 50 No Brainers in 50 Minutes, Alan Whitson of Corporate Realty, Design & Management Institute

6:00 – 8:00 pm: Hosted Dinner

### Friday, May 29

7:30 - 8:30 am: Continental Breakfast

8:30 - 9:00 am: Lessons Learned from Day 1, Overview of Day 2

9:00 - 9:50 am: How to Meet the Expectations of Your CEO & Board of Directors, Kit Tuveson, IFMA Sustainability Trainer

10:00 - 10:50 am: Dealing Creative Effectively and Economically with Local Government Authorities, John Baker, Austin Energy

10:55 - 11:15 am: Sustainability in Healthcare, Brian Weldy, Hospital Corporation of America

11:30 am – 12:30 pm: Media Panel (Environmental Reporters View of Sustainability)

12:30 - 2:15 pm: Luncheon and Town Hall Meeting with Robin Rather

2:15 – 2:30 pm: Summit Wrapup

2:30 pm: Summit Adjourns

## SESSION LEADERS AT A GLANCE

**Dr. Michelle Michot Foss**  
Chief Economist, Center for Energy Economics, University of Texas

**Rob Harmon**  
Chief Innovation Officer of Bonneville Environmental Foundation

**Scott Muldavin**  
Executive Director of Green Finance Consortium

**Dane Parker**  
Director of Global Environment, Health, Safety (EHS) and Facilities Sustainability for Dell Inc.

**Robin Rather**  
CEO of Collection Strength

**Rob Rolfsen**  
Director of Process, Governance and Sustainability for Cisco

**Kit Tuveson**  
President of Tuveson & Associates

**Ron Herbst**  
Head of Energy Management and Sustainability in Global Sourcing & Corporate Real Estate, Deutsche Bank, London

**Dave Winstead**  
former Commissioner of Public Buildings, GSA

# Sparking Real Dialogue, Instead of Typical Monologue

## Summit Agenda

This program will be as interactive as is humanly possible. It will be continuously tailored until the day of the program to insure that it fulfills your needs and expectations.

### Opening Evening – Wednesday, May 27, 2009

- 5:00 to 6:00 pm **Registration Desk Opens**
- 6:00 to 8:00 pm **Hosted Reception and Welcome to Austin, with Mayor Will Wynn**

### Day One – Thursday, May 28, 2009

- 7:00 to 8:15 am **Registration, Buffet Breakfast**
- 8:15 to 8:55 am **State of Sustainability Report. What Sustainability Managers Say Today**

Hear the executive summary from a 2009 sustainability leaders online focus group. Participants from Fortune 1000 companies zeroed in on a variety of issues including corporate goals, sustainability initiative metrics, internal conflicts, the budgeting process, and how to find the sustainable Rosetta Stone for corporate sustainability.
- 9:00 to 9:45 am **Metrics: How To Measure Sustainability Programs Effectively**

**Session Leader:** Ron Herbst, Head of Energy Management and Sustainability in Global Sourcing & Corporate Real Estate, Deutsche Bank, London

A famous adage goes, "If it gets measured, it gets managed." Without proper input – metrics fail. Learn how to get the data from the field and set your baselines. Discover where the primary stumbling blocks are, where's it's easy, and where you'll encounter difficulties.

Herbst oversees and coordinates energy supply, resource conservation, and sustainable real estate practices worldwide. In this role, Ron works across CRES and Global Sourcing to ensure continuous improvement in energy & environmental performance.

He is actively involved in Building Energy Design, Advanced Control Systems, and the "greening" of Real Estate Management.
- 9:45 to 10:00 am **Break in Networking Lounge**
- 10:00 to 10:45 am **Inside Washington DC, How Decisions Are Being Made**

**Presenter:** Dave Winstead, former Commissioner of Public Buildings, GSA

As former head of the Public Building Service (PBS), Winstead has an insider's perspective on the workings of the federal government at the executive, legislative, and bureaucratic levels.

Winstead was in charge of asset management, design, construction, leasing, operations, and disposal for a real estate portfolio of more than 340 million square feet in 8,000 public and private buildings accommodating over one million Federal workers.

PBS owns or leases nearly all civilian Federal office space, courthouses, border stations, many laboratories and storage facilities. The PBS annual budget is approximately \$8 billion, more than 90 percent of which is contracted out to the private sector.

Winstead has over 30 years of experience in the private and public sector in dealing with legal, real estate, transportation and public policy matters, in addition to serving in two branches of the Federal Government.

**10:50 to 11:20 am Calculating Carbon Offsets: Where to Start, Where to Stop, Who to Believe**

**Session Leader:** Rob Harmon, Chief Innovation Officer of Bonneville Environmental Foundation.

Does the world of carbon footprints and carbon offsets give you a migraine? Do you struggle to know what to measure? Do you roll your eyes at all the controversy? Do you wonder whom you can trust? Then this is the workshop for you.

Rob Harmon is the Chief Innovation Officer for the Bonneville Environmental Foundation. He put the first carbon calculator on the Internet and closed the first retail Green Tag transaction in the United States almost a decade ago. He is an award-winning, nationally recognized leader in the development of national consumer protection standards for the carbon market.

Rob is an environmental entrepreneur who takes a pro-environment, pro-consumer, pro-market approach to his work. Rob will lead a discussion on the two approaches to ensuring the “additionality” of carbon offset projects, and explore strategies for reducing your carbon footprint, without stepping in something you can’t get off your shoe.

**11:25 – 11:55 am Climate Science & Economics: Why Skepticism Matters**

**Presenter:** Session Leader: Dr. Michelle Michot Foss, Center for Energy Economics, University of Texas

Dr. Foss is an internationally recognized expert on energy policy, science and economics. She is a Senior Fellow of the U.S. Association for Energy Economics, a past president of the International Association for Energy Economics, and member of the Council on Foreign Relations. She serves on the advisory boards of the Consumer Energy Alliance, the Institute for Energy in the 21st Century and the Women’s Global Leadership Conference in Energy & Technology.

She has 29 years experience in energy and environmental research and consulting related to oil and gas, coal, nonfuel minerals and electric power in the U.S. and abroad.

Dr. Foss has broad experience in applied energy economics and business development, enterprise strategy and commercial operations, and business-government relationships across the energy value chains.

**Noon to 12:30 pm Interactive Climate Change Panel with Dr. Michelle Michot Foss and Rob Harmon.**

**Moderated by** B. Alan Whitson.

**12:30 to 1:30 pm Hosted luncheon**

**1:30 to 1:45 pm Break in Networking Lounge**

**1:45 to 3:00 pm How Corporations Gauge Return With Their Sustainable Investments**

**Session Leaders:** Dane Parker and Rob Rolfsen. Parker is Director of Global Environment, Health, Safety (EHS) and Facilities Sustainability for Dell Inc. Rolfsen is Director of Sustainable Development for Cisco and is charged with measuring, monitoring and managing Cisco’s GhG emissions from its real estate portfolio.

Parker is responsible for all aspects of EHS and sustainability related to Dell’s operations and real estate portfolio. Dell has invested in solar, wind and gas-energy conversion following a path established in a deliberately developed plan to reduce global emissions.

Prior to joining Dell, Parker was GM & Director of Worldwide Environment, Health and Safety for Intel Corporation. Previous positions at Intel include Site Operations Manager in Arizona and Costa Rica, Operations Manager for Intel’s Cable Products Division and Manager of Contracts and Materials for semiconductor fab construction and manufacturing equipment installation projects.

Rolfsen is Director of Sustainable Development for Cisco and is charged with measuring, monitoring and managing Cisco’s GhG emissions from its real estate portfolio. He led the GhG data collection process and discussions which led to Cisco’s 2008 announcement that it will reduce GhG emissions by 25% by 2012 based on 2007 levels and is leading multiple initiatives to help achieve this goal. Prior to this position, he was a Director in Enterprise Risk Management where he drove several Enterprise Risk Management assessments and oversaw global Safety and Security.

3:00 to 3:15 pm **Break in Networking Lounge**

3:15 to 3:55 pm **Green Building Valuation: It's All About the Money**

**Session Leader:** Scott Muldavin, Executive Director of Green Finance Consortium

Learn about the dramatic changes in regulator, users, and investor demand for sustainable property. The role of financial analyses in the broader context of corporate and investor real estate decision making will be covered.

As Executive Director of the Green Building Finance Consortium, Muldavin leads a distinguished team of specialists developing valuation and underwriting tools and practices to assist in the assessment of private sector Green Building investment.

For more than 25 years, Scott has been an advisor to the nation's leading real estate companies. Prior to founding The Muldavin Company, he was a leader of the real estate consulting practices at Deloitte & Touche and the Roulac Group.

As a founding Principal and member of Guggenheim Real Estate's Investment Committee for three years, Scott was actively involved in investment decision making, due diligence, joint venture structuring, project financing and manager selection.

4:00 to 4:50 pm **High Performance Building Efficiency: 50 No Brainers in 50 Minutes**

**Session Leader:** B. Alan Whitson, RPA, President of Corporate Realty, Design & Management Institute

The seminar leader of the acclaimed Turning Green into Gold® educational gives you his 50 most economical "no brainers" to improve energy efficiency in today's buildings.

A popular author, consultant, and speaker Alan has been pegged as the "Green Building Guru Who Paints a Profit-Making Picture."

Alan's experience encompasses over 40 million square feet of facilities around the world in the roles of Asset Manager, Corporate Facilities Manager, Construction Manager, Development Manager, and Commercial Real Estate Broker.

He chaired a national task force that wrote a Model Green Lease. Alan's books include 365 Important Questions to Ask about Green Buildings. His column, Turning Green into Gold, appears regularly in OfficeInsight, a national online newsletter.

6:00 – 8:00 pm **Hosted Dinner**

## Day 2 – Friday, May 29, 2009

7:30 to 8:30 am **Hosted Continental Breakfast**

8:30 to 9:00 am **Lessons Learned from Day 1, Overview of Day 2**

9:00 to 9:50 am **How to Meet the Expectations of your CEO and Board of Directors**

**Session Leader:** Kit Tuveson, President of Tuveson & Associates, and IFMA Sustainability Trainer

Learn how to prepare yourself and your presentation when called in front of top management. Kit shows you what to do in real-time, in the Boardroom, to assure you are making an effective, winning presentation.

Kit speaks from practical experience. His 36-year Hewlett-Packard career included responsibility in Process Engineering, Manufacturing Line Management, Facilities Management and Environmental Health & Safety.

He has managed facilities teams, global program managers, cross functional teams, and served as Global Director Facility Operations and also Global Director of Environmental Health & Safety.

Kit is lead instructor for IFMA's "Sustainable FM: A Practitioners Guide to Greening Your Facility" workshop.

9:50 to 10:00 am **Break in Networking Lounge**

10:00 to 10:50 am **Dealing Creatively, Effectively and Economically with Local Government Authorities**

**Session Leader:** John Baker, Chief Strategy Officer for Austin Energy

10:55 to 11:15 am **How Sustainability is Gaining Traction in Healthcare**

**Session Leader:** Brian Weldy, VP of Sustainability for IFMA Healthcare Council, and VP/Engineering & Facilities Administration for Hospital Corporation of America (HCA). Weldy is also a leader of Hospital Energy Alliance and organizer of the Healthcare Sustainability Roundtable.

Brian is responsible for over 90 million square feet. He oversees HCA's energy management program, new and existing building commissioning, MEP design guidelines, building regulatory compliance, and disaster planning and response. HCA is the nation's leading provider of health-care services, composed of locally managed facilities that includes 166 hospitals and 105 free standing surgery centers in 20 states and London , England .

11:15 to 11:30 am **Break in Networking Lounge**

11:30 am to 12:30 pm **Media Panel**

**Brian Dumaine**, global editor of FORTUNE

**Greg Zimmerman**, Executive Editor, Building Operating Management magazine

**Russell Gold**, energy reporter for Wall St. Journal and managing editor of the Wall St. Journal's Environmental Capital blog

Get a better pulse on the market and see what's on the horizon with top flight sustainability reporters who share their research from interviews with C-Suite executives, investors, government leaders, and operating unit implementers.

**Brian Dumaine**, is global editor of FORTUNE, overseeing the magazine's international coverage and its European and Asian editions. He also directs FORTUNE's green technology and environmental policy stories. He is the author of the newly published *The Plot To Save The Planet: How Visionary Entrepreneurs and Corporate Titans Are Creating Real Solutions To Global Warming*. Dumaine has worked at FORTUNE for 28 years in various writing and editing positions including assistant managing editor. He has won numerous journalism awards and written more than 100 feature stories for the magazine, including covers such as "America's Toughest Bosses," "The Innovation Gap," and "America's Smartest Young Entrepreneurs." Throughout his career, he has produced investigative pieces as well as articles on marketing, investing, technology, and corporate crime.

**12:30 to 1:00 pm**     **Hosted Luncheon**

**1:00 to 2:15 pm**     **21st Century Style Town Hall**

**Town Hall:** This interactive session allows questions and commentary from the audience on key findings and lessons learned. Real-time note taking builds a group-created planning document that identifies even more people with whom you'll want to share specific ideas and issues. Town Hall meeting notes are compiled as part of post Summit documentation.

**Moderator:** Robin Rather, CEO of Collective Strength.

One of the nation's foremost town hall moderators will pull everything together in the culmination of the Summit. A lively interchange of ideas and summary of what you can immediately put into action upon returning home are assured. Robin is a recognized expert in sustainability and related policy issues. As CEO of Collective Strength, she specializes in market research, strategy, planning and messaging for corporate, governmental and non-profit clients.

Rather has served as a lead consultant on projects that involve renewable energy strategies, water conservation, the future of healthcare, non-point source pollution, community values, citizens' definitions of a healthy economy, transportation and transit alternatives and corporate trends. She is frequently asked to work alongside some of the world's leading experts on comprehensive regional planning.

She also conducted a major survey of US sustainability experts on global trends and traveled to Beijing to with environmental, academic and policy leaders in China.

**2:15 to 2:30 pm**     **Summit wrapup**

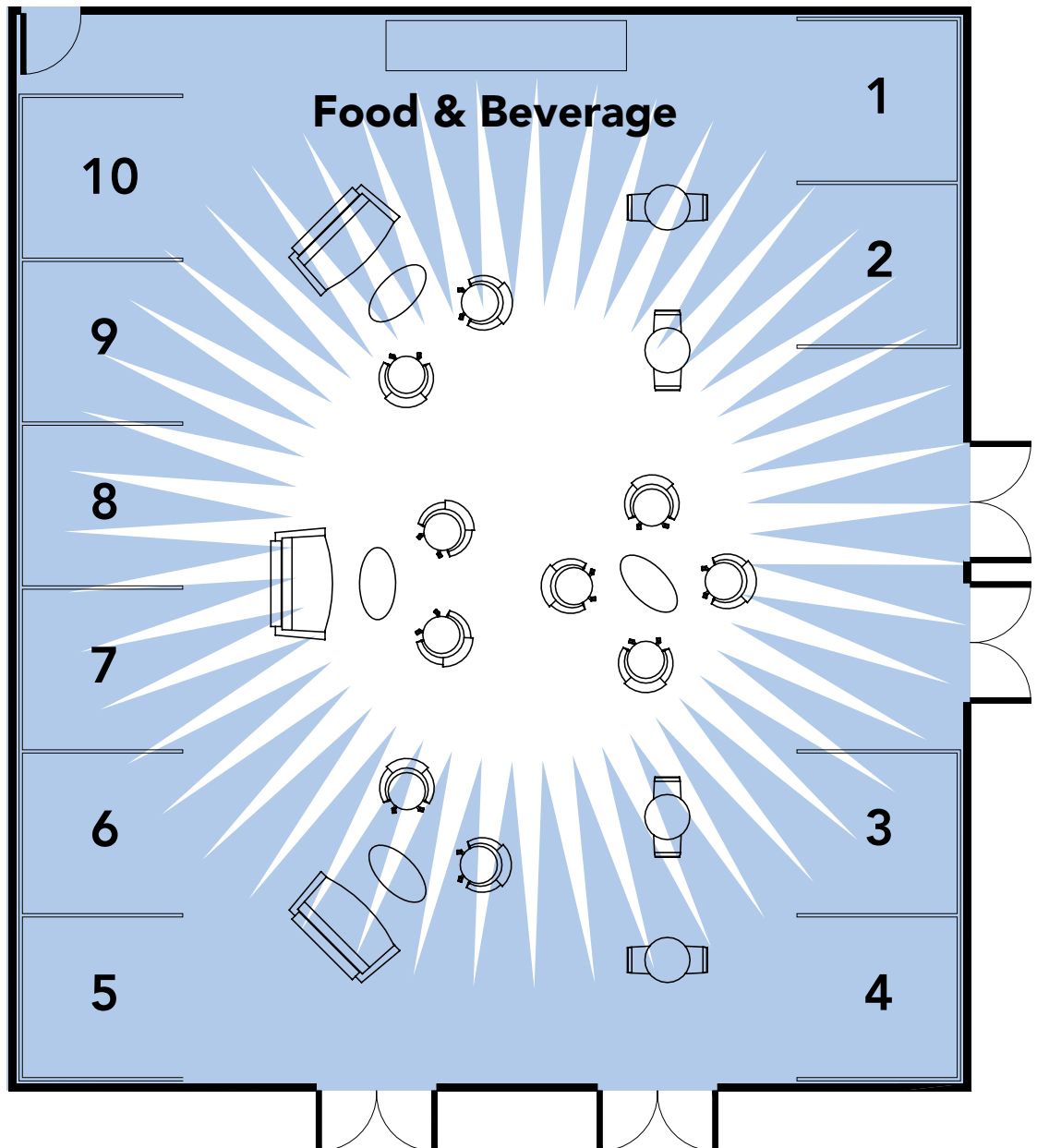
**2:30 pm**             **Summit adjourns**

# Networking Lounge

Open 6:30 am to 8:00 pm on Thursday, May 28

Open 6:30 am to 4:00 pm on Friday, May 29

Open throughout the Summit, it's where attendees, speakers, and sponsors go to recharge, network and plug-in. The Power Station is designed for interaction, networking, and the exchange of information. In the back are snacks and beverages, regularly replenished during the day. In the center – the lounge, the spot to relax, connect, discuss new ideas and dispel old myths



## 37 Reasons You Should Attend

Right now, corporate sustainability is a hot topic. Unfortunately there's more fluff than fact being presented at too many trade-shows and conferences. That's why the Corporate Sustainability Summit is different. Here are 37 reasons you or someone from your company should be there.

1. The format and content you want. In organizing the Summit, we garnered input from the corporate sustainability professionals of major corporations in manufacturing, construction, finance, energy, consumer products, transportation, real estate, technology, and professional service firms. Among the participants were Nike, HP, Fluor, DuPont, Cabot Corp, Applied Materials, Budget, Simon Property, plus others
2. Small and action-focused. Attendance to the Summit is limited to 150 professionals with responsibility for sustainability in their organizations
3. Bottom line oriented. Everything at the Summit focuses on what's the return for time and money invested with emphasis on zero- or low-cost opportunities
4. "Hands on" session leaders rather than self-professed expert "thinkers"
5. Every breakout session will be repeated at least once
6. Small group problem solving sessions with reporting back to the larger session to leverage your time
7. Learn proven techniques to get greater buy-in from upper management
8. Multiple opportunities to engage speakers and your peers one on one.
9. Affordable – Easily accessible location – Reasonable room rates – Breakfast, lunch and refreshment breaks both days
10. See a green city in action. In Austin, you will experience how public-private partnerships are sustaining one of America's greenest cities
11. Option to spend the weekend in the Live Music Capital of the World
12. 21st Century Town Hall Meeting led by one of the nation's foremost moderators – Robin Rather
13. Case study of successful sustainable Public/Private partnership
14. Lots of Q&A – in every session
15. Post summit – Final, take home report to share with your managers and employees
16. Access to timely, pre-summit research
17. Small group breakout sessions
18. Networking lounge that's ideal for informal get-togethers and idea sharing
19. Share cross disciplinary ideas from peers in multiple types of industries
20. Meet speakers with a variety of backgrounds - NGOs, government agencies, and the corporate world
21. Lessons from the field – What's working, what's not
22. Learn how to present your case to your CEO & Board and win from a practitioner with 36 years of experience in corporate America
23. Sustainability: A classic study in change management
24. Modeling the Dream Corporation – A CEO's perspective
25. Metrics that work
26. Carbon calculating with creator of first carbon calculator on the Internet
27. Media panel of top flight sustainability reporters sharing their research into what's on the horizon
28. Two networking receptions
29. Sustainable financial modeling from a pro with 25 years experience
30. Easy to execute energy efficiency tips that save millions
31. Companies of any size welcome. Just bring your passion and plenty of business cards.
32. Inside Washington DC from an insider to help you understand government decision making
33. Connect
34. Learn
35. Profit
36. Conference venue: Every detail is watched to leverage your time and maximize networking
37. Our pledge - The Summit will be as interactive as humanly possible. It will be continuously tailored until the day you arrive to insure that it fulfills your needs and expectations

## Location

Hilton Austin – 500 E 4th St., Austin , TX 78701

## Hotel Reservations

Hilton Austin: Special room rates of \$199 per night have been arranged for Summit attendees. Hotel reservations are made directly with the Hilton Austin, 512-482-8000. Inform the reservations agent you are attending the Corporate Sustainability Summit. The Hilton Austin will confirm your room arrangements (based on availability) according to your instructions in the registration process.

## Registration for Summit

A cap of 150 registrants has been established to maximize opportunity for interaction. You will be joining 149 of your peers for a real dialogue on corporate sustainability in one of America's greenest cities, Austin, Texas. The Summit will be 2009's most bottom line oriented gathering on sustainability.

[www.CenterForCorporateSustainability.org/Summit](http://www.CenterForCorporateSustainability.org/Summit)

For Questions, call 971-219-0561

## Registration Fees

### On-Location Option – Live Attendance in Austin

\$995 (includes all sessions, 2 Continental Breakfasts, 2 Luncheons, 1 Evening Dinner, and annual passport to view archived sessions)

### Virtual Viewing Option – See the Summit on the Internet

\$395 (Site License Rate)

Contact: Katari Grassell, 512-919-4512

[kgrassell@centerforcorporatesustainability.org](mailto:kgrassell@centerforcorporatesustainability.org)

## Primary Contacts

### Glenn Fischer, 503-274-7162

[gfisher@centerforcorporatesustainability.org](mailto:gfisher@centerforcorporatesustainability.org)

### Dave Hewett, 503-970-9047

[dhewett@centerforcorporatesustainability.org](mailto:dhewett@centerforcorporatesustainability.org)

### Stan Dowell, 713-530-7422

[sdowell@CenterForCorporateSustainability.org](mailto:sdowell@CenterForCorporateSustainability.org)

### Ralph Bivins , 713-705-9568

[rbivins@CenterForCorporateSustainability.org](mailto:rbivins@CenterForCorporateSustainability.org)

## Special Thanks to

Austin Welcome Committee

Brandi Clark, President of Eco-Networking

Michele Van Hyfte, President of Monarch Design Consulting

Will Wynn, Mayor of Austin

